

FOR IMMEDIATE RELEASE

TRAVELODGE BUKIT BINTANG OPENS IN THE HEART OF JALAN ALOR IN KUALA LUMPUR, MALAYSIA



L-R: Hotel Reception, Hotel Exterior, Family Quadruple Room

Singapore, 23 October 2018 – Travelodge Hotels Asia is pleased to announce the opening of **Travelodge Bukit Bintang** in Kuala Lumpur's Golden Triangle, marking the fifth destination of the Travelodge brand's expansion trail in Asia.

Sitting right at the pulse of the city's shopping and business district, **Travelodge Bukit Bintang** appeals to leisure and business travellers alike with its easy access to local hawker food and seafood restaurants along Jalan Alor, as well as close proximity to key commercial buildings along Jalan Sultan Ismail and Jalan Raja Chulan. The hotel's location makes it ideal for travellers seeking to get out of their room and explore the real pulse of the city, before returning to a uniquely local yet familiar hotel experience for a good night's sleep.

The 13-storey, 168-room hotel is equipped with spacious and stylish rooms designed to meet all travel needs, with *Superior*, *Deluxe* and *Family Room* types catering to travellers ranging from solo travellers to families and groups of up to four. Come November 2018, on-site F&B offering will be available among other facilities, including a fully equipped in-house gym that offers 24-hour access, self-service laundry room and on-site parking. Guests who book and stay from 1 November 2018 will be able to enjoy free all-day-breakfast right in the heart of the hotel lobby at **Antipodean Bukit Bintang**, the latest outpost of the popular local café chain.

Within the vicinity, a suite of local and specialty eateries, nightlife hot-spots such as Zouk Kuala Lumpur, as well as tourist attractions like KLCC, Pavilion Kuala Lumpur and the iconic Petronas Twin Towers can be also accessed within minutes by foot, public transport or car.

"We are hopeful that Kuala Lumpur, a cosmopolitan city with much to offer in culture, leisure and business, will pave way for the success of Travelodge Bukit Bintang and anchor the first step in the growth of the brand across Malaysia with future opportunities in other cities such as Penang, Melaka and Kota Kinabalu," **says Mr Marcus Aw, Executive Director, Travelodge Hotels Asia.**

From now till 31 December 2018 Travelodge Bukit Bintang is running an opening promotion, offering 30% off room rates with a further 12% off for members of the TravelodgeR recognition programme. TravelodgeRs can enjoy instant discounts across all Travelodge hotels in Asia, as well as early check-ins and late check-out.

In celebration of the launch of Travelodge Bukit Bintang and the #TravelTrailblazers campaign, Travelodge Hotels Asia will be launching an ongoing series of Asia-wide consumer competitions, inviting hotel guests, the general public and social media users to participate for a chance to win a free hotel stay and/or experiences. More details will be shared via Travelodge Asia's Instagram page and/or website when the first of the series of competitions kick off.

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

For hi-res property images, kindly download them [HERE](#).

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About the Travelodge Brand

Travelodge Hotels Asia is expanding rapidly in Asia to meet the needs of a new breed of savvy traveller seeking to get out of their room and explore the real pulse of the cities they visit, before returning to a uniquely local yet consistent hotel experience for a good night's sleep. These are hotels designed for #TravelTrailblazers.

- **Designed for a new breed of traveller:** Travelodge Hotels Asia's hotels are designed for Travel Trailblazers, a new breed of savvy travellers who are empowered, knowledgeable and adventurous. They are discerning travellers seeking authenticity and the real pulse of a city, which they want to get out into rather than spending time in their room!
- **Location-centric:** Travelodge Hotels Asia prioritises proximity to transportation hubs and unrivalled locations to put guests in the centre of the action. Everything a Travel Trailblazer needs to kickstart their urban adventure is just a stone's throw away from the hotel.
- **Fuss-free quality:** A new hospitality offering designed for travellers who are not hung up on five star frills but know quality and demand it. Thoughtfully designed, Travelodge Hotels Asia champions first-class service with fuss-free delivery for discerning, yet unpretentious, travellers. Time – and money – is not wasted on five-star frills, but quality amenities are not compromised on. A Travelodge bed is undisputedly comfy!
- **Locally inspired:** While consistent in brand experience across cities, Travelodge properties are inspired by their unique local surroundings and encourages its Travel Trailblazers to immerse themselves in the rich culture of their destination and discover hidden gems like a true local.

