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## Major Hire for Travelodge Hotels Asia Stephen Burt To Head Up Travelodge in Asia

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**Singapore, 31 January 2017** – Mr Aw Cheok Huat, Chairman of Singapore-listed company ICP Ltd, announced the appointment of hotel industry veteran, Stephen Burt, to the role of Chairman of Travelodge Hotels Asia.

“I am delighted to welcome Stephen onto the senior management team of Travelodge Hotels Asia,” said Mr Aw. “Stephen is a highly respected senior executive with over 25 years of experience across hotel investment, management and fund management. His vast experience in the hotel industry in Asia Pacific will be invaluable to the growth of the Travelodge brand in Asia and the furtherance of ICP Ltd’s hotel investment and management ambitions.

Stephen joins us from Colliers International where he was Managing Director, Hotels, Asia Pacific. Prior to Colliers, he was CEO of Mirvac Hotel Group where he managed a \$1 billion hotel fund management platform and was also CEO of Mirvac Hotels & Resorts, a chain of 45 hotels located across Australia and New Zealand. Stephen was also one of the co-founders of what is today Jones Lang LaSalle’s Hotels & Hospitality Group.”

Mr Burt added “We are the custodians in Asia of a renowned hotel brand that for 80 years has been recognised worldwide as a value for money proposition in the midscale hotel segment. We plan to immediately differentiate Travelodge in Asia from our competitors through various brand and marketing initiatives. We are also very conscious of what hotel owners are looking for in a brand, namely a consistent product, lower distribution costs, enhanced bottom line and a practical business partner who is aligned with their objectives. This is precisely what we intend to deliver to the stakeholders, namely our guests and owners of a Travelodge hotel in Asia.”

### **About Travelodge Hotels Asia (“TLA”)**

Travelodge is recognized worldwide as a leading brand in the midscale limited service segment. Globally there are approximately 1,000 Travelodge-branded hotels across North America, Europe and Australasia.

Headquartered in Singapore, TLA is responsible for the development of Travelodge hotels in Asia. Through multiple options including acquisition, lease, management and franchise, TLA is looking to further expand the brand’s presence throughout Asia.

For further information, please visit [www.travelodgehotels.asia](http://www.travelodgehotels.asia) or send an email to [marcus.aw@travelodgehotels.asia](mailto:marcus.aw@travelodgehotels.asia).

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