

News

For Immediate Release

Travelodge to Open Hotel in Indonesia

SINGAPORE / BATAM, INDONESIA, [13 December 2017] – Travelodge Hotels Asia is pleased to announce its continued expansion in Asia with its first Travelodge hotel in Indonesia. Strategically located in the centre of Batam’s commercial area, the 249-room **Travelodge Batam** (currently Novotel Batam) will welcome guests from 1st January 2018 onwards.

Situated in the Shopping and Entertainment district, Travelodge Batam is conveniently located within walking distance or a five minutes’ drive to key attractions, including shopping malls such as Nagoya Hills Mall and Harbour Bay Mall, and the Harbour Bay International Ferry Terminal. Travelodge Batam is 45 minutes from Singapore by Ferry and 30 minutes’ drive from the Hang Nadim International Airport, making the hotel an ideal choice for both business and leisure travellers, including families and corporate groups.



Exterior View (For illustration purposes only)

Batam, the third-busiest port of entry in Indonesia after Bali and Jakarta, is the perfect getaway destination with a diverse range of activities catering to different groups. Sport lovers will be spoilt for choice with numerous watersports such as wakeboarding, jet skiing, diving and snorkeling, and golf courses to choose from. For the food enthusiasts, Batam’s delicious and value-for-money seafood is a must-try. Travellers who wish to rejuvenate themselves can take a stroll along Batam’s various peaceful beaches and pamper themselves with a relaxing traditional massage. The city is also famed for its nightlife and youthful vibe.

The newly refurbished Travelodge Batam will feature stylish rooms designed to meet the needs of the Travelodge guest. The vibrant spirit of the city is captured and featured in the backdrop of each room, allowing guests to feel right at home. Hotel guests will also be able to experience a wide range of amenities such as indoor swimming pool, fitness centre,

Travelodge Hotels (Asia) Pte. Ltd.

10 Anson Road #29-07

International Plaza, Singapore 079903

Phone: (65) 6221 4665

www.travelodgehotels.asia

restaurants, the Manis Bakery, the Mosaic Lounge and 12 meeting rooms with capacity of up to 800 people. Guests will also be able to experience spa services, which is a strong part of Indonesian culture and tradition, right in the hotel.



Deluxe Twin Room (30m²)



Deluxe Queen Room (30m²)



Indoor Swimming Pool



Meeting Room

In celebration of the opening of Travelodge Batam, hotel guests will be entitled to a 15% discount on all room bookings for stay period from 1st January to 31st December 2018. Members of the TravelodgeR Recognition Program will enjoy an additional 10% off, and other benefits, including early check-in and late check-out. Register as a TravelodgeR for free and book your stay at www.travelodgehotels.asia to enjoy the opening offer.

Mr. Stephen Burt, Chairman of Travelodge Hotels Asia, commented, "We are delighted to welcome Travelodge Batam to our fast-growing network of Travelodge hotels in Asia. This comes shortly after our opening of 2 Travelodge hotels in Hong Kong (Travelodge Kowloon in February 2017 and Travelodge Central, Hollywood Road in September 2017) and Thailand

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(Travelodge Pattaya in July 2017 and Travelodge Bangkok Sukhumvit 11 in November 2017). We are excited to set foot in Indonesia, a leisure destination renowned for its ancient temples, enchanting beaches and breathtaking adventures such as trekking, diving, snorkeling and surfing. With the Indonesia government setting its sights for tourism to be the largest source of foreign exchange earnings, contributing 15% of GDP, and for foreign tourist arrivals to approximately double to 20 million by 2019, we are optimistic on the opportunity for Travelodge to expand further. Our next objective is to open in key gateway cities of Indonesia, such as Bali, Jakarta, Surabaya and Yogyakarta.

Mr. Anas, Director of PT. Graha Seraya Pratama, added "We are delighted to partner Travelodge Hotels Asia to launch the first Travelodge hotel in Indonesia. We are keen to tap on Travelodge's cost-efficient yet extensive international sales, marketing and distribution platform which has our interests in mind, and enjoy the benefits from the globally recognized brand. We are confident that the Travelodge brand and product will be embraced by both international and domestic travellers."

For more information or reservations, please visit www.travelodgehotels.asia or email enquiry.tlbt@travelodgehotels.asia

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About the Travelodge Brand

The Travelodge brand in Asia is centred around the guest and providing the essentials for a home away from home. Being a limited service brand, Travelodge hotels in Asia focus on delivering the optimal stay experience through thoughtful design to maximize the space in the room and ensuring essential conveniences to the guest.

- **Ideal Location** – Our hotels are located where the action is for business and leisure guests and is usually within minutes of multiple major transportation hubs.
- **Free High Speed WiFi** – Stay connected with loved ones and seamlessly work on-the-go anywhere in the hotel.
- **Lowest Prices Always** – Be assured of the best available rates when booking via www.travelodgehotels.asia. With this Best Rate Guarantee, our guests can spend more time planning their trip instead of comparing prices across different websites.
- **Curated Local Itineraries** – Travel like a local with handpicked attractions for your destination from our website.
- **TravelodgeR Recognition Program** - Members enjoy instant benefits such as 10% off all room bookings, early check-in and late check-out, all without the hassle of accumulating points. Register for free at www.travelodgehotels.asia to enjoy instant rewards today!

About Travelodge Hotels (Asia) Pte. Ltd. (“TLA”)

Travelodge is recognized worldwide as a leading brand in the midscale hotel segment. Globally there are 1,000 Travelodge-branded hotels across North America, Europe, Australasia and Asia. Headquartered in Singapore, Travelodge Hotels (Asia), a wholly-owned subsidiary of SGX-listed ICP Ltd, is responsible for the development of Travelodge hotels in Asia. TLA has successfully launched the Travelodge brand in Hong Kong, Thailand and Indonesia, and is currently looking to further the brand’s presence throughout Asia via multiple options including acquisition, lease, management, master franchise, franchise and joint ventures.

Hotels in Asia

- Hong Kong: Travelodge Kowloon
 Travelodge Central, Hollywood Road
- Thailand: Travelodge Pattaya
 Travelodge Sukhumvit 11
 Travelodge Jomtien (Opening 2019)
- Indonesia: Travelodge Batam (Opening 1 January 2018)

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Media Enquiries

Gwendoline Poon

gwendoline.poon@travelodgehotels.asia

Business Development Enquiries

Wilson Chua

wilson.chua@travelodgehotels.asia

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