About Travelodge Hotels (Asia) Pte. Ltd. ("TLA")

Headquartered in Singapore Travelodge Hotels (Asia), a wholly-owned subsidiary of SGX-listed ICP Ltd, is a hospitality investment and management company responsible for the development of hotels under the globally recognised Travelodge brand in Asia. TLA 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, TLA 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.



TLA currently operates in Hong Kong, Bangkok, Pattaya, Batam and Kuala Lumpur, with additional new openings planned for 2019, and is looking to further the brand's presence throughout Asia via multiple options including acquisition, lease, management, master franchise, franchise and joint ventures.

For further information, please visit:

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)

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TRAVELODGE BUKIT BINTANG FACT SHEET

Launch Date:	Soft launch – August 2018 Official launch – November 2018
Address:	16 Jalan Alor, Bukit Bintang, Wilayah Persekutuan, Kuala Lumpur 50200, Malaysia
Number of Rooms:	168 Rooms Superior Rooms (18m ²): 109 Superior Rooms with Balcony (21m ²): 8 Deluxe Rooms (28m ²): 39 Family Rooms (43m ²): 12
Number of Floors:	13
Room Amenities:	Soundproofed rooms Air conditioning In-room phone Coffee/tea maker Free bottled water Daily housekeeping Private bathroom Free toiletries Hair dryer Satellite TV channels Flat screen TV Free cribs/infant beds (subject to availability) Connecting/adjoining rooms available In-room safe Power socket with USB port on bedside
Hotel Facilities:	Free Wi-Fi Fitness Centre Parking (Subject to availability) Self-service laundry room
Transport:	Kuala Lumpur International Airport, 59.5km, 50 min by car MRT Station Bukit Bintang, 300m, 4 min walk Monorail Bukit Bintang, 550m, 7 min walk LRT Station Jalan Hang Tuah, 700m, 9 min walk Terminal Bersepatu Selatan, 11.5km, 16 min by car
For Reservations:	T: +60 3 2143 1818 E: enquiry.tlbb@travelodgehotels.asia
Website & Socials:	Website: www.travelodgebukitbintang.com Facebook: Travelodge Bukit Bintang Instagram: @TravelodgeAsia Twitter: @TravelodgeAsia

ATTRACTIONS NEAR TRAVELODGE BUKIT BINTANG

Eateries and F&B specialties near the hotel

Jalan Alor Food Street, 1 minute by foot

One of the hidden gems and local favourite for late-night comfort hawker fare, Jalan Alor is home to a full street of hawker stalls and Chinese seafood restaurants, each serving up specialty dishes unique to their own. Only a short distance away from Jalan Bukit Bintang and Changkat Bukit Bintang, the charm of this hidden location is in its endless options for food in a vibrant roadside setting. Foodies can expect to find local favourites like freshly barbequed chicken wings and satay (meat skewers), among the options. When in season, durian stalls are also set up along the street.

Wong Ah Wah Chicken Wings, 1 minute by foot

Wong Ah Wah is famous for their famous barbeque chicken wings. It located in a tourist concentrated area – Jalan Alor where gathers plenty of eateries in one street. The stronger smokiness that gives the chicken wings in Wong Ah Wah a unique flavor.

Alor Corner Curry Noodles, 5 minutes by foot

Alor Corner's curry noodle is one of the most authentic and tastiest curry noodles in Kuala Lumpur. It served with ingredients like cockles, chicken slices, long beans and bean curd puffs. The broth is rich but not excessively thick and full of aroma derived from coconut milk and spices.

