

LET'S
JOURNEY
Together

A Thousand WAYS OF HAPPINESS

YOUR MILLENNIUM EXPERIENCE



Millennium Hotels and Resorts is a global hotel company with a **unique range of hotels.**



Our hotels are never cookie-cutter, but always fresh, surprising and tailored to their location.



Rooted in our heritage, we seamlessly blend **Asian Hospitality** with **Middle Eastern comfort.**

A GLOBAL HOSPITALITY POWERHOUSE

HOTELS

150+

Hotels in operation

ROOMS

40,000+

Rooms in operation

COUNTRIES

80+

Locations globally

EMPLOYEES

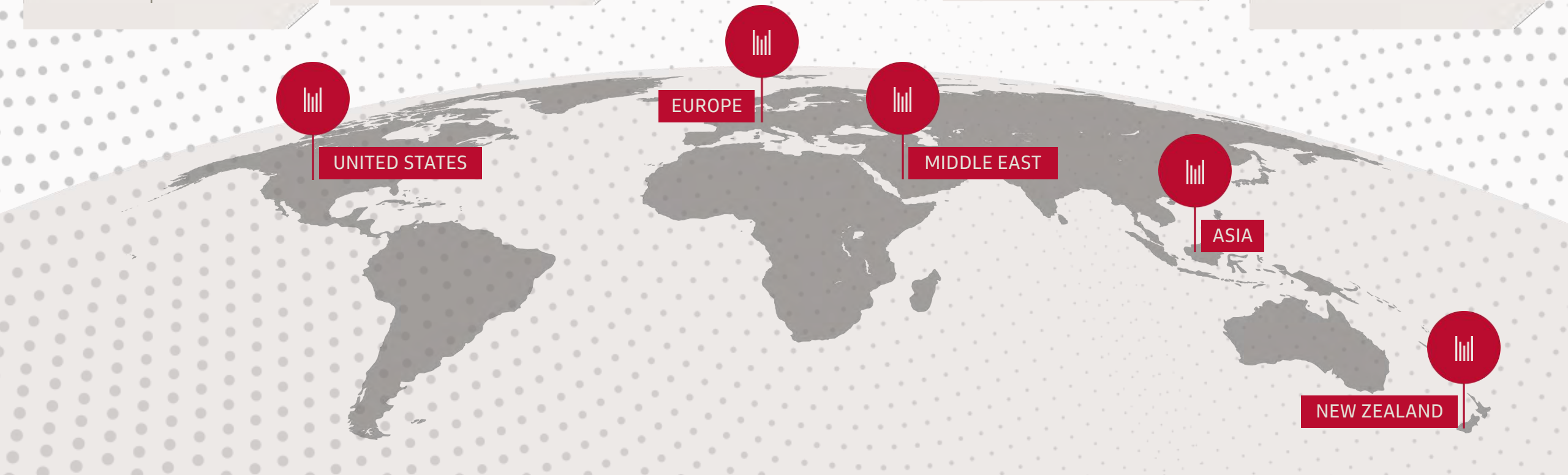
11,500+

Employees worldwide

BRANDS

11

Distinct Brands





ALL INNOVATION
STARTS WITH
A VISION.

● 1989

Formed as Hong Leong subsidiary, CDL Hotels International acquires its first 6 Asian hotels.

● 1993

The company buys the 548-room Millennium Gloucester Hotel London Kensington and takes control of a 13-hotel chain in New Zealand.

● 1995

CDL acquires Copthorne Hotels for £219 million, and launches its new global hotel brand, Millennium Hotels and Resorts; the Group becomes New Zealand's largest hotel owner, with 21 hotels.



DELIVERING TRUE
HOSPITALITY
BEYOND EXPECTATION

● 1996

Millennium & Copthorne Hotels plc (M&C) floats on the London Stock Exchange. During the same year, it acquires the Millennium Hotel London Mayfair from InterContinental, as well as hotels in France and Germany.

● 2001

M&C begins its expansion into the Middle East, with several management contracts in the United Arab Emirates.

● 2022

A portfolio of 48 hotels and resorts in operation within MEA out of 150+ hotels and resorts globally and a pipeline of 32 hotels and resorts in MEA.



