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PRESS RELEASE



SIROCCO HOSPITALITY GROUP PARTNERS WITH AIRASIA BIG
~ Gearing Up for Visit Malaysia 2020

KUALA LUMPUR, 6 August 2019 – Sirocco Hospitality Group ('Sirocco Group'), one of Malaysia's most comprehensive hospitality consultancy and advisory groups with a chain of hotels under its wings is set to provide AirAsia BIG Members exciting offers and discounts.

The formidable partnership with AirAsia BIG will be one of the travel line marketing arms for Sirocco Group as AirAsia BIG will be marketing Sirocco Group through its channels that will be able to reach over 24 million BIG Members. All hotels under the management of Sirocco Group will be able to enjoy this advantage and travellers can save more on not just flight and accommodation, but also attractions as well as retail offerings through the existing partnerships that both Club Sirocco and AirAsia BIG have already established.

"This partnership with AirAsia BIG, the Best eCommerce Merchant winner at the 2018 Asia eCommerce Awards is a good opportunity for Sirocco Group to market our services not just locally but globally. Working with AirAsia BIG, we have created an integrated platform whereby our existing Club Sirocco members will be able to benefit from the generous offers and redeemable rewards. For greater flexibility, partial points and full points redemption are allowed," said Datin Lea Chan, CEO of Sirocco Hospitality Group Sdn Bhd.

She added, "This is also a very timely partnership as we start preparing for Visit Malaysia 2020. There will be many other exciting promotions that will be introduced along the way and members can follow us on our social media for the latest updates."

AirAsia BIG Chief Executive Officer Spencer Lee says, "This partnership will be an excellent way for us to promote Malaysia and offer extra hotel offering to our members. We also want to use this partnership as a platform to inform our loyal BIG Members that they can now earn and redeem points when booking Red by Sirocco and soon MONOPOLY Mansion and Planet Hollywood. With our BIG Points, members can do more than just redeem AirAsia flights. With our recently revamped app, members can earn and pay with BIG Points for bookings on hotels, tours and travel activities, duty-free products, daily deals and so much more."

“In future, we are also looking at points conversion between BIG Points and Club Sirocco points. Members can check out <https://clubsirocco.airasiabig.com/> for more exciting promos and offers.”

Members of Club Sirocco from the 5 different tiers of membership are currently enjoying priority invitations to events, dining discounts, birthday & anniversary specials, discounts on spa & massages, shopping vouchers, merchandise and free stays. For every RM1 spent members receives 10 points.

To celebrate this partnership, the first 100 Club Sirocco Members and AirAsia BIG Members can enjoy exclusive rates of RM178 for Superior Room only and RM228 for Superior Room + 45 minutes Back Massage for 2 pax at RED by Sirocco. Deals only available at <https://clubsirocco.airasiabig.com/>

(Promotion valid from 06 August to 31 August 2019 only. Rates are subject to availability. Terms and conditions apply.)

The Beam e-scooter is an example of a benefit that members can enjoy with their points in the near future. To accumulate points, members will only need to spend at any Sirocco Group establishments or on any services provided by the group.

The team behind Sirocco Hospitality Group, Dato' Seth Yap and Datin Lea Chan are the major shareholders in the Meridian Berhad and has plans to work hand in hand with Malaysia Tourism City, a flagship project under Meridian that has recently launched.

VIPs present during the event:

- Datin Lea Chan 曾庆茜, Chief Executive Officer, Sirocco Hospitality Group
- Dato' Seth Yap Ting Hau 叶廷浩, Chief Executive Officer and Founder of M101 Group of Companies
- Spencer Lee 李德龙, Chief Executive Officer, AirAsia BIG
- Victor Kaw, Chief Commercial Officer of AirAsia BIG

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ABOUT SIROCCO HOSPITALITY GROUP

Sirocco Hospitality Group, a subsidiary of M101 Group of Companies, is one of Malaysia's most comprehensive hospitality consultancy and advisory group. Our unique diversity of expertise enables us to offer a comprehensive range of services to ensure maximum return on investment to owners and investors, each program tailor-made to fit the needs of the project at hand. We offer practical support to hospitality organizations regardless of size and pride ourselves on building meaningful client relationships. Sirocco Hospitality Group strives to help your property reach its full potential. Under way in its pipeline, Sirocco Hospitality Group will be managing two more upcoming hotels, which are MONOPOLY Mansion and Planet Hollywood in the heart of Kuala Lumpur.

ABOUT AIRASIA BIG

AirAsia BIG was established in November 2011 and is owned and operated by BIGLIFE Sdn Bhd (formerly known as BIG Loyalty Sdn Bhd), a subsidiary of AirAsia Bhd in collaboration with Aimia Inc. As the loyalty programme for AirAsia, AirAsia BIG enables its members to not just enjoy the lowest flight fares across AirAsia's extensive network, but also to redeem many other travel and lifestyle offerings. More than 20 million AirAsia BIG Members can earn AirAsia BIG Points on AirAsia flights to over 150 destinations across Asia, Australia, the Middle East and the US, participating hotels as well as retail, e-commerce, travel and lifestyle partners within the region. The loyalty programme makes all seats redeemable by utilising AirAsia BIG Points. Other member-exclusive privileges include 24-hour priority booking for selected AirAsia sales. AirAsia BIG was named the Loyalty Programme of the Year in 2016, and won gold for Best Regional Loyalty Marketing Campaign, Best Use of Direct Marketing, and Best Use of Social at The Loyalty & Engagement Awards 2016. In 2018, it received the Best Use of Technology Award at the 10th Annual Loyalty Conference and Awards. It also took home a gold for Best Loyalty Programme - Travel/Hospitality at Loyalty & Engagement Awards 2018. The AirAsia BIG app is available for download from the Apple App Store and Google Play Store.

For more information on the mobile app plus other updates, log on to airasiabig.com or follow AirAsia BIG on Facebook, Twitter and Instagram.

ABOUT BEAM

Founded by a team with passion for new mobility, Beam, the Asia's Leading Shared Electronic Scooter Company is changing the way cities flow by providing urban residents from all walks of life a better first-and-last mile connectivity and short distance transport solutions. Operating in Australia, Malaysia, New Zealand, Singapore and South Korea - a Beam trip allows you to move efficiently, reduce your environmental footprint and get from here to there - how you want and where you want.

In Kuala Lumpur, Riders can unlock and ride Beam e-scooters via the Beam App from 6.00am to 1.00am daily at over 40 Beam preferred parking spots, including the main entrance of Red Hotel by Sirocco Group. To encourage riders to park the e-scooters in Beam preferred parking spots, those who park the e-scooters at designated spots will have the RM1.50 unlocking fee credited back to their accounts, and redeem for future rides! With Beam referral program, Riders can enjoy free rides when they share RM5 Beam ride credits to a friend who takes his or her first ride using the referral code.

Download Beam app on iTunes and Google Play Store
For more information about Beam: <https://www.ridebeam.com/>

Facebook: <https://www.facebook.com/ridebeammalaysia/>
Instagram: <https://www.instagram.com/beam.kualalumpur/>



From Left: Spence Lee, Dato' Seth Yap, and Datin Lea Chan together with AirAsia Stewardesses.

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