

FOR IMMEDIATE RELEASE

**TRAVELODGE HOTELS ASIA ANNOUNCES #ASIASBESTINTERNSHIP;  
MARKING THE LAUNCH OF NEW #TRAVELTRAILBLAZERS CAMPAIGN**

*The campaign will enlist a community of passionate Travel Trailblazers to curate an online library of unique and undiscovered travel experiences across Asia*

**Singapore, 10 September 2018** – Travelodge Hotels Asia, the hotel portfolio designed for travel trailblazers, is calling on ambitious, social-media savvy travellers to apply for **#AsiasBestInternship!** Designed and operated for a new breed of savvy travellers seeking to feel the real pulse of a city, Travelodge Hotels Asia will offer one lucky intern the opportunity to travel, eat and trailblaze their way around Asia for three months as part of its new brand campaign - **#TravelTrailblazers**.

The three-month internship will entail exploring, eating and trailblazing through some of Asia's key urban hotspots to discover unique, local experiences on behalf of Travelodge properties in Hong Kong, Malaysia and Thailand. Over the course of the internship, the appointed intern will take over Travelodge Hotels Asia's social media platforms and share unique, off-the-beaten-track travel itineraries with Travelodge guests.

**Johnny Kuang, Marketing Director of Travelodge Hotels Asia says,** "As we expand rapidly in Asia we are putting our hotels in the centre of the action, encouraging our guests to get out and craft their own unique journey through it, then share it via #TravelTrailblazers to curate an online library of fresh, guest-generated content that's far more unique than the pages in any guide book. To kickstart the initiative we're sponsoring one young and ambitious traveller to take a first look off the beaten track and uncover some of Asia's best hidden gems with us."

**Application for the role will be via submissions on Instagram. Details as follows:**

- **Step 1:** Share a photo or video of your favourite hidden local gem in any of the following destinations: Singapore, Hong Kong, Kuala Lumpur, Batam, Bangkok or Pattaya, and tell us why you should be shortlisted for #AsiasBestInternship.
- **Step 2:** Tag [@TravelodgeAsia](#), hashtag #TravelTrailblazers and #AsiasBestInternship to qualify. Make sure your profile is public.
- **Step 3:** Get your CV ready and wait to hear if you have been shortlisted! Shortlisted candidates will be announced on Travelodge Hotels Asia's Instagram page (@TravelodgeAsia) and will receive a direct message requesting for CVs to be submitted for review and selection starting the week of 17 September 2018.

Visit <http://bit.ly/AsiasBestInternship> for full job description with terms and conditions.

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### **About Travelodge Hotels Asia**

Headquartered in Singapore, Travelodge Hotels Asia is a hospitality investment and management company responsible for the development of hotels under the globally recognised Travelodge brand in Asia. Travelodge Hotels Asia focuses on upper midscale hotels that are designed and operated for the savvy traveller. For guests who want to get out and feel the real pulse of a city, Travelodge hotels are situated in the centre of the action with unrivalled locations, providing thoughtfully designed rooms, convenient amenities and undisputedly comfy beds for a discerning, yet unpretentious travel experience. Travelodge Hotels Asia currently operates in Hong Kong, Bangkok, Pattaya, Batam and Kuala Lumpur, with additional new openings planned for 2019.

### **For further information, please visit:**

[www.travelodgehotels.asia](http://www.travelodgehotels.asia)

### **Follow us on Social media at the following:**

Facebook: [Travelodge Hotels Asia](https://www.facebook.com/TravelodgeHotelsAsia)

Instagram: [@TravelodgeAsia](https://www.instagram.com/TravelodgeAsia)

Twitter: [@TravelodgeAsia](https://twitter.com/TravelodgeAsia)

### **For media enquiries, please contact:**

#### **W Communications**

Mariah Aiyesha

Deputy Account Executive

E: [mariah@wcommunications.sg](mailto:mariah@wcommunications.sg)

M: +65 9238 2422

Dawn Teo

Account Manager

E: [dawn@wcommunications.sg](mailto:dawn@wcommunications.sg)

M: +65 96230369