Hu Tong Lot 10, 7 minutes by foot

Lot 10 Hutong is Malaysia's first and only heritage destination that pays honour to eatery and the art of local cuisines. It offers more than 30 of the country's best restaurants that have continued the 2nd and 3rd generations. Each is select from the best of the best, famous by its signature dish.

Nightlife around the hotel

Changkat Bukit Bintang, 5 mins by foot

Changkat Bukit Bintang in downtown Kuala Lumpur is home to some of the city's most popular upmarket restaurants and bars. Foodies looking for international dining options will definitely find something to tantalize their taste buds here. For night owls, the street also offers access to some of the best bards and nightclubs in the city.

Zion Club Kuala Lumpur, 6 minutes by foot

Zion Club Kuala Lumpur is the modern party venue to attain on Changkat Bukit Bintang's lively nightlife scene, arrogant sleek designs, widespread music genres, and three trendy venues under one roof.

Havana Bar & Grill, 6 minutes by foot

Havana Bar & Grill is an eatery and nightclub that revels the Latin American spirit. It is set in a sophisticated 1950s mansion and separated into areas which are the main outdoor bar, back patio, and upstairs lounge.

The Rabbit Hole, 7 minutes by foot

The Rabbit Hole Kuala Lumpur is one of the trendiest nocturnal establishments. It offers a range of unique concept surroundings with an unpretentious and relaxed atmosphere.

Bintang Walk, 7 minutes by foot

Touted as one of the main shopping and entertainment districts in KL, Bintang Walk is bustling with mixed characters, a colourful atmosphere and plenty of F&B joints to explore. It is best known for premiere dining, shopping and people watching, making this place a city within a city.

Activities surrounding the hotel

Bukit Bintang Shopping Area

Well regarded as Kuala Lumpur's trendiest shopping and entertainment district, Bukit Bintang offers everything from sleek shopping centres, to all day restaurant and vibrant nightclubs.

Low Yat Plaza, 4 minutes by foot

This is Malaysia's greatest IT lifestyle mall, with the largest selection and best in value for ICT products and services. Everything from mobile phones, tablets, to cameras, laptops and gaming accessories can be found under the same roof.

Street Live Performance, 7 minutes by foot

Catch the live entertainment streets, particularly at the intersection of Jalan Bukit Bintang and Jalan Sultan Ismail, where buskers, mime artists, break-dancers and shufflers perform for free.

Pavilion Kuala Lumpur, 10 minutes by foot

An upscale shopping mall that houses European luxury retailers, and night clubs with unique themes, games, live music and chill out vibes.

Bukit Nanas Forest Reserve, 15 minutes by car

Bukit Nanas is one of the oldest permanent forest reserves in the country is. Formerly known as Bukit Weld Forest Reserve, it was gazette in 1906.

Nearby tourist attractions

Petaling Street Flea Market (Chinatown), 15 minutes by foot

The centre of Kuala Lumpur's original Chinatown, Petaling Street Flea Market maintains much of its traditional atmosphere, particularly at night when vendors fan out everything from gems and incense, to toys and t-shirts. Wander about the night market for bargain buys, delicious Chinese foods, great sights, sound and energy.

Merdeka Stadium, 14 minutes by car

Home of the Malaysia national football team, Merdeka Stadium provides a glimpse into Malaysia's colonial past. It was here that Malaysia proclaimed 31 August 1957 as Independence Day. Wander around its surroundings, and soak in views of the beautifully-tended, 200m long open playing field, which is the most famous stretch of green in KL.

Twin Towers, 20 minutes by car

The Petronas Twin Towers are the tallest twin skyscrapers in the world. Scale up and enjoy a lofty vantage point of KL, or window shop and splurge at upmarket stores, as well as luxury boutiques.