



2023 IAG Academy IR Awards

Category 17: Best Industry Innovation

Sands China Ltd.
The Londoner Macao Rebranding

Supporting Document (PDF)
August 2023





The Londoner Macao is located across the street from The Venetian Macao, The Parisian Macao and The Plaza Macao and is our largest integrated resort on Cotai.

The Londoner Macao is the result of our renovation, expansion and rebranding of Sands Cotai Central, which included the addition of extensive thematic elements both externally and internally and was completed in 2022. The integrated resort presents a range of new attractions and features, including some of London's most recognizable landmarks, such as the Houses of Parliament and the Elizabeth Tower (commonly known as "Big Ben"), and interactive guest experiences. The integrated resort features four hotel towers.

With refurbishments and additions costing approximately US\$2 billion (MOP 16 billion), The Londoner Macao is seamlessly connected to **The Parisian[®] Macao**, **The Venetian[®] Macao**, and **The Plaza[®] Macao**. The result is a resort city where the grandeur of Europe playfully meets the pulsating life of Cotai – a combination that delights visitors to Macao.

A new jewel in Cotai's crown

Offering a global take on English style, tradition and hospitality, The Londoner Macao comprises five lavish hotels – including the award-winning all-suite flagship, The Londoner Hotel, and the ultra-luxurious Londoner Court – with nearly 6,000 rooms and suites in total.

On site are three spas, four health clubs, more than 20 dining options, boutiques from 150 world-renowned brands, and state-of-the-art conference facilities, including the new 6,000-seat The Londoner Arena.

Uniting the lavish complex is a British design aesthetic, inspired by everything from Mayfair clubs to Cool Britannia chic. Among the highlights are:

- An imposing façade modeled after the **Palace of Westminster** and **Houses of Parliament** that comes to life in the evenings with the **Londoner Light and Sound Spectacular**;
- A life-size replica of London's iconic **Elizabeth Tower (Big Ben)** that chimes every hour;
- A costumed **"Changing of the Guard" performance** inspired by the daily ceremony at Buckingham Palace;
- A glass-covered porte-cochère entrance, modeled after a similar feature at London's **Victoria Station**;
- The **Crystal Palace** atrium – a version of the Victorian design icon in glass, iron and marble with an intricate, 10-story-high ceiling; and
- A full-scale reproduction of the famed Shaftesbury Memorial Fountain with its Anteros Statue in London's **Piccadilly Circus**.

For more information about The Londoner Macao, please visit www.londonermacao.com