OUR VISION

To be your preferred Hotel Brand in Middle East and Africa



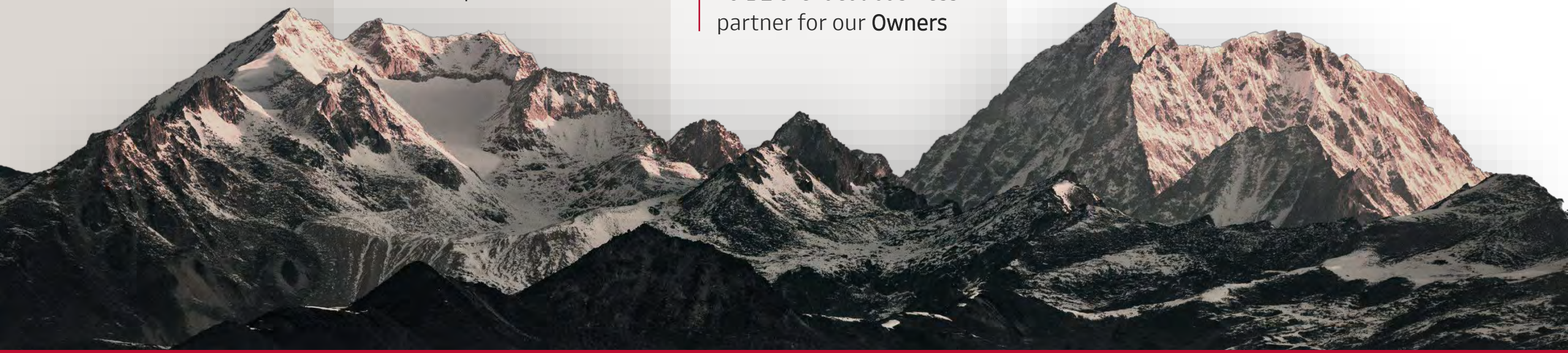
OUR MISSION

- We empower & develop our colleagues
- We create memorable experiences
- We strive for our reputation
- We create & share value with our partners



OUR AMBITION

- To **BE** the best place to work and grow for our **Colleagues**
- To **BE** the amazing hotel for **Guest** experience
- To **BE** the fair **Competitor** in the market
- To **BE** the ideal business partner for our **Owners**



BRAND PRESENCE IN KEY CITIES ACROSS 5 REGIONS



OUR MIDDLE EAST GROWTH STORY

18 Key Cities

10 Countries

15,000+ Rooms in Operation

55 Hotels

11,500 Pipeline Rooms

32 Pipeline Hotels



MIDDLE EAST OFFICES



Millennium Hotels and Resorts regional headquarters for the Middle East, Africa and Turkey markets is responsible for:



Financial and Asset Management



Technical Services and Engineering



Operations and Standards



Purchasing and Procurement



Information Technology



Human Resources and Training

A DESTINATION FOR EVERYONE



A DESTINATION FOR EVERYONE





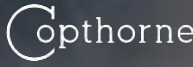
DISTINCT HOTEL BRANDS FOR EVERY UNIQUE CHARACTER

Our hotels are placed into categories
by market segmentation.

Each category has its own characteristics,
position, and target market with clearly-
defined hotel brands within it.



MILLENNIUM
HOTELS AND RESORTS

BRAND CATEGORIES	LUXURY	UPPER UPSCALE	UPSCALE	UPSCALE LIFESTYLE	UPPER MIDDLESCALE	MIDDLESCALE LIFESTYLE	SELECT SERVICE	LONG STAY
MASTERPIECE	 THE BILTMORE							
TIMELESS		 GRAND MILLENNIUM	 MILLENNIUM					 MILLENNIUM EXECUTIVE APARTMENTS
AVANT-GARDE				 MSOCIAL MILLENNIUM PLACE		STUDIO M		
COMFORTABLE					 MILLENNIUM CENTRAL		Kingsgate	
THE COLLECTOR	 GRAND HOTEL PALACE VIA VENETO, ROMA	 THE CHELSEA HARBOUR HOTEL LONDON	 THE BAILEY'S HOTEL LONDON	 HARD DAYS NIGHT HOTEL LIVERPOOL				

MASTERPIECE

"To experience the Biltmore is like reading a profound history book."

