



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS **SINGAPORE**

Driving Revenue from the Metaverse



REVENUE OPTIMIZATION CONFERENCE

Saurabh Prakash, CHDM
Group Senior Vice President Commercial
Millennium Hotels & Resorts

11th-12th May 2023
MARINA BAY SANDS SINGAPORE



MISOCIAL

DECENTRALAND

2022

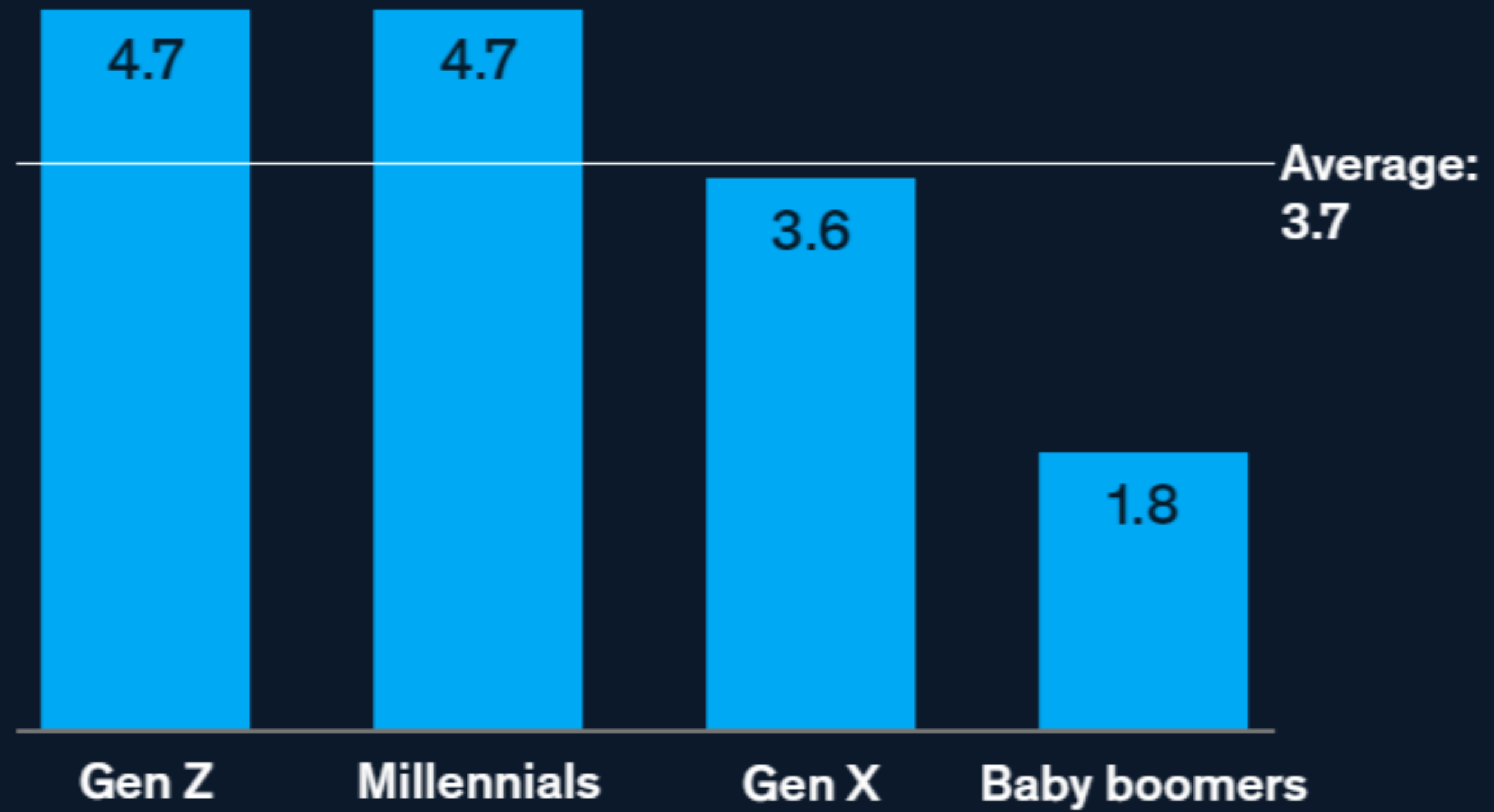
Why Metaverse?

