

FOR IMMEDIATE RELEASE

MILLENNIUM HOTELS AND RESORTS STAYS ON TRACK IN GLOBAL ROADMAP FOR SUSTAINABLE TOURISM

Ahead of World Environment Day, the Group has rolled out a global Green Stay initiative to raise awareness conversations, cementing its position as an industry leader in sustainability.



Singapore, 3 June 2024 – Millennium Hotels and Resorts (MHR) is proud to announce that six of its properties in Singapore have achieved the esteemed **Global Sustainable Tourism Council (GSTC)** certification. This milestone comes closely on the back of the prestigious Green Tourism accreditation, a UK-based authority in sustainable tourism based on the UN Sustainable Development Goals, received by all 18 of MHR's properties in the United Kingdom earlier this year.

MHR's GSTC-certified hotels in Singapore are Copthorne King's Hotel, Grand Copthorne Waterfront Hotel Singapore, M Hotel Singapore, M Social Singapore, Orchard Hotel Singapore and Studio M Singapore. Collectively, these properties represent over 2,600 rooms and involve the dedicated efforts of more than 650 hotel staff adhering to MHR's rigorous sustainability initiatives and practices.

The GSTC Criteria form the foundation for certifying hotels, tour operators, and destinations as sustainable. They are structured around four key pillars: Sustainable Management, Socioeconomic Impacts, Cultural Impacts, and Environmental Impacts. These criteria serve as a global standard for sustainable tourism, ensuring that certified entities adhere to best practices in sustainability.

We congratulate MHR for achieving the GSTC Hotels Certification across the brand's six properties in Singapore. This marks an important step in MHR's continued journey towards to

sustainability. The GSTC certification and process were conducted in a credible and transparent manner, providing assurance to their customers”, said, Mr Seth Wang, General Manager of Control Union Singapore, GSTC-Accredited certification body.

“Achieving the GSTC certification affirms our commitment to sustainable practices across all our hotels. This accreditation reflects the dedication of our staff, who are at the forefront of embracing our eco-friendly practices. Sustainable tourism involves every stakeholder in our value chain, beginning with our workforce. By fostering an eco-conscious work culture, we aim to create a ripple effect that encourages environmental engagement and ownership, integrating sustainability into our day-to-day operations. We are honoured to contribute to the global efforts towards a sustainable future for the tourism sector,” said Mr Kwek Eik Sheng, Executive Director of MHR.

Significantly, securing GSTC certification is aligned with Singapore’s Green Plan 2030 and the Singapore Tourism Board’s Sustainability Roadmap. The goal aims to have at least 60% of hotel room stock attain internationally-recognised hotel sustainability certification by 2025. Some of the key features implemented by MHR hotels that led to its certification include:

- **Innovative In-Room Technology**

One of the standout features contributing to the sustainability of these hotels is their advanced in-room technology. This system activates electricity only when it detects an occupant, a significant improvement over traditional key card systems, reducing energy consumption and environmental impact.

- **Zero Single-Use Plastic by 2050**

Aligned with the Singapore Hotel Association’s goal, MHR has committed to eliminating single-use plastics by 2050. Already, the Group has replaced single-use plastics with sustainable alternatives in its events and banquets. This includes using glassware instead of plastic cups and bottles, and paper-stem pens instead of plastic ones.

- **Social Impact Initiatives**

Beyond environmental sustainability, MHR also actively contributes to welfare and community service in various ways. MHR is one of the earliest corporates to partner the Community Chest of Singapore in its Change for Charity programme, where a giving mechanism is incorporated in business operations. To promote the spirit of giving, MHR taps on multiple touchpoints across its six hotels and 18 restaurants in Singapore for guests to donate at point of room and dining purchases, and through conversion of points for donations via My Millennium and À La Carte Rewards membership programmes. To further incentivise the mindset of giving, MHR also donates S\$1 for each diner at its buffet restaurants.

