
Travelodge Hotel to Open in Hong Kong

Hong Kong, 16 January 2017 – Travelodge has entered into an agreement with Tai Hung Fai Group to open the Travelodge Kowloon hotel in Hong Kong. Strategically located just off the ever popular and bustling Nathan Road in the Jordan district of Kowloon, the 126-room hotel currently known as Hotel Rainbow will undergo refurbishment and be rebranded as Travelodge Kowloon from February 2017.

An ideal base for travelers who want easy access to all parts of the city, Travelodge Kowloon offers hotel guests unparalleled convenience. The hotel is 2 minutes' walk to Jordan MTR Station, where the train connects guests to Hong Kong Island, the business district of Central and the Hong Kong Convention and Exhibition Centre within minutes.

It is within walking distance to local attractions such as the Temple Street Night Market, Jade Market, Mong Kok Ladies' Market and the Kowloon Park. A quick 5 minutes taxi ride brings guests to the famous tourist enclave of Tsim Sha Tsui, the gourmet heaven for foodies, paradise for shopaholics and centre for cultural enthusiasts keen to explore the Hong Kong Cultural Centre and various museums. The Star Ferry Pier from which guests can take a ferry around the Victoria Harbour is also within the vicinity.

Dr. Edwin Leong, Chairman of Tai Hung Fai Group, said "We are delighted to partner Travelodge Hotels Asia to launch the first Travelodge hotel in Hong Kong. Travelodge as a brand has great recognition and awareness globally amongst travelers in the limited service midscale segment.

Travelodge's cost-efficient yet robust distribution platform and the appreciation for practical solutions when working with owners gives us confidence that this partnership will improve the performance of our



Artist Impression of Travelodge Kowloon

hotel in the midst of a rather competitive hotel market in Hong Kong. ”

Mr. Stephen Burt, Chairman of Travelodge Hotels Asia, added “Today marks a strategic step forward for our expansion plans in Asia. Hong Kong, one of the top travel destinations in Asia that is visited by close to 60 million travelers every year, is a hub for business and leisure.

Travelodge Kowloon will form a key part of the Travelodge chain in Asia as the brand expands into other key capital cities such as Singapore, Bangkok, Tokyo, Seoul, Kuala Lumpur and Jakarta. We are privileged to be able to partner with a company as reputable as Tai Hung Fai Group, with its track record of success in real estate investments and development in Hong Kong.”

About Travelodge Hotels (Asia) Pte Ltd (“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 or send an email to wilson.chua@travelodgehotels.asia.

