



## Press Release

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### For Immediate Release

## Wynn Signs Strategic Partnership with Preferred Hotels & Resorts

*Tapping into overseas tourism markets to boost Macau's competitive edge*

**Macau, July 18, 2023** — Wynn has always supported the Macao SAR Government's direction for tourism development and actively promoted the growth of international visitor source markets. In another move to tap into overseas markets, Wynn recently signed a strategic cooperation agreement with Preferred Hotels & Resorts<sup>SM</sup> and become a member of its Legend Collection. The brand prestige and global operating scale of Preferred Hotels & Resorts, combined with the excellence of the Wynn brand and its global vision, will lead Macau toward achieving its goal of expanding into overseas markets and promoting moderate, economic diversification.

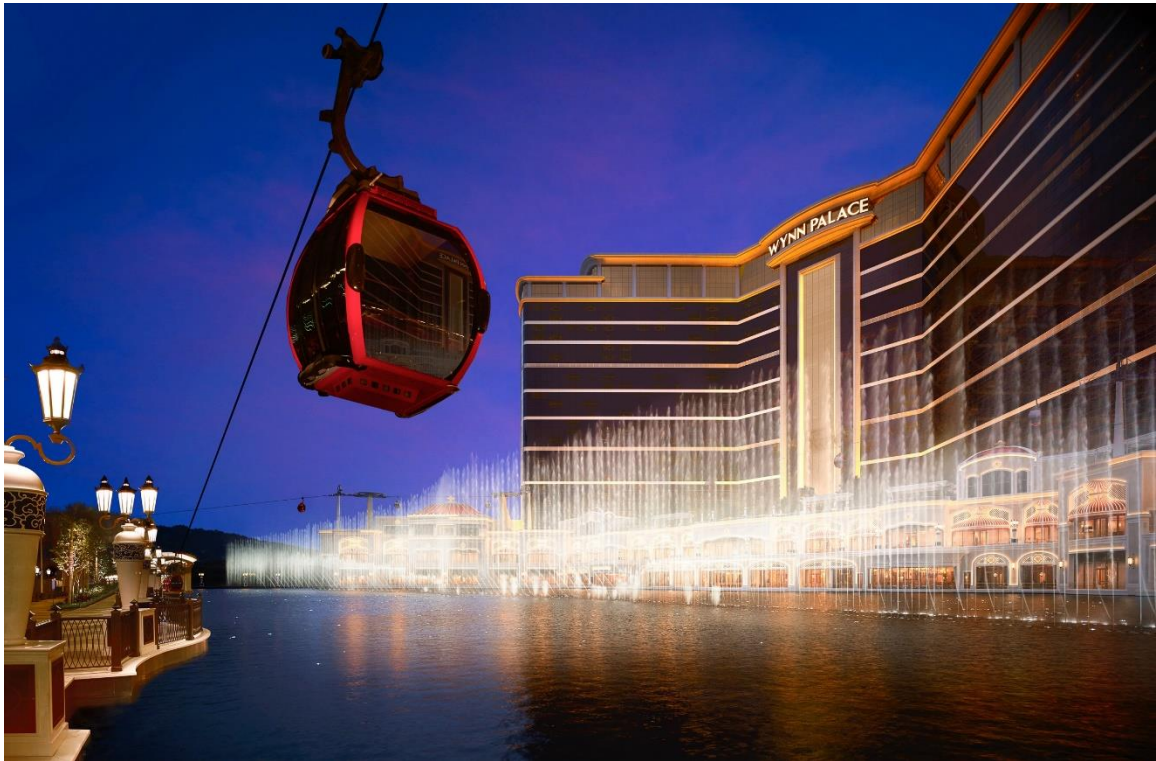
As Macau's economy recovers, and the number of Mainland Chinese and overseas arrivals increase, Preferred Hotels & Resorts will provide Wynn with additional regional and global marketing support, including strategic sales solutions, global connectivity through reservations services, progressive distribution technology, individualized guest support and much more. These solutions are designed to develop more targeted customer groups, create more growth opportunities for the tourism and MICE industry, and further build on Macau's role as a World Center of Tourism and Leisure.

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Every property within the group's portfolio maintains the high-quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program.

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Wynn.

Media Photos:



Wynn Palace Cotai

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Wynn



Wynn Macau



#### **ABOUT WYNN MACAU**

[Wynn Macau](#) is a luxury hotel and casino resort in the Macau Special Administrative Region of the People's Republic of China with two iconic towers featuring a total of 1,010 spacious rooms and suites, approximately 294,000 square feet of casino space, approximately 64,300 square feet of retail space, 14 food and beverage outlets, two spas, a salon and a pool. The resort proudly boasts three distinct entertainment experiences, including Macau's only choreographed Performance Lake, blending lofty plumes of water, gracefully choreographed music from Broadway tunes to renowned Chinese songs, powerful LED lights and fire effects.

Wynn Macau is operated by international resort developer [Wynn Resorts](#), recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Macau continues to hold the distinct honor of being the only resort in the world with 8 Forbes Five-Star Awards for seven consecutive years. Wynn Macau opened on September 6, 2006 and its second tower – Encore opened on April 21, 2010. For more information on Wynn Macau, visit [press.wynnmacau.com](http://press.wynnmacau.com).

#### **ABOUT WYNN PALACE**

[Wynn Palace](#) is the second luxury integrated resort from international resort developer Wynn Resorts in the Macau Special Administrative Region of the People's Republic of China, following the launch of Wynn Macau. Located in the Cotai area, it features a 28-storey hotel with 1,706 exquisitely furnished rooms, suites and villas, versatile meeting facilities, approximately 107,000 square feet of renowned luxury retail, 14 food and beverage outlets, Macau's largest spa, a salon, a pool and approximately 468,000 square feet of casino space. The resort also features a variety of entertainment experiences, including the dazzling 8-acre Performance Lake that mesmerizes guests with a choreographed display of water, music and light, the unique SkyCab, spectacular, large-scale floral displays and an extensive collection of art works by some of the world's leading artists.

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Palace is the first and only resort in the world with more than one thousand rooms to receive Forbes Travel Guide Five Star Awards. Wynn Palace opened on August 22, 2016. For more information on Wynn Palace, visit [press.wynnpalace.com](http://press.wynnpalace.com).

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