

# Press Release



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## **Marina Bay Sands powers up online reservation system for MICE guests** *State-of-the-art event management tools will allow meeting planners to handle room bookings with ease*

**Germany, Frankfurt** (May 24, 2011) - Marina Bay Sands Singapore, the leading business, leisure and entertainment destination in Asia, has raised the bar yet again by deploying a cutting-edge online reservation system and event management tool for its corporate clients.

The award-winning property, which is participating in IMEX 2011, has continued to spearhead the industry with its innovative practices since it opened in April 2010. Its latest technological investment through Passkey GroupMAX displays its commitment to empower meeting planners with effective management tools.

With Passkey GroupMAX, Marina Bay Sands' corporate guests can book, review and modify their hotel reservations via a personalized website at any time, offering delegates a top notch booking experience.

Organizers can track room block and reservation trends throughout the event lifecycle, enabling them to optimize their room blocks. Meeting planners can also conveniently import room lists in any format to a secure Web location, as well as manage room list modifications with unprecedented ease, transforming a once laborious manual process to a fully automated one. The system also allows them to easily capture guest information such as meal preferences and arrival/departure details, as part of the hotel booking process.

With this innovative approach, room inventory and rates are continually updated in the system, allowing Marina Bay Sands to offer group guests up-to-the-minute options for upgraded rooms and extended stays. This service will be rolled out in the coming weeks.

"This innovative online platform empowers our guests with the flexibility and ease to manage and modify their room reservations at any time. It allows meeting planners to access – at a glance – critical information throughout the various stages of hosting an event, from overall booking trends to the most minute of details, such as the delegates' meal preferences and their departure times. The choice of this technology represents Marina Bay Sands' commitment to elevate service levels for our valued clients," said Mr Mike Lee, Vice President of Sales at Marina Bay Sands.



Marina Bay Sands has received many accolades from tourists and industry players alike, winning several awards including “The Best Hotel Investment of Asia 2010” by Asia Hotel Forum. It was also voted “Asia’s Best MICE Hotel 2011” and ranked second in “Asia’s Best Convention and Exhibition Center” in the CEI Asia Industrial Awards. To date, Marina Bay Sands has sealed nearly 1,270 deals which will bring over 770,000 participants to the Sands Expo and Convention Center. It has also welcomed 19.6 million visitors to its property in its first year of operations.

Displaying its ability to attract leading shows from various industries, Marina Bay Sands recently played host to *Men’s Fashion Week 2011*, putting Singapore on the map as the first Asian city, and only the third in the world, after Paris and Milan, to host this distinguished men’s fashion event. Its world-class venue was also used for the debut of *Industrial Fabrics Association International (IFAI) Expo Asia 2011*, which saw large textile buyer delegations from around the world converge at Marina Bay Sands.

Other upcoming events include *CommunicAsia 2011*, one of the largest platforms organized for the information and communications technology industry in Asia Pacific. Drawing global industry brands to showcase key and emerging technologies, it is set to attract over 40,000 trade visitors and over 1,400 exhibitors in the highly anticipated show held at Marina Bay Sands for the first time.

#### **ABOUT MARINA BAY SANDS**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts, including the resident performance “The Lion King”. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).