Each Biltmore hotel has an extraordinary history and was/is the soul of the city. It delivers a truly luxurious experience that is unique, exclusive and of impeccable quality.



THE BILTMORE

TIMELESS

"... Create a memorable experience for guests from the moment they step foot in the hotel."

Our upscale hotels are classics. They carry the "Millennium" signature and are marked by elegant design in gateway cities.




GRAND
MILLENNIUM


MILLENNIUM

AVANTE-GARDE

"Created with style in mind for the independent spirits seeking for vibrancy and inspiration."

Design-driven hotels that offer a brilliantly-orchestrated experience featuring creature comforts, sense of place and sharp design brimming with social electricity.



MSOCIAL

STUDIO M

MILLENNIUM
PLACE

COMFORTABLE

"Perfecting the balance of comfort, service, value for money and modernity."

Comfortable hotels underscored by competitive pricing and service that make you feel at ease.



Cophorne

Kingsgate



THE COLLECTOR

"Bespoke retreats – each one with its own history, charm and vibe."

Unique hotels with powerfully distinct personalities – from historic properties to trendy urban escapes.



THE
CHELSEA
HARBOUR
HOTEL
LONDON



GRAND HOTEL
PALACE
VIA VENETO, ROMA



THE
BAILEY'S HOTEL
LONDON



HARD DAYS NIGHT HOTEL
LIVERPOOL



EXCEPTIONAL DINING EXPERIENCE LIES

AT THE VERY HEART OF EACH MILLENNIUM HOTEL AND RESORT

We believe that each hotel deserves specially created concepts of restaurants, bars and lounges which themselves are signatures of each brand – innovative, stylish and often locally inspired.

With our extensive experience, we can assist the Owner to select from a range of options from specialty Millennium Hotels and Resorts’ ‘home-grown’ concepts to introduction of external Food & Beverage specialists and experts.

At Millennium Hotels and Resorts hotels all cuisines and tastes are available, and our Food & Beverage specialists will assist in assessing the local market needs.



GLOBAL SALES OFFICE



MyMILLENNIUM

3.2M

ENROLLED MEMBERS

\$48M

MEMBERS REVENUE

ONLINE TRAVEL AGENCY

30+

GLOBAL DISTRIBUTION PARTNERS

1.9M

OTA ROOM NIGHTS

\$273M

OTA REVENUE

MILLENNIUMHOTELS.COM

12M

VISITS/ YEAR

8

LANGUAGES ON THE WEBSITE

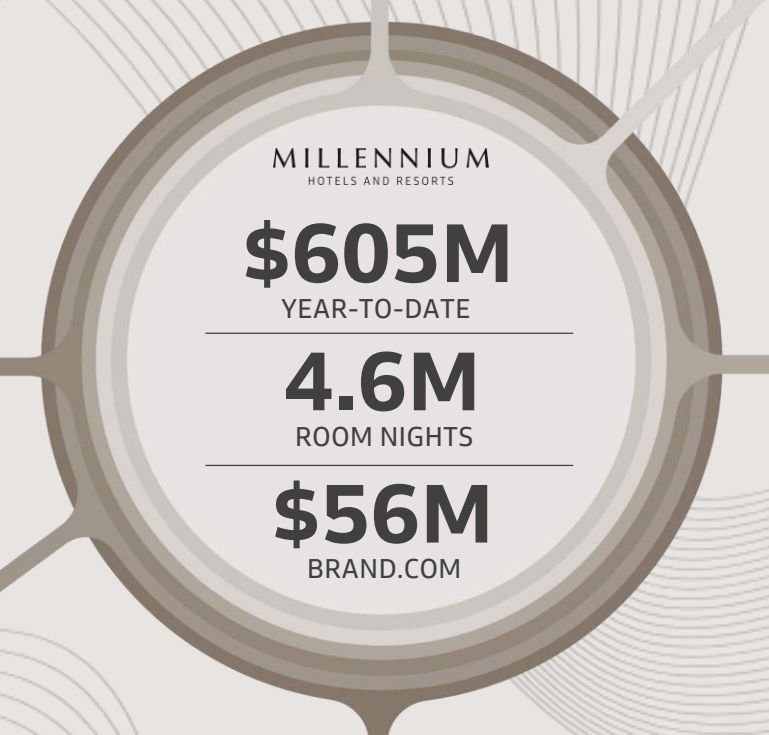
REVENUE MANAGEMENT

Global Partnership with Renowned RMS  A HSB COMPANY

Regional Partnership with Business Intelligence Software  TRIPBIRD GROUP

Revenue Management Development & Certification enrollment for CRME (Certified Revenue Management Executive)

