



When it comes to event facilities, no other private German company can match Maritim's collection of congress halls and meeting rooms. Whether in the heart of the city, at the airport or by the beach – Maritim Hotels offer unforgettable experiences.

Jun 30, 2025 13:53 CEST

Maritim Hotels and Millennium Hotels & Resorts unveil strategic global loyalty partnership

Expanded member benefits now available across the global networks of Maritim Hotels and Millennium Hotels & Resorts

Millennium Hotels & Resorts (MHR) and Germany's leading owner-managed hotel group [Maritim Hotels](#) have announced a strategic cross-brand loyalty partnership, uniting two world-class brands. The partnership will allow members of their respective programmes – [MyMillennium](#) and [MyMaritim](#) – to

enjoy enhanced access to exclusive privileges when staying at participating properties across both esteemed portfolios.

The partnership was formalised at a signing ceremony held at the Chelsea Harbour Hotel & Spa, London, by **Saurabh Prakash**, *Interim Chief Operating Officer and Chief Commercial Officer at [Millennium Hotels & Resorts](#)*, and **Roland Elter**, *Chief Commercial Officer of [Maritim Hotels](#)*.

“This collaboration is a forward-thinking move that aligns with our vision of enhancing guest loyalty through global partnerships,” said **Kwek Eik Sheng**, *Executive Director of Millennium Hotels & Resorts*. “By seamlessly integrating the strengths and benefits across two trusted hospitality brands, we’re offering our members more value, wider choices and enhanced rewards across an expanded networks of destinations and experiences.”

Loyalty Benefits Across a Global Portfolio

Members of both loyalty programmes will now enjoy exclusive privileges:

- **MyMillennium members** will receive **loyalty discounts** on Best Available Rates (Room Only and Bed & Breakfast) at participating **Maritim Hotels**.
- [MyMaritim members](#) will enjoy **loyalty discounts** on Flexible Rates (Room Only and Bed & Breakfast) at participating **Millennium Hotels & Resorts** worldwide.

These benefits are designed to extend travel flexibility while maintaining the unique value proposition of each programme.

“At Millennium Hotels & Resorts, we’re constantly looking for ways to elevate the guest experience,” said **Saurabh Prakash**. “This partnership with Maritim Hotels strengthens our loyalty ecosystem by bridging complementary markets. It gives our members broader access and seamless recognition wherever their travels take them.”

Iconic Destinations, Seamless Recognition

With this collaboration members of both programmes enjoy enhanced access to properties across celebrated global destinations. MyMaritim members can

now enjoy award-winning experiences in iconic locations across the globe, from the bustling cities of Singapore, London, New York City and Dubai, to idyllic retreats in Phuket, Penang, and much more. For MyMillennium members, this partnership offers access to a new portfolio of hotels in Germany across prime locations, from Dresden to Munich, Frankfurt, Berlin and more.

“This partnership delivers enhanced experiences without compromising the essence of either brand,” said Roland Elter, Chief Commercial Officer of Maritim Hotels. “It’s a step forward in building meaningful connections with our global guests.”

Reciprocal Privileges

Both the organizations will jointly participate at key industry trade shows and roadshows, effectively leveraging their combined market presence and resources to help capture additional corporate and leisure accounts.

Beyond guest-facing perks, the partnership also extends to joint sales initiatives and shared employee privileges, including access to friends and family rate programmes, further reinforcing our commitment to rewarding both our loyal guests and dedicated teams.

“We are proud to partner with Millennium Hotels & Resorts,” added Chief Commercial Officer **Elter**. “This loyalty collaboration creates exciting new opportunities for our members to experience international travel with greater benefits and convenience, while honouring the distinct spirit of both brands.”

With this partnership, Millennium and Maritim are setting a new benchmark for cross-brand collaboration in the hospitality industry—driving loyalty through meaningful, guest-first innovation.

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 145 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 Group subsidiary of Singapore-listed global real estate company City Developments Limited.

Press Agency MHR: Alisia Lewis | Alisia@beyond-comms.com

The Maritim Hotelgesellschaft is one of Germany's largest owner-managed hotel groups. The company's nationwide hotel network is represented by hotels in seven countries overseas: Mauritius, Egypt, Malta, Italy, Bulgaria, Albania and China.

Contacts



Harriet Eversmeyer

Press Contact

Director Public Relations

heversmeyer.hv@maritim.de