

## MY MILLENNIUM CROWNED BEST LOYALTY PROGRAMME AT THE LOYALTY & ENGAGEMENT AWARDS 2020



*(L-R) Mr Beh Wei Liang, Senior Executive, Global Loyalty Marketing; Ms Pearlie Teo, Director, Global Guest Recognition & Strategic Alliances, Global Loyalty Programme; and Mr Saurabh Prakash, Group Vice President, Marketing with their trophies for Best Loyalty Programme - Travel/Hospitality (Gold) and Best Regional Loyalty Campaign (Bronze)*

**SINGAPORE, 2 December 2020** – My Millennium, the global guest loyalty programme of Millennium Hotels and Resorts (MHR), recently trumped shortlisted contenders from across South Asia, Southeast Asia and ANZ regions to win Gold for **Best Loyalty Programme – Travel/Hospitality** and Bronze in **Best Regional Loyalty Campaign** at the Loyalty & Engagement Awards (LEA) 2020 on 25 November. Ranked amongst industry-leading finalists and judged by an independent panel of marketing and loyalty experts, MHR was rewarded for its outstanding loyalty programme in the Travel/Hospitality category and within the region.

This is the second consecutive year that MHR has placed amongst the top of class at the LEA. In 2019, MHR was awarded two Silver awards for Best Loyalty Programme (Launch/Relaunch) and Best Loyalty Programme – Travel/Hospitality.

“I’m proud of the exceptional teamwork that has elevated My Millennium’s ranking from Silver to Gold in the Best Loyalty Programme in the Travel/Hospitality category, especially during this challenging year. With border restrictions and social distancing measures in place, we re-evaluated our programme and introduced value-adding experiences that have helped our members maximise their benefits. This has invariably pushed our loyalty programme to rank among the region’s best,” shared Ms Pearlie Teo, Director, Global Guest Recognition & Strategic Alliances, Global Loyalty Programme, MHR.



Going against contenders from industries beyond hospitality, My Millennium clinched the ultra-competitive **Best Loyalty Regional Loyalty Campaign** award. Together with the **Best Loyalty Programme – Travel/Hospitality**, these double wins recognise MHR's year-on-year improvement in efforts to value-add meaningfully to its global audience.

MHR's My Millennium Guest Loyalty Programme offers privileges that enable guests to redeem over 100 rewards, from room upgrades and hotel nights, dining experiences and shopping experiences with international market-leading brands, such as Apple, Amazon and Marks & Spencer as well as a range of once-in-a-lifetime experiences, including exclusive access for top-tier members to the hospitality box at Chelsea Football Club.

My Millennium has developed global offers that prioritises the member experience – this demonstrates the unwavering member-first commitment and highlights the various tangible benefits one can obtain beyond discounts. One of the key campaigns, "Love, My Millennium" focused on integrating the brand narrative in the everyday lives and moments that people undergo – from relaxing holidays, elevated dining experiences, a corporate trip or a celebratory milestone – My Millennium built brand love through featuring various facets of each pillar, from spacious and luxurious rooms, award-winning restaurants and signature dishes, configurable corporate spaces and sophisticated ballrooms with first-class equipment. Members found that regardless of the experience, My Millennium was relevant and could meet them in their moment.

"These awards are testament of My Millennium's effectiveness in engaging members and continuing to bring value to guests. This has attributed to the loyalty programme's steady increase in membership base. Most recently, we also saw My Millennium members contribute to over 80% of its brand website revenue during the Black Friday & Cyber Monday sales period. This clearly signals a worldwide recognition of the programme and the inherent value it brings, as the brand enjoys strong recall value amongst its membership base," said Mr Saurabh Prakash, Group Vice President, Marketing, MHR.

My Millennium consistently strives to be ahead in delivering value to its members, even beyond borders. As part of an ongoing partnership with Wildlife Reserves Singapore, members enjoy exclusive access to interact with the animal care team to participate in animal feeding and enrichment sessions. This is conducted virtually over Zoom to its members around the world. Each session sees a healthy participation of up to 100 members.

MHR is also one of the first hotel groups to integrate SingapoRediscover vouchers onto its website booking journey. Singaporeans will be able to enjoy a seamless booking process and redeem their S\$100 tourism vouchers easily.

These initiatives are key drivers to ensure My Millennium remains a stronghold in terms of relevancy and meaning to its global membership base.

In its eighth year, Marketing Magazine's annual Loyalty Engagement Awards rewards excellence in consumer-centric marketing activities, allowing professionals to gain industry-wide recognition. It is the only awards in the Asia Pacific region that focuses completely on customer loyalty and engagement. This year, the Awards saw 46 unique brands win at least one trophy across the 35 award categories.



For more information about the My Millennium programme and Millennium Hotels and Resorts, please visit: <https://www.millenniumhotels.com/>

Click [here](#) to download more photos.

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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](http://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.

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