Revenue Leaders' Development Program to become Digital Experts (CHDM)



GLOBAL SALES

329

EUROPE ACCOUNTS

293

GREATER CHINA ACCOUNTS

386

OTHER ASIA ACCOUNTS

200

USA ACCOUNTS

DIGITAL MARKETING

\$56M

DIRECT WEB NET REVENUE

2M

EMAILS SENT YEAR-TO-DATE

NEW BEGINNINGS,
FRESH HORIZONS



MAKE EVERY STAY MEMORABLE

My Millennium is our way of rewarding you every time you stay with us, anywhere in the world. As a member, you'll get to enjoy rewards that will help you make the most of each moment. So, of course, every stay is a completely new experience, and to us, that's what makes it memorable.

OUR AWARD-
WINNING LOYALTY
PROGRAM

AWARDS AND RECOGNITIONS

MARKETING INTERACTIVE LOYALTY AND ENGAGEMENT AWARDS

2021

-  Best Regional Loyalty Campaign
-  Best Loyalty Programme – Travel & Hospitality
-  Excellence in Loyalty Marketing

2020

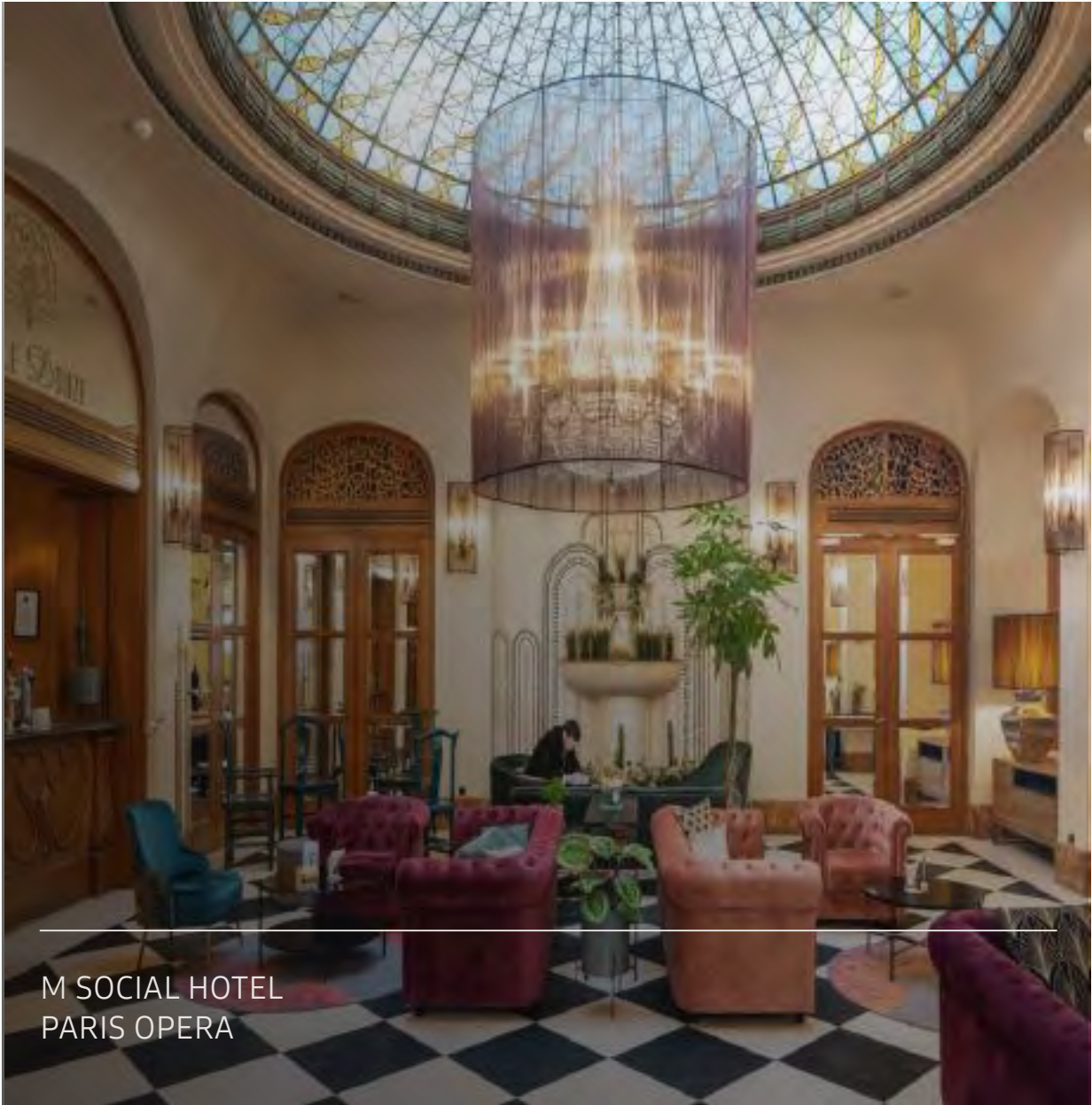
-  Best Loyalty Programme – Travel & Hospitality
-  Best Regional Loyalty Campaign