With its potential to generate up to **\$5 trillion** in value by 2030, the metaverse is too big for companies to ignore



More than 400 Million active unique users
MONTHLY

**Expectations
of time spent
in metaverse
in 5 years, by
generation,
hours per day**



McKinsey



NEW CUSTOMERS

BY CREATING
NEW EXPERIENCES

MSOCIAL

Why **MSOCIAL** ?

DECENTRALAND

Is a lively, full of colors and joyful platform to help people unleash their sense of freedom & creativity!

FOR

Young, open minded, trendy, creative, explorative, love fashion, design and tech virtual travellers.

MSOCIAL ~~DECENTRALAND~~

Is a lively, full of colors and joyful platform to help people unleash their sense of freedom & creativity!

FOR

Young, open minded, trendy, creative, explorative, love fashion, design and tech virtual travellers.

Why **not** a traditional hotel?

MSOCIAL DECENTRALAND

Welcome to M Social Decentraland

YOU make the rules in the Metaverse.

Experience the **DNA** of the M Social brand where **independent spirits gather to make social connections** and share the passion for limitless possibilities.

Choose **unique experiences over sleep**, and take your rewards into your adventures within the real world.

Take a trip **around the world** to our M Social locations in one digital space!



MSOCIAL



MSOCIAL
DECENTRALAND

M Social New York, Singapore, Paris
and Auckland.

And now, **M Social Decentraland.**

WELCOME TO the first hotel
to open IN the Metaverse

Six myths about the metaverse

[Click to learn more](#)



McKinsey

Campaign Narrative

For his 50th birthday, STB sent the Merlion on his first staycation - in the metaverse!

While Singaporeans fill in for our beloved national symbol, he escapes to M Social Decentraland for an enjoyable time.

In the midst of all the fun, the Merlion didn't make it for check out at M Social Decentraland!

Nobody knows why, and the only person who can help us solve this mystery is our hero. (you!)

Follow clues, play mini-games, win rewards and unlock locations in the metaverse inspired by real-life places in Singapore.

Help us find out what happened to the Merlion!



MSOCIAL

Home / News



Singapore's iconic Merlion celebrates 50th birthday by going on vacation

Published
25 November 2022

Author
Chloe Tan

Merlion's Virtual Vacation at M Social Decentraland Marks STB's Foray Into the Metaverse

Partnership between Millennium Hotels and Resorts (MHR) and Singapore Tourism Board (STB) offers immersive experiences and real-world hotel prizes.

Follow

HN **hospitalitynet**

MILLENNIUM
5 min read · 21 November 2022



Celebrate Merlion's 50th birthday with M Social Singapore

By SG Staff | Nov 22, 2022

Launching Singapore's hospitality industry to another new level, homegrown hospitality group Millennium Hotels and Resorts (MHR) joins hands with the Singapore Tourism Board (STB) to launch their newest experience: the *Merlin on Vacation* adventure. A virtual attraction that marks STB's groundbreaking step into the Metaverse.

As we welcome travellers and the world to our shores again, the exciting partnership is sure to put M Social Singapore – where the attraction can be found – on the map.

