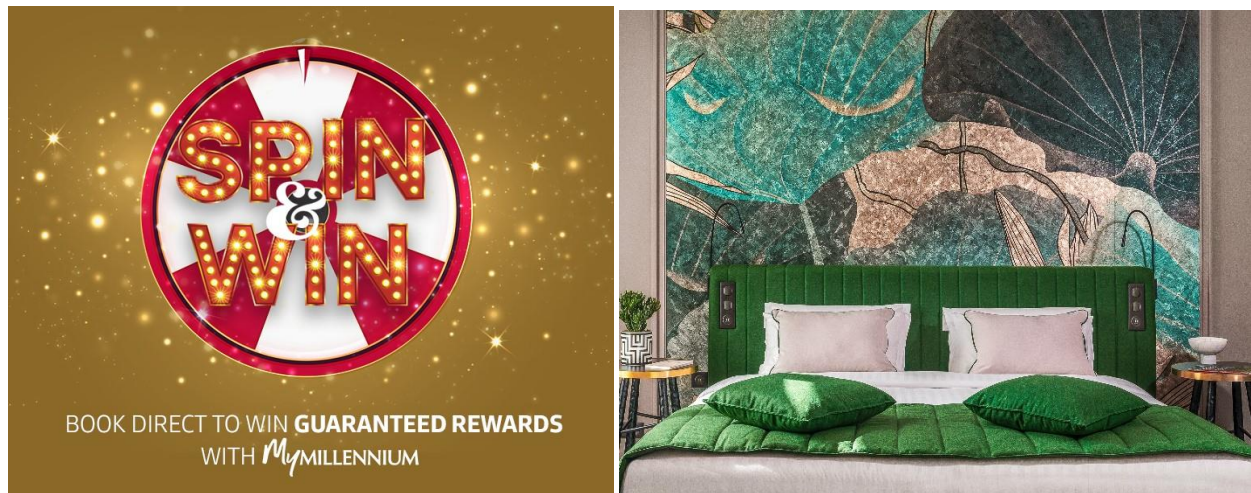


**For Immediate Release**

## **Book Direct, Spin & Win With ‘My Millennium Winning Wheel’**



*My Millennium loyalty programme doubles rewards with guaranteed wins on the first-of-its-kind ‘My Millennium Winning Wheel’ (left image) to thank members by making their stays at hotels such as M Social Hotel Paris (right image) even more special. ([Click here](#) for high-res images)*

**Singapore, March 23, 2023** – My Millennium, a global guest loyalty programme by Millennium Hotels and Resorts (MHR) has packed another punch by launching the Book Direct, Spin and Win innovative enhancement that gives members the chance to spin the **My Millennium Winning Wheel** for rewards like room upgrades, dining, breakfast, My Millennium Points and even a one-night stay.

A first-of-its-kind among hospitality loyalty programmes in the world, it provides instant gratification to My Millennium members at a click of button in a fun way. My Millennium members have doubled since 2019 and these rewards are a way to recognize their patronage to the brand.

*“We want to make our booking process a hassle-free and seamless journey for our members, not only to get the best rates but also guaranteed rewards with a spin and win game! This is our way to say thank you to our My Millennium members. We truly appreciate their loyalty and support.”* said **Mr. Saurabh Prakash, MHR Group Senior Vice President, Commercial.**

In 2022, My Millennium clinched a record of three award wins, including ‘Best Regional Loyalty Campaign (Gold)’ and ‘Best Loyalty Programme (Travel/Hospitality) (Silver)’ and ‘Best CRM Strategy (Silver)’ at the Marketing-Interactive’s annual Loyalty Engagement Awards.



For more information of this exciting initiative, please visit  
<https://www.millenniumhotels.com/en/offers/global/spin-and-win/>.

**Instagram:** [https://www.instagram.com/reel/Cp1Xne-PG8h/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/Cp1Xne-PG8h/?utm_source=ig_web_copy_link)

**TikTok:** <https://www.tiktok.com/@millenniumhotels/video/7210973899557801223>

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**About Millennium Hotels and Resorts**

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. It has several distinct hotel brands, including Grand Millennium, Millennium, M Social, Copthorne and Kingsgate, throughout Asia, Europe, the Middle East, New Zealand and the United States. Occupying the best locations in gateway cities around the world, MHR has the perfect address for business and leisure travellers. M&C is the hotel arm of Singapore-listed global property company City Developments Limited, and 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.