2019

-  Best Loyalty Programme – Travel & Hospitality
-  Best Loyalty Programme – Launch & Relaunch



THE BILTMORE
LOS ANGELES



M SOCIAL HOTEL
PARIS OPERA

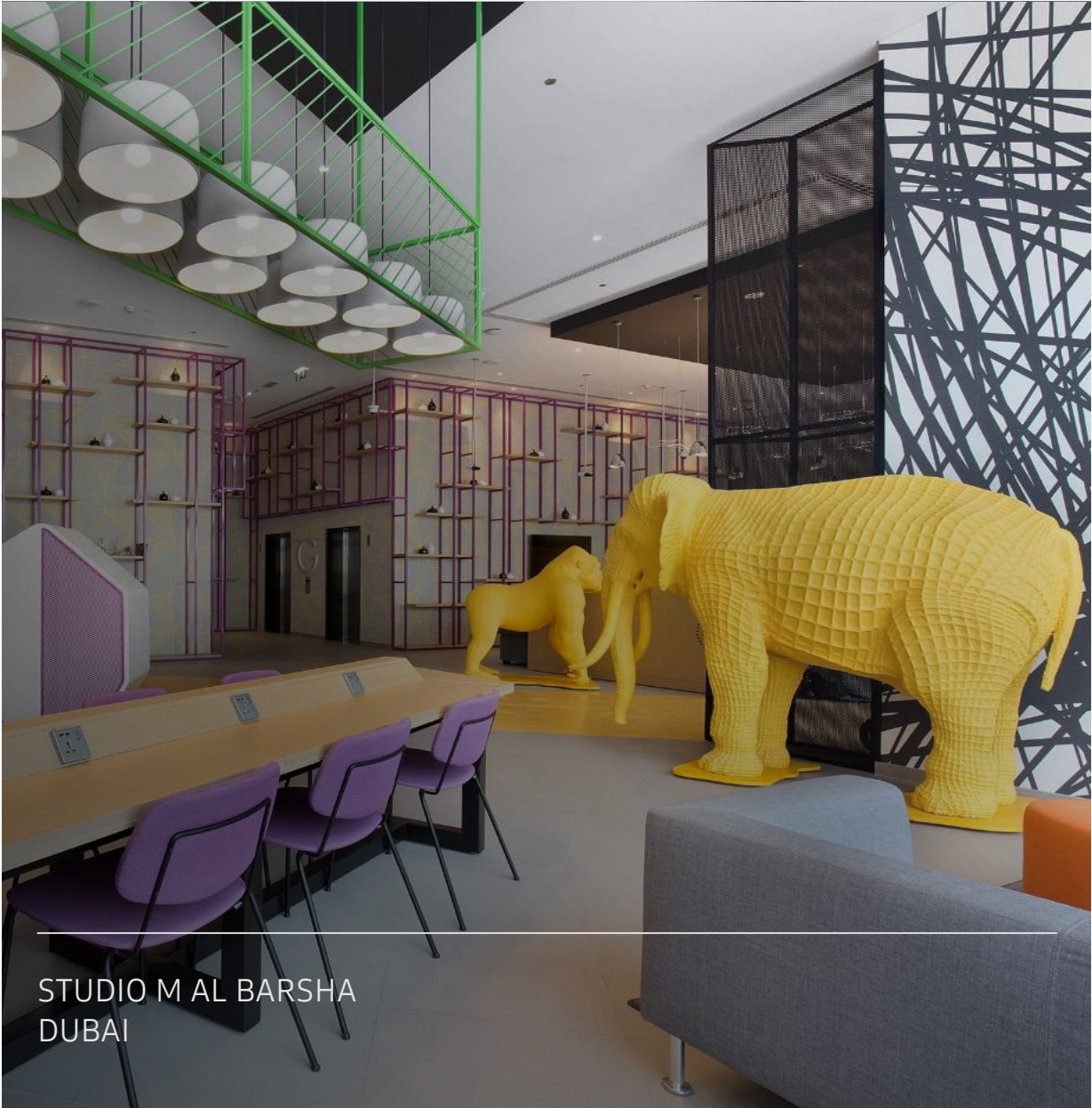


M SOCIAL HOTEL
TIMES SQUARE NEW YORK



GRAND COPTHORNE WATERFRONT
SINGAPORE







BRAND KEYWORDS

Masterpiece
Sophisticated
Exclusive
Impeccable Quality

BRAND POSITION

Upper scale luxury for discerning guests looking for personal experience.

BRAND MANIFESTO

To experience Biltmore is like reading a profound history book. It witnessed the glamorous times of the city by hosting the most significant events and serving countless high-profile personnel around the world. It brings a truly luxurious experience with uniqueness, exclusivity and impeccable quality.





BRAND KEYWORDS

- Best location
- Integration of multi-culture
- Timeless elegance
- Grandeur
- Gracious

BRAND POSITION

Urban luxury hotel for global travelers of upper middle class.

BRAND MANIFESTO

In the fast-moving world, we pursue timeless style and quality, we create the best of com- forts, we embrace the cultural diversities, we deliver the memorable moments, we provide the best of creature comforts with a personal touch.



MSOCIAL

BRAND KEYWORDS

Vibrant
Inclusive
Avant-garde

BRAND POSITION

High-end and avant-garde

BRAND MANIFESTO

One of the best trendy lifestyle hotels in the city offering well-planned creature comforts and brimming with social electricity. It is a stylish and charming place which brings vibrancy and inspirations.



BRAND KEYWORDS

Playful
Lifestyle
Appreciation
Childhood
Emotion

BRAND POSITION

