



Commercial Strategy

CONFERENCE



Adapting to the Changing Expectations of Customers in Hospitality Loyalty Programs



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AccorPlus



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SINGAPORE
14-15 MAY 2026

\$2

PROJECTED
VALUE OF
THE GLOBAL
SUBSCRIPTION
ECONOMY
BY 2034

trillion

All+
ACCOR

Explorers



SCALE

SIMPLICITY
CONSISTENCY

RAFFLES

SOFITEL
LEGEND

Fairmont

SOFITEL



25h
twenty five hours hotels

HYDE

MONDRIAN

MAMA
SHELTER

SOY

Art Series

pullman

swissôtel

MÖVENPICK

GRAND MERCURE

PEPPERS

THE
SEBEL

mantra-

Handwritten

NOVOTEL

MERCURE

TRIBE

BreakFree

ibis

ibis
STYLES

ibis
budget

71





All+
ACCOR

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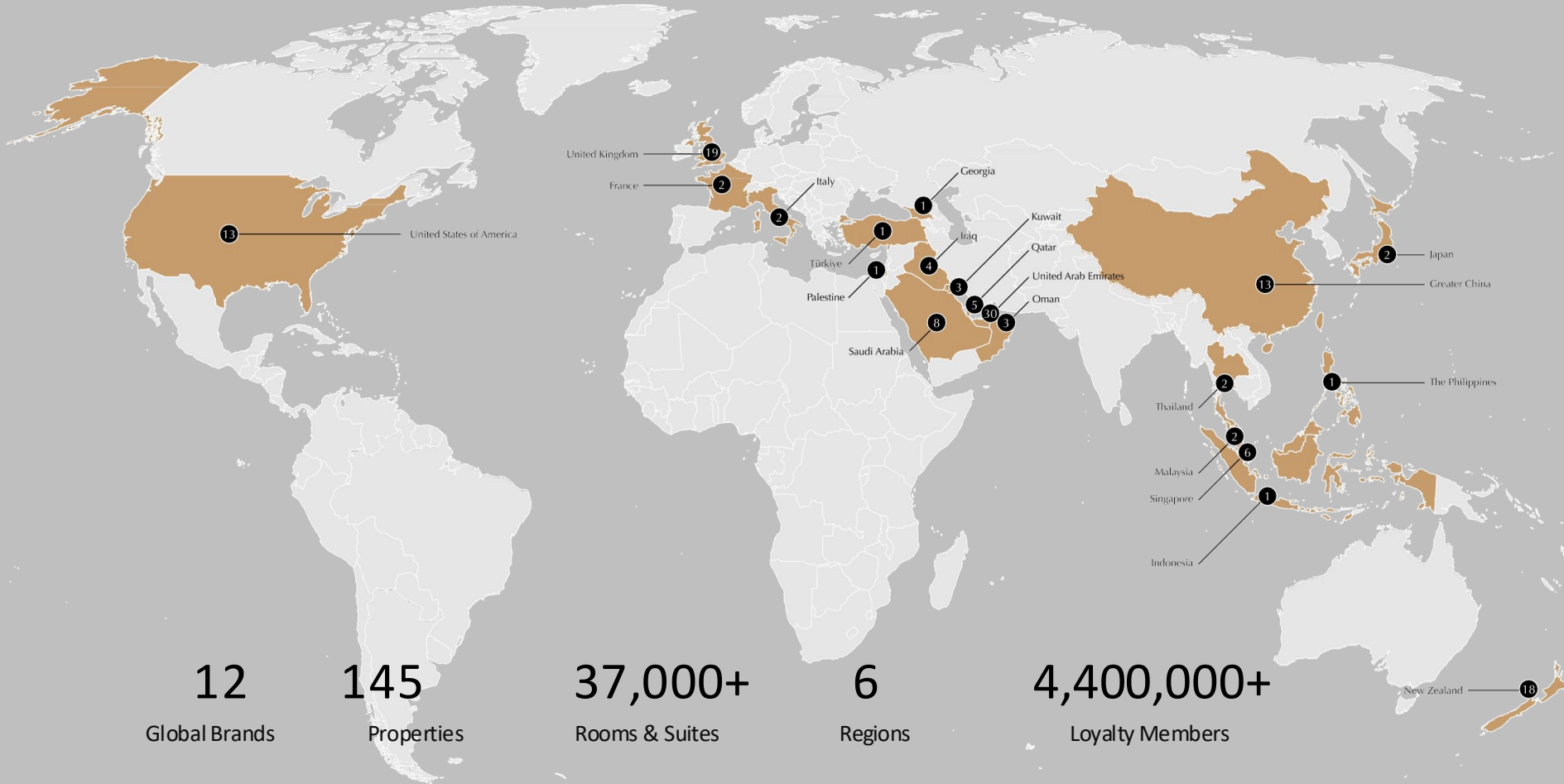