HOME / TRAVEL NEWS / HOTEL NEWS / TRAVEL TECHNOLOGY NEWS / TOURISM NEWS

Partnership between Millennium Hotels and Resorts and Singapore Tourism Board

© 26 November 2022



Take your mind
WIT
to new places


STARTUP PITCH 2023

Here's your
SUBMIT YO

NEWS EVENTS HALL OF FAME THE WIT PODCAST ABOUT US

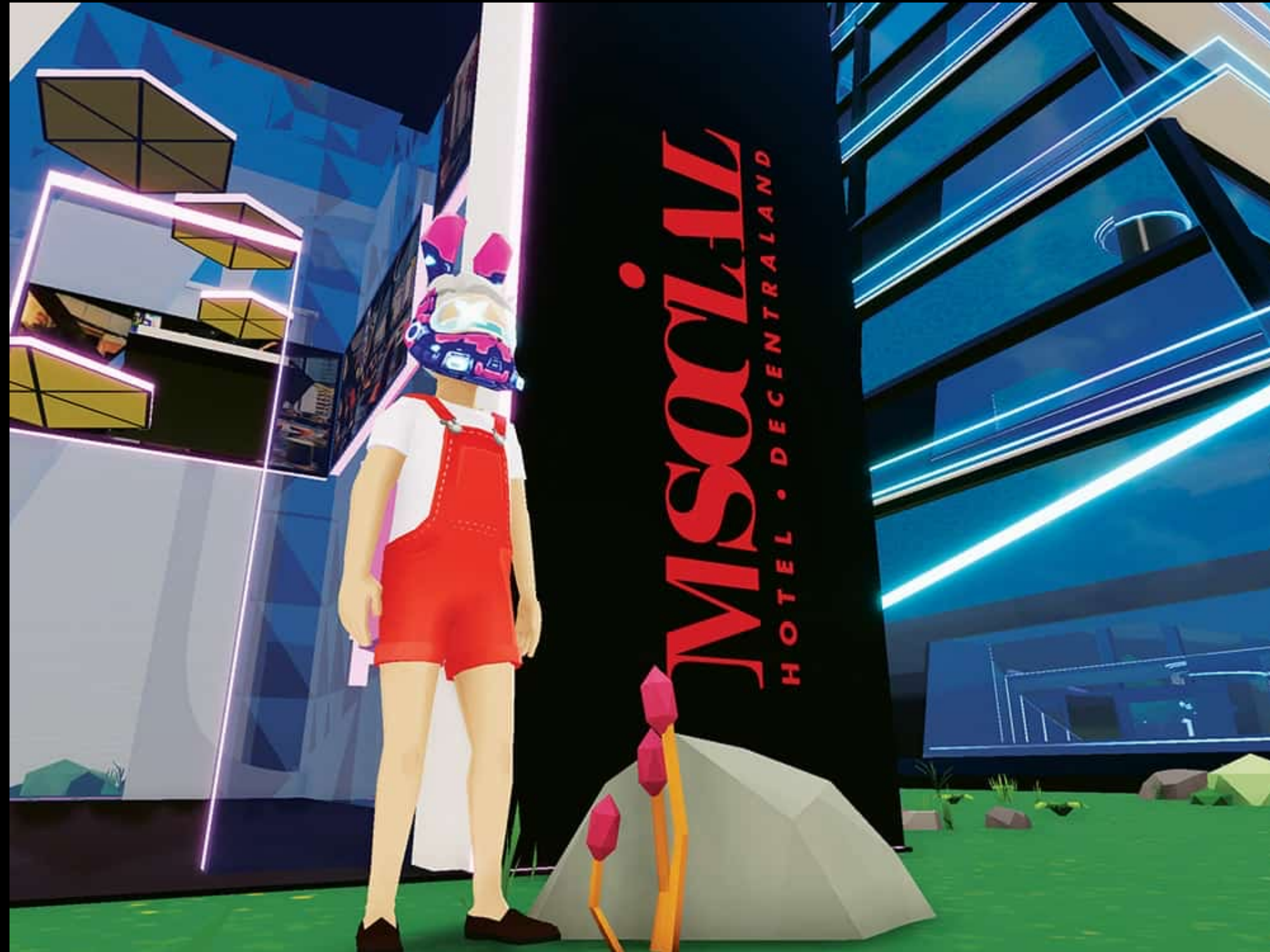
CORPORATE TRAVEL DESTINATION MARKETING DISTRIBUTION MARKETING MEETINGS MOBILE STARTUPS TECHNOLOGY THE WIT PODCAST WIT COMMUNITY BLOG WIT THOUGHTS

METaverse BUILDERS IN ASIA: M SOCIAL ON FINDING NEW CUSTOMERS AND ENGAGING WITH THEM



Metaverse Builders in Asia: M Social on finding new customers and engaging with them
15/02/2023, by Arvindh Yuvaraj, in Featured, Hospitality, Technology

"The revenue did surprise us, so did the engagement"



Just **ONE** hotel results – **M Social** Singapore

1. Website Visitation increased by **129%** over pre-pandemic levels!
2. Revenue **DOUBLED** from brand.com channel for the month of December compared to 2019!
3. Total campaign generated close to **\$250K** just in one month with a ROI of **12.5X**

The background is a colorful, stylized illustration of a virtual world. In the upper left, a winged figure with green wings and a white body is flying. In the upper right, a red and yellow striped hot air balloon is floating. In the center, a group of diverse characters is standing on a platform. The characters include a robot-like figure with a yellow and black body, a character in a purple and yellow outfit, a character in a blue and white striped coat, a character in a colorful striped shirt, a character in a pink and white outfit, and a character in a blue and gold outfit. The scene is set against a blue sky with clouds and a large, glowing yellow structure on the left. The overall style is bright and whimsical.

MISOCIAL

DECENTRALAND

2022



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS **SINGAPORE**