Playful, lifestyle brand with happiness at its very core.

BRAND MANIFESTO

Polite, but carefree with bags of genuine energy, we like to make our guests feel happy, and good about themselves.



BRAND KEYWORDS

Solid
Consistent
Unfussy
Friendly
Great value

BRAND POSITION

Midscale hotels in primary locations for the value conscious business and leisure traveler combining simplicity and connectivity.

BRAND MANIFESTO

An understated and stylish mid-scale full-service brand, Copthorne is a well-established, highly respected global brand, offering value, quality, style and connectivity for the modern business and leisure traveler.



BRAND KEYWORDS

Vibrant
Innovative
Informal
Trendy
Savvy

BRAND POSITION

Stylish, fun, relaxed, slightly edgy and doesn't take itself too seriously

BRAND MANIFESTO

Unique urban getaways that combine cool modern technology to create relaxing havens in any busy metropolis.



BRAND KEYWORDS

Convenient
Efficient
Enjoyable

BRAND POSITION

Chic and affordable yet modern and efficient.

BRAND MANIFESTO

The spirit of a 4 Star urban business Hotel, centrally located, convenient and efficient in gateway cities around the world.



STUDIO M

BRAND KEYWORDS

Relaxed
Savvy
Accessible
Trendy
Savvy

BRAND PERSONALITY

Approachable, warm, contemporary and humble;
confident, but never shouts



BRAND KEYWORDS

Convenient
Comfortable
Confident
Warm
Economical

BRAND POSITION

Functional and affordable 3-Star hotels providing comfort and convenience for global travellers.

BRAND MANIFESTO

Comfortable and conveniently located properties that offer excellent value for money.

