

For Immediate Release

MY MILLENNIUM PROVES BEST IN CLASS IN LOYALTY ENGAGEMENT AND MARKETING AWARDS



(L-R) Mr Beh Wei Liang (Assistant Manager, Global Loyalty Marketing), Ms Jocelyn Ferrer (Assistant Manager, Global Loyalty Operations), Ms Pearlie Teo (Director, Global Loyalty and Partnerships), Mr Saurabh Prakash (Group Senior Vice President, Commercial) and Ms Sara Lee (Director, Global Distribution Services) celebrating My Millennium's multiple awards.

SINGAPORE, 30 November 2021 – My Millennium, the global guest loyalty programme of Millennium Hotels and Resorts (MHR), has proven its successful track record again by taking home multiple awards in this year's Loyalty & Engagement Awards and Marketing Excellence Awards.

My Millennium beat shortlisted contenders from across South Asia, Southeast Asia and ANZ regions to clinch Gold for **Best Regional Loyalty Campaign** and Silver for **Best Loyalty Programme – Travel/Hospitality** at the Loyalty & Engagement Awards. It followed up this feat at its first Marketing Excellence Awards by winning Silver for **Excellence in Loyalty Marketing**. Both Awards were held earlier this month.

MHR's safety and cleanliness campaign "We Care. We Clean. We Welcome." also made the cut for both Awards, listing among the top ten finalists for Best COVID-19 Response – Engagement & CX in the Loyalty & Engagement Awards and Excellence In Response To COVID-19 in the Marketing Excellence Awards, alongside industry giants like Singtel, DBS Bank and Unilever. With the safety of guests being a top priority, MHR has achieved high vaccination rates among staff, with Singapore hotels boasting a 100% vaccination rate for frontliners.

This is the third consecutive year that MHR has been rewarded for its outstanding loyalty programme in the Travel/Hospitality category and within the region for the Loyalty & Engagement Awards. In 2020, MHR was awarded Gold for Best Loyalty Programme – Travel/Hospitality and Bronze in Best Regional Loyalty Campaign and in 2019, MHR was awarded two Silver awards for Best Loyalty Programme (Launch/Relaunch) and Best Loyalty Programme – Travel/Hospitality.

"We're ecstatic that the hard work put in by the team has earned us a Gold and two Silvers. In this highly competitive hotel industry, one of the challenges we faced was creating a meaningful long-term relationship with our members. The past year has seen diminished member engagement due to reduced travel, so we introduced innovative experiential programmes to deepen engagement and brand loyalty," said Ms Pearlie Teo, Global Director of Loyalty and Partnerships for MHR, who was also one of the judges for this year's Loyalty & Engagement Awards.

To give members a sense of exclusivity, global offers with value-added benefits such as double points for every night booked and complimentary room upgrades were launched for members only. The team also focused on curating unique experiences to engage members, leveraging on partnerships and exploring new ways of connecting with members who were not physically staying in the hotel. One such example was a series of exclusive virtual events with players from Chelsea Football Club, where members had the opportunity to meet and interact with the players on a more intimate level.

A global campaign “More With Millennium” was launched at the start of the year to drive awareness and encourage direct booking through MHR’s website. The campaign aimed to emphasise that My Millennium provides ‘More Value’, ‘More Perks’ and ‘More Fun’ at every point of the customer journey with MHR.

Point-earning opportunities through F&B spend were also added to enhance the loyalty programme. With an exciting array of rewards spanning technology, dining, wellness and lifestyle, My Millennium was able to differentiate itself from other hotel loyalty programmes. Apart from hotel stays, the redemption catalogue also includes gifts and vouchers from over 100 international brands like Spotify, Uber, Apple, Amazon, Macy’s, Marks & Spencer, NTUC and Takashimaya.

Stacked against finalists from industries beyond hospitality, My Millennium’s strategy paid off with double wins, which recognizes MHR’s year-on-year improvement in efforts to value-add meaningfully to its global audience.

“I am delighted to see the My Millennium team winning three years in a row at the Loyalty & Engagement Awards and taking home a Silver in its first Marketing Excellence Awards! It is a testament of the passion and hard work put in by our teams to engage with customers and ensure they have the best experiences no matter which hotels around the world they stay at. With our focus for this year on a member-first strategy and creating personalised messages, we have achieved close to 80% of all bookings made by My Millennium members on millenniumhotels.com. This has validated our efforts in creating a high level of engagement throughout our direct channels. We are very thankful for the continued support and trust our members have with the My Millennium programme year after year,” said Mr. Saurabh Prakash, Group Senior Vice President, Commercial for MHR.

Organised by MARKETING-INTERACTIVE, the Loyalty & Engagement Awards honours the best loyalty marketing strategies in South Asia, Southeast Asia and ANZ regions, while the Marketing Excellence Awards celebrates Singapore’s outstanding marketing campaigns.

All entries were evaluated and judged by a panel of experienced loyalty, engagement and relationship marketers and industry experts.

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 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 100 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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