The Community Chest leads Singapore’s social service sector and benefits over 100 social service agencies that support needy communities and individuals with children, elderly and families, as well as individuals with disabilities and mental health conditions.

Global Sustainability Initiatives

Across the world, MHR continues to build and refresh its sustainability programmes that engage both employees and guests. In the UK, its owned and managed hotels are transitioning to carbon-friendly alternatives like bamboo toilet paper and handtowels. Guests at select London-based hotels can actively participate in protecting the planet from even the simplest actions—for example, by borrowing an umbrella, MHR, through its partner, Dripdrop, plants a tree in honour of the guest. Over 6000 trees have been planted since this initiative was established in 2023. MHR continues to roll out this program to its UK and Europe hotels.

In New Zealand, all 18 properties have a partnership with **Save the Kiwi New Zealand**, where a meal gets donated to the kiwi birds at the kiwi creche in Napier, North Island, when guests hang a special door hanger to opt out of housekeeping. In less than a year, guests across New Zealand have helped donate over 10,000 meals to the endangered kiwi birds.

MHR also encourages its over 10,000 employees to employ eco practices, starting in the workplace. For example, in the Middle East, employees donate their time to clean up urban landscapes through litter pick activities, and in Paris, the employees at M Social Hotel Paris have teamed up with experts in composting to turn food scraps into fertiliser.

Encouraging Guests to Enjoy #MillenniumGreenStay

Pushing ahead with their Green Path and mindful sustainability plans, MHR has launched a global campaign, **#MillenniumGreenStay** which will roll out on **3 June 2024** ahead of World Environment Day. This initiative, which will run for the remaining duration of the year, involves an **Eco-Friendly Practices Card** presented at check-in.

“Our brand is proud to spearhead meaningful dialogue centred around eco-forward initiatives and mindful tourism. We are taking steps to prioritise eco-conscious travel for our guests by making a concerted effort to understand the impact of their carbon footprint. The brand hopes to inspire guests with initiatives like the #MillenniumGreenStay,” shares **Saurabh Prakash, Chief Commercial Officer, MHR.**

The community-driven initiative highlights simple opportunities and manageable actions for all guests to seamlessly promote mindful travel practices and drive sustainability conversations. The Eco-Friendly Practices Card outlines activities such as waste sorting, reusing towels, and how to conserve water. Guests who share their green efforts on social media during their stay and tag @millennium can get 500 MyPoints when they flash their post to the front desk staff. This campaign will be available across selected participating properties across the globe.

For MyMillennium members—MHR’s award-winning guest loyalty programme—a new eco-friendly rewards system will launch on 3 June 2024. MyMillennium members staying at participating properties for at least two consecutive nights can opt out of daily housekeeping during their stay to receive 500 MyMillennium points per night. This rewards system will be available across properties in Asia, the United Kingdom, Europe, New Zealand and United States.

The #MillenniumGreenStay Initiative is the first global programme the Group has rolled out to raise awareness of ongoing property-specific green initiatives around the world. For more information about Millennium Hotels & Resorts and the Group's sustainability plan, *Green Path*, please visit <https://www.millenniumhotels.com/en/about-us/our-sustainability-efforts/>

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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 130 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 subsidiary of Singapore-listed global real estate company City Developments Limited. For more information, visit www.millenniumhotels.com.



My Millennium

Explore the world and be rewarded with My Millennium's Guest Loyalty Programme, which has over 3 million members around the world and counting. Relunched in 2019, the programme prioritises inclusivity, value, accessibility and transparency—offering members exclusive privileges by earning points from over 110 participating hotels across the Asia-Pacific, the UK, USA, and the Middle East. My Millennium members earn 10 My Points for every USD\$1 spent, which can be used on rewards such as complimentary nights, room upgrades, F&B discounts, celebration treats, experiences, shopping vouchers, and more. The Prestige tier offers double the benefits, including more points earned per stay, early check-in and late check-out, as well as exclusive invitations to My Millennium Events. Sign up at www.millenniumhotels.com/en/programmes/my-millennium/.

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