



Millennium Hotels and Resorts Launches “Where Business Connects” MICE Campaign

Description

As Singapore doubles down on its ambitions as a global business-events hub, **Millennium Hotels and Resorts (MHR)** has rolled out a new global campaign built around a simple idea: the best corporate events do more than fill a ballroom. Launched on 6 August 2026, *Where Business Connects* pitches MHR as a MICE partner that pairs award-winning venues with destination experiences and loyalty rewards across its international portfolio.

Beyond the meeting room

The campaign responds to a clear shift in what event planners want. Delegates increasingly expect gatherings that foster genuine connection and reflect the character of the destination, not just larger function spaces. MHR is positioning its portfolio, spanning Grand Millennium, M Social, The Biltmore and Millennium Hotels, to let planners match each event to the right venue, experience and guest profile.

“The future of business events is not about offering more meeting space. It is about creating more meaningful connections,” said Cinn Tan, Chief Commercial Officer of Millennium Hotels and Resorts. “Whether it is a leadership summit in London, an incentive programme in Penang or a conference in Singapore, we believe the most successful business events connect people not only with each other, but with the destination itself.”



Destination-led venues, such as The Lakefront Anchorage, anchor the campaign. Image: Millennium Hotels and Resorts

Riding an Asia-Pacific MICE boom

The timing is deliberate. Asia-Pacific accounted for more than 44% of global MICE revenue in 2025, and the region's business-events market is projected to grow from US69 billion to US25 billion by 2035. Singapore is leaning into that momentum through its Tourism 2040 strategy, which aims to triple MICE tourism receipts while cementing the Republic's standing as a leading global business-events destination.

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From Tbilisi to Beijing, MHR tailors its MICE offering to each destination. Image: Millennium Hotels and Resorts

A Singapore flagship with an award to match

Closer to home, **Grand Copthorne Waterfront Hotel Singapore** has been recognised with the ASEAN MICE Venue Award 2026 in the Meeting Room Category, a regional accolade for facilities, service and operational standards. One of MHR's flagship MICE properties, it offers more than 6,200 square metres of flexible event space across 33 meeting and function rooms, including three pillarless ballrooms with high-resolution LED walls and hybrid-meeting capabilities.

The hotel also weaves in local flavour, with Singapore heritage-inspired tea breaks among the touches designed to let delegates experience the destination beyond the boardroom.

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The portfolio spans lifestyle brands like M Social, seen here in New York Downtown. Image: Millennium Hotels and Resorts

Rewards for planners

To mark the launch, MyMillennium members who book qualifying MICE events directly with participating MHR properties between 15 June 2026 and 14 June 2027 will earn 3X Bonus MyPoints (12 MyPoints per US on qualifying spend), redeemable for stays, upgrades and dining. Membership is complimentary, with bonus points awarded to the contract signatory. Full details are at millenniumhotels.com.

For more on Singapore's business and hospitality scene, see our coverage of [MyMillennium Kids for family stays](#) and our roundup of [new hotels in Singapore for 2026](#).

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