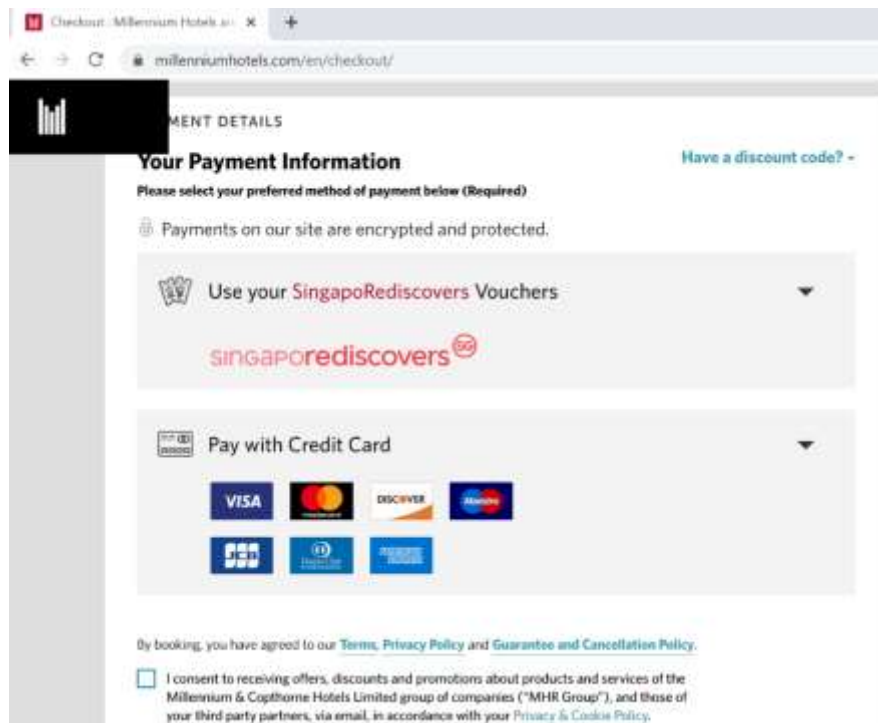




MILLENNIUM HOTELS AND RESORTS EASES REDEMPTION OF SINGAPOREDISCOVERS VOUCHERS

One of first hospitality groups to integrate vouchers onto its website



Screengrab of payment page when booking a room directly from Millennium Hotels and Resorts' website.

SINGAPORE, 3 December 2020 – Singaporeans who are looking to use their SingapoRediscovers Vouchers on staycations will now find it easier to redeem them. Addressing the troublesome multiple-platform issue for voucher redemption, Millennium Hotels and Resorts (MHR) has integrated the vouchers into their website. MHR is amongst the first hospitality groups to partner GlobalTix for this initiative.

“We wanted an easy way for Singaporeans to use their vouchers at our hotels. The first thing was to simplify the process by incorporating the vouchers into our website,” said Mr Lee Richards, Vice President Operations, South East Asia, MHR. “By doing so, we removed the additional layer of going to different websites to complete the redemption process.”

To utilise SingapoRediscovers Vouchers for staycations, Singaporeans simply need to log on to MHR’s website to make a room booking. The voucher redemption option is available upon cart check out. Guests just need to key in their Voucher Code and the S\$100 discount will be reflected on the payment page.



MHR was able to create a seamless booking process with SingapoRediscovers Vouchers quickly working through its in-house digital platform teams as well as GlobalTix in order to launch the solution in-time for the launch for SingapoRediscovers Vouchers.

In addition to redeeming their vouchers, members of My Millennium, MHR's Guest Loyalty Programme, will also enjoy special members' rates and point accumulation.

"My Millennium prioritises member experience so we believe that members will welcome the ease of utilising their vouchers for our room packages. We hope that this will encourage more people to sign up as members. More than 65% of bookings on MHR's brand website are done by My Millennium members which supports our book direct strategy" said Mr Saurabh Prakash, Group Vice President, Marketing, MHR.

To book a room with SingapoRediscovers Vouchers, please visit: <https://www.millenniumhotels.com/>.

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ABOUT MILLENNIUM & COPTHORNE HOTELS

Millennium Hotels and Resorts (MHR) is the global brand of Millennium & Copthorne Hotels Limited (M&C), a global hotel company which owns, manages and operates over 145 hotels across some 80 locations worldwide. It has four distinct hotel collections — Leng's Collection, M Collection, Millennium Collection and Copthorne Collection — throughout Asia, Europe, the Middle East, New Zealand and the United States. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Beijing, Shanghai, Seoul, Tokyo, Singapore and Hong Kong. Occupying the best locations around the world, MHR has the perfect address for business and leisure travellers. M&C is the hotel arm of Singapore-listed global real estate company City Developments Limited, and is a member of the Hong Leong Group. Visit www.millenniumhotels.com for more information.

About My Millennium Guest Loyalty Programme

With millions of members around the world, My Millennium Guest Loyalty Programme is based on members earning My Points from every qualifying hotel stay at over 90 participating hotels across Asia-Pacific, the UK, the USA and the Middle East. My Millennium Guest Loyalty Programme relaunched in March 2019, as a platform that prioritises inclusivity, value, access, and transparency. Guests earn 10 My Points for every USD\$1 spent and can use points on a number of rewards, including room upgrades, amenities and services, F&B discounts, celebration treats, exclusive experiences and shopping vouchers provided by likeminded brands.

For media enquiries, please contact:

Joanne Koh
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: +65 6877 8537
joannekoh@cdl.com.sg

Scarlett Sun
Global Branding and Marketing
Millennium Hotels and Resorts
Tel: +86 1370191 6785
scarlett.sun@millenniumhotels.com