

M Hotel is a new generation business hotel in the heart of CBD

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After two years of extensive refurbishment totalling some $40 million, the former Copthorne Harbour View Hotel, is now ready to put on its new name, the M Hotel Singapore. The hotel hauled up its main signage bearing the new name today. The signage, which measures 3m x 6.95m was hoisted up on the exterior wall on the 29th floor (130m from street level).

The 416-room M Hotel Singapore is part of Millennium & Copthorne Hotels plc (M&C), the London-listed international hotel arm of the Hong Leong Group Singapore, to be re-branded as the 'M'.

"It is a new generation business hotel built upon a promise to provide today's business travellers with a contemporary, relaxed and productive environment that is tasteful, but not lavish; comfortable, but not stuffy; and functional with no frills," said Mr Ng Chee Theam, General Manager of the hotel.

"M Hotel is a very business-like hotel, offering personal services. We are the only hotel in this area with a sit-down check-in service," said Mr Ng.

"Presently, there are no plans yet for M&C to introduce the 'M' concept in other hotels worldwide, but M Hotel Singapore is set to be a model in-place for other M&C hotels to adopt subsequently when the need arises," added Mr Ng.

Singapore-controlled M&C is the world's top 23 largest hotel owners and operators*. Ranked as one of Asia's largest hotel group, M&C has a stable of 88 hotels located in 15 countries worldwide. A majority of its hotels carry the Millennium and Copthorne brands. Last year, M&C ventured into the Galapagos Islands, the famous archipelago located off the South American country of Ecuador, managing the Royal Palm Resort. Last week, M&C announced that it would manage two new 5-star hotels in the Middle East – Millennium Hotel Abu Dhabi and Millennium Hotel Shrajah.

*Source: Hotels Magazine, August 2000