



MILLENNIUM HOTELS & RESORTS ANNOUNCE STAY LIKE A MILLIONAIRE LUCKY DRAW

SINGAPORE / LONDON, 21 MARCH 2019 –Millennium Hotels & Resorts, today launched its new My Millennium Guest Reward Programme. To celebrate, the global hospitality company has announced the *Stay like a Millionaire* lucky draw, offering one fortunate guest a chance to win **one million My Points**.

With a total of one million My Points, the lucky winner can take a dream holiday and explore the world by redeeming up to 55 free nights at over 100 participating hotels across China, New Zealand, Asia, the UK, the USA and the Middle East. My Points can also be used for room upgrades and an exciting selection of lifestyle rewards.

The draw, which will take place from now until 30th September 2019, is open to new and existing My Millennium members staying at participating hotels across the world. The result will be announced on 4 November 2019.

For each qualified stay booked via <https://www.millenniumhotels.com/> during the promotion period, My Millennium members will be eligible for one entry into the lucky draw. The more members stay the more chances they have of winning.

“We know our My Millennium members love to travel and as a thank you for their continued loyalty, we are giving one lucky winner the ultimate prize of one million My Points to use across our hotels. The launch of My Millennium Guest Reward Programme is an exciting time for the company as we introduce a simplified, single tier loyalty programme with more lifestyle rewards. A key part of the new rewards program is to offer points that are immediately redeemable, so guests can upgrade, access discounted amenities and services or exclusive experiences at the point of booking. We have designed rewards to personalise members’ travel experiences allowing them to choose benefits that are important to them” **Franck Kermarrec, Millennium Hotels & Resorts, Chief Marketing Officer.**

Millennium Hotels & Resorts' single tier membership offers new member privileges that enable guests to redeem over a hundred rewards, from room upgrades and hotel nights, to shopping experiences with leading international brands, such as Spotify, Uber, Apple, but also country specific retailers such as M&S and Macy's. My Millennium members also have access to a wide range of unique and once-in-a-lifetime experiences including exclusive access to Chelsea Football Club, through the partnership with Millennium Hotels & Resorts.

My Millennium is a simpler way to reward loyal guests across the globe. The key features of the new My Millennium Guest Reward Programme will include:

- Exclusive rates, the best on any available channel
- Double points every 10 nights
- Celebration treats on birthdays and other special occasions
- Enhanced stay experience using My Points, available at the point of booking, including room upgrades, discounted amenities and services, and digital vouchers
- all immediately redeemable

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/>

A new dedicated e-concierge will be able to assist all existing and new members for any enquiries: MyMillennium@millenniumhotels.com.

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About Millennium & Copthorne Hotels Plc

Millennium Hotels and Resorts is the umbrella brand of Millennium & Copthorne Hotels plc, a global hospitality management and real estate group, listed on the London Stock Exchange (LSE: MLC).

The company owns and/or manages a worldwide portfolio of more than 136 hotels, offering over 40,000 rooms in business and leisure destinations in Asia, Australasia, Europe, the Middle East and North America. Millennium Hotels and Resorts consist of 4 brand collections: Leng's Collection, M Collection, Millennium Collection and Copthorne Collection.

MHR is a dynamic hospitality group with an outstanding reputation for excellence and taking pride in exceeding the needs of business and leisure travellers. Its properties are well located in the world's most attractive destinations, including New York, Los Angeles, London, Paris, Dubai, Abu Dhabi, Singapore, Auckland and Beijing. Millennium Hotels and Resorts offer its guests the perfect address for business and leisure alike.

About My Millennium Guest Reward Programme

With more than 1.5 million members around the world, My Millennium Guest Reward 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 Reward Programme relaunched in March 2019, as a single tier 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.