

For Immediate Release

**Halal-Certified Events Account For 30% of Banquet Revenue
Across MHR's Singapore Portfolio**



M Hotel Singapore's Junior Sous Chef Mohd Muizzudin B Selamat preparing for an event in the hotel's halal-certified kitchen, which serves The Buffet restaurant and supports a wide range of weddings, corporate functions and catering events.

Singapore, 16 June 2026 – Homegrown hospitality group Millennium Hotels and Resorts (MHR) has expanded its halal-certified hospitality capabilities across three Singapore hotels – **Orchard Hotel Singapore, M Hotel Singapore** and **Grand Copthorne Waterfront Hotel**. With three halal-certified kitchens and a halal-certified dining outlet, MHR is well positioned to cater to a diverse range of MICE and leisure events, while enhancing Singapore's appeal as an inclusive destination for both business and leisure travel.

Today, the group's halal-certified operations serve more than 120,000 guests and support over 600 halal-certified events annually, ranging from intimate celebrations to large-scale conferences, conventions and weddings.

The hospitality flagship of Hong Leong Group and City Developments Limited (CDL) began its halal certification journey in 2010 with Orchard Hotel Singapore. This was progressively expanded to M Hotel Singapore in 2021 and Grand Copthorne Waterfront Hotel in 2024, reflecting MHR's long-term commitment to inclusive dining and events across its Singapore portfolio.

The expansion comes amid growing demand for halal-certified hospitality offerings, driven by an increasingly diverse customer base and strong visitor arrivals from neighbouring Muslim-majority markets.

A THOUSAND WAYS OF HAPPINESS

According to the Singapore Tourism Board, visitors from Indonesia and Malaysia accounted for more than 20% of Singapore's international arrivals between January and September 2025. Globally, the Muslim travel market continues to grow rapidly, with international Muslim visitor arrivals estimated at 186 million in 2025 and projected to increase to 245 million by 2030, according to Halal Travel Trends 2026, a report by Mastercard and CrescentRating.

"Halal certification is an important part of how we broaden our market reach and better serve the diverse needs of our guests. Beyond meeting dining requirements, it enables us to compete for a wider range of corporate events, conferences, weddings and travel segments. Today, halal-certified events account for at least 30% of our total banquet revenue across participating properties, demonstrating the commercial value and growing importance of this segment to our business," said **Mr Benedict Ng, Vice President of Southeast Asia Operations, Millennium Hotels and Resorts.**

MHR's investment in halal-certified capabilities has translated into measurable business growth across multiple customer segments. In the last five years, halal-related banquet enquiries have risen 15% to 20% annually, reflecting growing demand for halal-certified hospitality offerings.

Strategic investment in halal hospitality capabilities

Across MHR's Singapore portfolio, halal-certified kitchens are increasingly viewed as strategic assets that provide operational flexibility and expand access to a wider range of events.

By certifying selected kitchens and banquet or catering operations rather than entire properties, MHR can meet halal dining requirements while maintaining its diverse dining offerings, allowing the group to serve a broader customer base and pursue a wider range of business opportunities.

"As organisers increasingly seek venues that can accommodate diverse attendee requirements, halal-certified operations have become an important capability for the hospitality industry. Our investment allows us to support everything from intimate celebrations to large-scale conferences and conventions, while ensuring an inclusive experience for all guests," added Mr Ng.

Since embarking on its halal certification journey in 2010, MHR has invested more than S\$1 million in infrastructure, operational processes and staff training to ensure compliance with halal requirements across its properties.

As Singapore strengthens its position as a leading tourism and business events destination, MHR will continue to evaluate opportunities to expand halal-certified capabilities across its portfolio in response to evolving guest expectations and market demand, reinforcing its commitment to inclusive hospitality and long-term sustainable growth.

For media queries, please contact:

Louisa Cheong
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: 6877 8536
Email: louisacheong@cdl.com.sg

Crystal Chan
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: 6877 8537
Email: crystalchan@cdl.com.sg

A THOUSAND WAYS OF HAPPINESS



About Millennium Hotels and Resorts (MHR)

Millennium Hotels and Resorts (MHR) is a dynamic, global hospitality group with properties spanning four continents and 80 destinations. With a reputation for excellence, MHR owns, manages, and operates over 145 properties worldwide including in New York, Los Angeles, London, Paris, Dubai, Abu Dhabi, Auckland, Beijing, and Singapore. Its diverse portfolio spans brands including The Biltmore, Grand Millennium, Millennium, M Social, Studio M, M Hotel, Copthorne, and Kingsgate—offering the perfect address for business and leisure travellers who are looking for hospitality experiences that go above and beyond. MHR is a Hong Leong Group subsidiary of Singapore-listed global real estate company City Developments Limited. For more information, visit www.millenniumhotels.com

A THOUSAND WAYS OF HAPPINESS

Millennium Hotels and Resorts (Co Reg. 53306261J)
390 Havelock Road, #02-05, King's Centre, Singapore 169662