



ONE LUCKY WINNER TO 'STAY LIKE A MILLIONAIRE' AT MILLENNIUM HOTELS AND RESORTS THIS YEAR



'Stay Like A Millionaire' Winner Mr Adel Elqasem with Clive Harrington, Chief Commercial Officer at Millennium Hotels and Resorts

London, 5 February 2020 – Global Hospitality group [Millennium Hotels and Resorts](#) has kick-started 2020 by rewarding one of their loyalty programme members with an incredible one million rewards points, the equivalent to 55 free nights.

Launched in March 2019, the 'Stay Like A Millionaire' global campaign celebrated the unveiling of Millennium Hotels and Resorts' new loyalty scheme *My Millennium*, by offering one lucky draw winner one million *My Points*, which may be redeemed for stays at any of the Group's 110 participating hotels across the UK, USA, Southeast Asia, New Zealand, Middle East and China.

The lucky winner Adel Elqasem, a Londoner who regularly visits one of the Group's flagship properties in London – Millennium Gloucester Hotel London Kensington, said: *"What an incredible opportunity and what an amazing prize! Whenever I stay at Millennium Hotels and Resorts across the world, I feel like I am already treated like a millionaire and this prize confirms that feeling tenfold. Thank you for the happiness you have brought to me and my family, the timing could not be better and we are so delighted."*

The draw was open to all new and existing My Millennium members who stayed at any of the participating hotels around the world. Upon completing a qualified stay, booked directly, members

received one entry into the lucky draw and every stay equalled a chance of winning with no limit to entries, encouraging frequent bookings.

In addition to hotel stays, *My Points* can be redeemed for room upgrades and an exciting selection of lifestyle rewards and experiences from partners including Spotify, Uber, Apple and Marks & Spencer.

Clive Harrington, Chief Commercial Officer and SVP of European Operations at Millennium Hotels and Resorts, said: *“We would like to congratulate Mr. Elqasem on winning his one million rewards points and thank him for his continued loyalty with us. We know our My Millennium members love to travel, so we are pleased to be able to offer him such a meaningful prize. My Millennium has been a great success in its first year and we’ve seen a surge in new members joining our loyalty scheme as a result. We look forward to revealing our next phase for My Millennium over the coming year.”*

Saurabh Prakash, Group Vice President of Digital Marketing, Loyalty & Distribution at Millennium Hotels and Resorts, said: *“We are absolutely thrilled with the success of ‘Stay Like A Millionaire’ campaign. When launching this incentive, we wanted to show our appreciation to our My Millennium members for their ongoing loyalty to the brand by giving one lucky winner the ultimate prize of one million My Points to use across our hotels. We look forward to welcoming Adel to more of our hotels across the globe.”*

To continue offering My Millennium members the most valuable rates, Millennium Hotels and Resorts recently launched the ‘Big Savings Big Escape’ campaign. With ‘Big Savings Big Escape’, members can enjoy up to 30% off bookings, bonus points and special dining perks at 90 Millennium Hotels and Resorts properties worldwide when booking direct.

My Millennium was created to prioritise simplicity, value and immediacy for members’ guests, by implementing a streamlined programme that enables them to earn points quickly and redeem those across over a hundred exciting rewards.

To sign up for My Millennium Guest Rewards Programme or learn more about the new programme, please visit: <https://www.millenniumhotels.com/en/programmes/my-millennium/introduction/>

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ABOUT MILLENNIUM & COPTHORNE HOTELS

Millennium & Copthorne Hotels (M&C) is a London-based global hotel company, which owns, manages and operates over 145 hotels across some 80 locations worldwide. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Doha, Beijing, Shanghai, Seoul, Singapore and Hong Kong. M&C is the hotel arm of Singapore-listed global real estate company City Developments Limited (CDL). M&C’s global brand – Millennium Hotels and

Resorts (MHR) has four distinct hotel collections — Leng's Collection, M Collection, Millennium Collection and Copthorne Collection —throughout Asia, Europe, the Middle East, New Zealand and United States. Occupying the best locations around the world, MHR has the perfect address for business and leisure travellers. Listed on the London Stock Exchange in 1996, M&C was delisted on 11 October 2019 following a successful privatisation exercise launched by CDL.

Visit www.millenniumhotels.com for more information.

ABOUT MY MILLENNIUM GUEST LOYALTY PROGRAMME

My Millennium Guest Loyalty Programme is based on members earning My Points from every qualifying hotel stay at over 110 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.