



Nomination for 2023 IAG Academy IR Awards

Award : Best Membership Program
Company nominated : Galaxy Entertainment Group (GEG)

Company information

Galaxy Entertainment Group (“GEG”) is one of the world’s leading resorts, hospitality and gaming companies. It primarily develops and operates a large portfolio of integrated resort, retail, dining, hotel and gaming facilities in Macau. GEG is a constituent of Hong Kong’s top 50 blue chip companies within the Hang Seng Index. The Group operates three flagship properties in Macau: Galaxy Macau™, one of the world’s largest integrated destination resorts on Cotai, and the adjoining Broadway Macau™, a hotel, entertainment and retail landmark destination; and StarWorld Macau, an industry leader located in the gaming hub of the Macau Peninsula.

GEG Privilege Club



Members can enjoy tailored events and experiences, dining, shopping and entertainment rewards, redemption of rare and luxury products from our Privilege Collection that are available in Macau for the first time, plus access to live entertainment events at Galaxy Arena, Broadway Theatre and Galaxy Cinemas Director’s Club. GEG Privilege Club creates for you a supremely exclusive lifestyle.

Membership

Gold

Along with your coveted Gold membership comes the opportunity to reward yourself with a host of exclusive membership benefits. These advantages allow you the peace of mind to relax and enjoy your stay in full, knowing that your needs are taken care of. These rewards include resort-wide discounts on dining and tickets for Broadway shows and movies, as well as guaranteed best hotel room rates!



Platinum

An upgrade to Platinum membership requires just 10 Points – that's the fastest membership upgrade in Macau! With the respected Platinum membership, you will enjoy a host of enhanced rewards, including even greater discounts on dining, movie and Broadway show tickets, as well as the exclusive reward of privileged access to the Pavilion High Limits gaming area.

Black

With Black membership comes a collection of supreme privileges which have been carefully curated to be exclusive to you. To make your stay with us worthy of your respected status, we accord you important advantages including privileged access to the Horizon High Limits gaming area, Grand Resort Deck at Galaxy Macau™ and Plaza Premium Lounge at Macau International Airport. You will also enjoy a personal host service, together with the privilege of our exclusive VIP check-in service.

Diamond

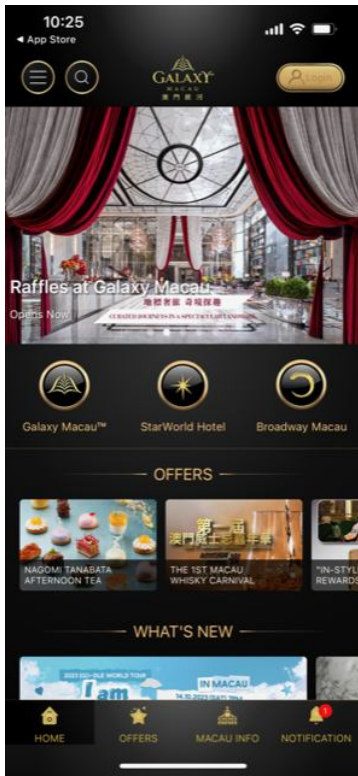
Your invitation to the exclusive Diamond membership underlines your status as one of the elite and deserving few. At the pinnacle of privilege, Diamond membership rewards you with indulgences that few others can experience. Special benefits such as a round-the-clock butler service are tailored exclusively for your personal enjoyment. Other benefits include access to the Horizon gaming area, complimentary helicopter travel from Hong Kong to Macau, privileged entry to luxury brand events, and a Rolls-Royce limo service.

My Privilege Mobile App

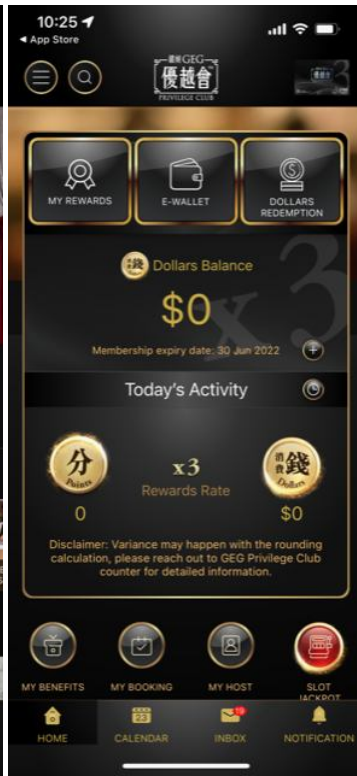
From comprehensive resort information to membership at your fingertips, My Privilege provides a seamless experience for all loyalty members.

Originally launched in 2019, My Privilege has been leading the market in delivering the most features and functions to enhance membership and provide more visibility on benefits, rewards, promotions as well as offering self-service capabilities for redemptions through all channels.

Our e-membership card is accepted across all GEG Resorts for a more convenient and environmentally friendly customer experience.



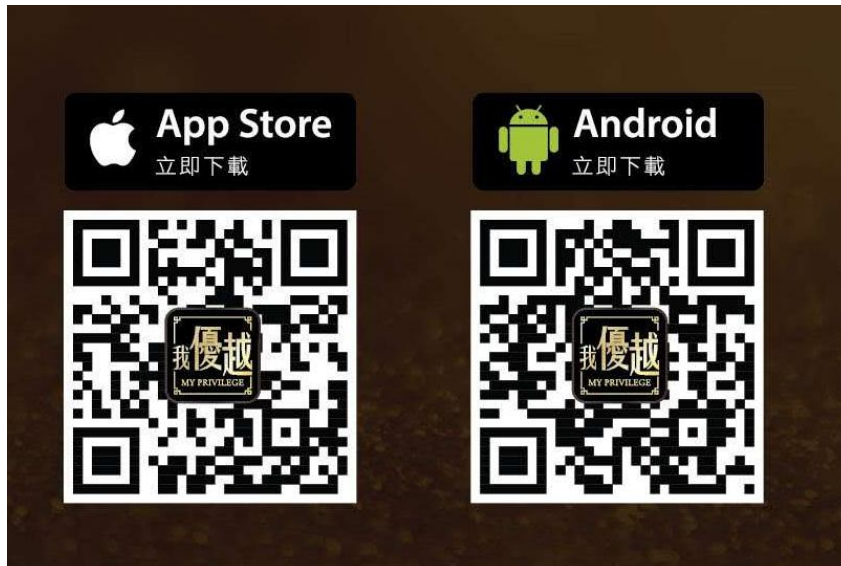
Home Screen



Membership Module



E-Membership Card



Try It Today – Free!

- END -