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## **For Immediate Release**

# **Millennium Hotels and Resorts Selects UniFocus' MEETINGScope™**

## ***UniFocus' MEETINGScope is New Feedback Standard for All Millennium Hotel Properties in the United States***

**DALLAS— FEBRUARY 26, 2008** — UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that Millennium Hotels and Resorts has selected the firm's MEETINGScope for its 14 Millennium Hotels properties in the United States. Their executive management team is incorporating industry standards such as MEETINGScope as part of a wider market initiative to ensure that brand quality is consistent across the Millennium Hotels portfolio.

Millennium Hotels in North America are upscale and deluxe properties located in a diverse range of city centers and resort areas. The hotels serve international business and leisure travelers, offering impeccable facilities and standards of service.

UniFocus' MEETINGScope feedback solution provides clear insight into the meeting planner's experience so that hospitality organizations can grow their meetings business—utilizing a multi-faceted survey approach.

“Our partnership with UniFocus provides an excellent opportunity to leverage repeat business in meetings and events, solidifying our reputation as a top meeting and convention destination in North America,” said David Renker, SVP Sales and Marketing, Millennium Hotels and Resorts. “We believe MEETINGScope is the most powerful relationship management tool for ensuring meeting planner satisfaction and more cross-selling opportunities.

“We are excited about the fact that the Millennium brand is incorporating a recognized industry standard across our portfolio to ensure a consistent and superior meeting experience,” continued Renker. “UniFocus' MEETINGScope also enhances our ability to market directly to the meeting planners and agencies.”

With UniFocus' MEETINGScope, Millennium Hotels and Resorts now has the capability to identify critical issues throughout the entire meeting event process—from the beginning of contracting, through the planning phase, meeting execution and conclusion. The on-going feedback serves to ensure a consistently positive experience at every touch point. Each user can also customize their precise meeting planner feedback criteria.

MEETINGScope enables Millennium Hotels to access invaluable marketing and feedback information with the click of a mouse. Also available are real-time meeting planner feedback and roll-up management reports with detailed drill-down capabilities and industry benchmarking to provide a 360-degree view.

“We're delighted that Millennium Hotels chose to expand our partnership and implement UniFocus' Meeting Planner Feedback solution to strengthen their brand standard awareness and grow their meetings business,” said Mark Heymann, President and CEO of UniFocus. “Many of our partners have reported that MEETINGScope has made a huge impact on their meetings and events business. Utilizing a combination of Web-based profiles, each Millennium Hotels property can determine what meetings they do best and then align the right staff to the right meetings to ensure successful outcomes.

“The real-time nature of UniFocus' closed-loop feedback technology also provides an important competitive differentiator by enabling quicker response to service issues and shorter recovery time,” continued Heymann. “We look forward to working with Millennium Hotels in utilizing MEETINGScope to enhance their meetings and events operations and hope to replicate the success that Millennium has experienced with guest feedback.”

UniFocus executives have provided technology leadership to the hospitality industry for more than 25 years. The Dallas-based firm provides proven technology solutions to convention bureaus, hotels and resorts that enable operators to more efficiently manage their workforce and gain a 360-degree view of the customer experience. Equipped with superior business intelligence and labor management technology, UniFocus partners can more effectively optimize quality, satisfaction, operational efficiency and profitability—with a higher ROI.

MEETINGScope is a Web-based solution that streamlines communications, analyzes every aspect of key service delivery factors, and provides historical data capture for trending and strategic planning—all of which combine to enhance relationships with meeting planners.

Among the benefits MEETINGScope offers are:

- Web-based survey technology and e-mail correspondence—essential to reaching meeting planners—that delivers response rates and maintains statistical reliability.
- Immediate “Hot Button” reports showing important service concerns, even in first-time-business situations.

- A database of more than 100,000 meeting-planner profiles.
- Benchmarking, team performance and results reporting across each department that are delivered in an online system in real-time.
- An integrated Action Plan Tracking System that ties directly to Meeting Planner Response System to ensure that proper service recovery occurs.
- MEETINGScope training and support provided by a UniFocus team that has decades of hospitality and meeting sales experience.

For more information on MEETINGScope and other UniFocus management and financial solutions, visit the company's Web site, [www.unifocus.com](http://www.unifocus.com).

## About Millennium Hotels and Resorts

*Millennium Hotels and Resorts (MHR) is the North American arm of London-based Millennium and Copthorne Hotels plc (MLC). The MHR portfolio includes 14 hotels in the U.S., offering both business and leisure travelers upscale accommodations in premier locations from major cities to resort areas. Hotels include the Millennium Broadway and The Premier, located in the heart of New York's Times Square; the historical Millennium Biltmore Hotel in downtown Los Angeles; the Millennium Bostonian, overlooking Faneuil Hall and Quincy Market in Boston; and the Millennium Knickerbocker Hotel, situated in Chicago's famed Magnificent Mile. For more information or reservations, please call 866-866-8086 or visit [www.millenniumhotels.com](http://www.millenniumhotels.com).*

## About UniFocus

*Based in Dallas, UniFocus serves hospitality, casino and resort operations in the U.S. and overseas. UniFocus offers full-service operational analysis, management and staff training, financial and labor management applications, as well as staff, meeting planner and guest satisfaction measurement programs, along with a unique mystery evaluation system that can link service standard attainment to guest and employee perceptions. The resulting database allows UniFocus to uniquely correlate and benchmark each client's performance to their particular competitive markets. Enhanced reporting capabilities allow hospitality executives to have a "total picture" overview of their operations, set strategic actions and gain asset value.*

*UniFocus is a Preferred Vendor of The Leading Hotels of the World®, a Microsoft® Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, and an allied member of the American Hotel & Lodging Association. For more information, visit [www.unifocus.com](http://www.unifocus.com) or call 972-512-5100.*