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MILLENNIUM
HOTELS AND RESORTS



12
Global Brands

145
Properties

37,000+
Rooms & Suites

6
Regions

4,400,000+
Loyalty Members

Our Growing Family Of Brands

Millennium Hotels and Resorts (MHR) is a dynamic, global hospitality group with luxury properties spanning four continents and 80 destinations. With a reputation for excellence, MHR owns, manages, and operates over 145 properties worldwide.

REGIONS: ASIA EUROPE MIDDLE EAST NEW ZEALAND UNITED STATES



LUXURY

THE
BILTMORE

PREMIUM



UNIQUE



LIFESTYLE

MSOCIAL

STUDIO M
HOTEL

msocial *live*



COMFORTABLE

Cophorne

Kingsgate

LONG-STAY



Our diverse portfolio is organized into six distinct and easily navigable collections: Luxury, Premium, Unique, Lifestyle, Comfortable and Long-stay, offering the perfect address for business and leisure travellers who are looking for hospitality experiences that go above and beyond. Our commitment unites all these collections to deliver exceptional hospitality experiences worldwide.

My MILLENNIUM



A woman with her hair in a bun, seen from behind, stands by a window. She is looking out at a cityscape featuring a prominent domed building, likely a cathedral or government building. The sun is shining brightly, creating a warm, golden glow. Her right hand is resting on the white curtains. The overall mood is contemplative and hopeful.

Ready to elevate your adventures?

Our Loyalty

Programme

MyMILLENNIUM



✓ Instant Membership Benefits

A global loyalty programme that allows guests to earn and redeem MyPoints across:

- Hotel stays
- Dining experiences
- Curated gifts
- Exclusive lifestyle rewards

✓ Exclusive Member Privileges

- Access to member-only rates
- Complimentary stay benefits
- Seamless rewards across participating hotel brands worldwide

Our Business Loyalty Programme

MyMILLENNIUM BIZ



MyMillennium BIZ rewards individuals who make bookings as a corporate booker

- Rewards tailored for corporate bookers worldwide
- Earn MyPoints for accommodations, meetings and events
- Designed to maximise value from business travel



Thank You

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The Loyalty Arms Race

The Big Brands

	248
	226
	145
	115
	100
	100
	0.5
	2.5

In million

Affiliations

	34
	6
	1

Loyalty has become one of the industry's biggest commercial battlegrounds.

MARRIOTT AND HILTON OWE THEIR MEMBERS \$7 BILLION IN POINTS.

THEY ARE HOPING YOU FORGET.



Source: Pedro Colacot 2026

LOYALTY

MEMBER



LOYALTY
PROGRAM

50%+”of loyalty programme members are inactive

Consumers belong to an average of 18
loyalty programmes, but actively use only 7

MEMBER SINCE
2024

Source: Bond Brand Loyalty Report 2025

Member Rate

No Enrollment Fee
Sign up for
FREE!

Get **10%**

Room discount

from Best Available Rate
when make a hotel's direct booking

MEMBER BENEFITS

DÀNH CHO : KHÁCH HÀNG ĐĂNG KÝ MEMBER & ĐẶT PHÒNG TRỰC TIẾP TẠI WEBSITE
Exclusive for Customers Register as members and Book Rooms On Website.

GIẢM 10% GIÁ PHÒNG (MỌI HẠNG PHÒNG Ở TẤT CẢ CÁC CHI NHÁNH)

EXCLUSIVE MEMBER RATE
& UP TO

\$100
HOTEL CREDIT

Member discount up to **20% off**,
and **2,000** every 2 nights
bonus points

Today's the day

TAKE 25%*
OFF MEMBERSHIPS

JOIN TODAY 14 DAYS ONLY

Are we Measuring Loyalty... or Buying It?

Loyalty is Built in Moments, Not in Tiers



Recognition Is Expanding Beyond Room Nights

Total Guest Value
Total Experience Spend
Recognition Across the Journey



*The biggest loyalty
opportunity isn't
acquisition.*

*With or without
Programmes.*

*It's
Activation.*



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