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## **TRAVELODGE CENTRAL MARKET OPENS IN THE CULTURAL HUB OF KUALA LUMPUR, MALAYSIA**



**Singapore, 23 November 2018** – Travelodge Hotels (Asia) Pte. Ltd., announces the opening of **Travelodge Central Market**, its second property in the heart of Kuala Lumpur. The launch of the refreshed 198-room hotel is a testament to the brand's rapid expansion plans in Malaysia and the wider Asian region.

Ideally located in the cultural hub of Kuala Lumpur city centre, **Travelodge Central Market** is a stone's throw away from major attractions, including the eponymous Central Market - a haven for local arts and craft goods and the bustling Petaling Street - the city's popular bargain shopping mecca in the cultural centre of Chinatown. With major transportation links like the Pasar Seni Station and Masjid Jamek Station within walking distance of the hotel, guests can easily access the Kelana Jaya, Ampang and MRT Lines which makes for a pocket-friendly way to travel about the city. Those coming from out of KL will also be able to locate the hotel as it is just a 5-minute walk from the Keretapi Tanah Melayu Commuter.

With famous local eateries, traditional street flea markets and destination cocktail bars placed in close proximity, the hotel's unrivalled location allows leisure travellers to experience the sights, sounds and splendour of the city like a true local. Business travellers will also find convenience in the hotel's proximity to commercial business buildings such as Plaza Sentral, Sentral Tower and Menara CIMB.

Inspired by cultural hotspots that surrounds the property, each of the hotel's 198 rooms feature local artwork which ties together the city's cosmopolitan lifestyle with an added flair of local heritage. Designed to provide comfort and a fuss-free stay for travellers, the stylishly designed guests rooms at Travelodge Central Market balances comfort with smart and practical features. The rooms range between 16m<sup>2</sup> to 24m<sup>2</sup>, meeting the needs of every guest from the solo explorer on a business trip, to accommodating large groups of up to four per room. To ensure that each guest is energised for the next day, the rooms are soundproofed for an uninterrupted rest. Whether it is for work or play, contemporary living spaces are available to provide uncompromising comfort.

The hotel also features amenities that cater modern and lifestyle-conscious travellers, including [a fitness](#) centre for gym-bugs that want to squeeze in a quick workout during their travels, with plans to partner with local fitness studios to curate unique programmes that focus on different types of workouts.

Guests will also find **The Lodge**, a multi-functional, multi-occasion space nestled in the lobby that enable guests to work or unwind over the course of the day, with the bar list readily available for those looking to relax and socialise over a drink or two.

This December, Travelodge Central Market will also be opening **Antipodean Central Market**, one of Malaysia's reputable establishments for coffee culture which will serve buffet breakfast and a curated menu exclusive to the hotel. It will also double up as an all-day Grab-and-go breakfast station that provides guests with local delights to jumpstart their day.

"We see immense growth potential for the hospitality sector in Kuala Lumpur next year as the Government continues to support tourism market growth, with plans to attract 36 million tourists to Malaysia and generate RM168 billion for the country by the year 2020. Our new hotels are plugging a specific gap in the market here with an upper-midscale offering targeting discerning travellers seeking to get out and about exploring the city but with the assurance of a quality night's hotel stay on their return. The launch of Travelodge Central Market also marks an exciting milestone in our regional expansion, which will see us expand into new markets such as Korea and Japan very soon," **says Mr Marcus Aw, Executive Director, Travelodge Hotels Asia.**

Travelodge Central Market will also run a monthly promotion, offering 40% off room rates on the 4<sup>th</sup> of every month. Those under the TravelodgeR recognition programme. can enjoy a further 12% off, as well as early check-ins and late check-out. With affordable rates, convenience and attentive service, Travelodge Central Market promises a pleasant and memorable stay.

To drum up more excitement for the hotel openings, Travelodge Hotels Asia will host an ongoing social media contest, selecting one lucky winner every month to win free hotel stays. Instagram users will simply need to tag their posts with #TravelTrailblazers and the post with most number of likes that month will walk away with the prize of the month

For more information or reservations, please visit [www.travelodgehotels.asia](http://www.travelodgehotels.asia) or email [enquiry.tlcm@travelodgehotels.asia](mailto:enquiry.tlcm@travelodgehotels.asia).

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

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

Facebook: [Travelodge Hotels Asia](#)

Instagram: [@TravelodgeAsia](#)

Twitter: [@TravelodgeAsia](#)

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

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#### **TRAVELODGE CENTRAL MARKET FACT SHEET**

**Launch Date:** November 2018 (Expected)

**Address:** No 7, Jalan Hang Kasturi, City Centre, 50050 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia

**Number of Rooms:** 198 Rooms  
Superior Rooms (16m<sup>2</sup>): 148

Premier Rooms (22m<sup>2</sup>): 12  
Family Rooms (22 - 24m<sup>2</sup>): 22  
Dual Key Room (16 – 24m<sup>2</sup>): 20

**Number of Floors:** 10

**Room Amenities:** Soundproofed rooms  
Air conditioning  
In-room phone  
Coffee/tea maker  
Free bottled water  
Daily housekeeping  
Private bathroom  
Free toiletries  
Hair dryer (upon request)  
Desk  
Iron/ironing board (upon request)  
Satellite TV service  
LCD TV  
Free cribs/infant beds (subject to availability)  
Connecting/adjoining rooms available  
Rollaway/extra beds (surcharge)

**Hotel Facilities:** Free Wi-Fi  
Fitness centre  
Electronic key card system  
Chargeable parking (subject to availability)  
Self-service laundromat  
In-room safe  
Grab-and-go breakfast

**Transport:** Kuala Lumpur International Airport, 58 km, 45 minutes by taxi  
MRT Muzium Negara, 100m, 2 minutes by foot  
LRT Station Pasar Seni, 100m, 2 minutes by foot  
Keretapi Tanah Melayu, 500m, 6 minutes by foot  
Terminal Bersepatu Selatan, 13 km, 15 minutes by taxi

**For Reservations:** T: +60 3-2032 2288  
E: enquiry.tlcm@travelodgehotels.asia

**Website & Socials:** Website: [www.travelodgecentralmarket.com](http://www.travelodgecentralmarket.com)  
Facebook: [Travelodge Central Market](https://www.facebook.com/TravelodgeCentralMarket)  
Instagram: [@TravelodgeAsia](https://www.instagram.com/TravelodgeAsia)  
Twitter: [@TravelodgeAsia](https://www.twitter.com/TravelodgeAsia)

## **ATTRACTIONS NEAR TRAVELODGE CENTRAL MARKET**

### **Eateries and F&B specialties near the hotel**

#### **Shin Kee Beef Noodles, 5 minutes by foot**

Shin Kee Beef Noodle is one of the oldest stalls that have been operating in Kuala Lumpur. It located at Jalan Tun Tan Cheng Lock. It is well known for its classic or traditional broth base. There is always long queue during weekend and lunch hours.

#### **Koon Kee Wan Tan Mee, 6 minutes by foot**

Koon Kee is one of the famous eateries to visit in Petaling Street. They served one of the best Wan Tan Mee in Kuala Lumpur. The business run more than half century. Koon Kee is known for its char siew wantan mee which is springy noodles coated with soy sauce and topped with thin slices of sweet and tender char siew (roasted pork with sweet sauce).

#### **Lucy in the Sky, 5 minutes by foot**

Lucy in the Sky is a rustic, neat café with substance. Located in a pre-war shop lot, the café is decorated with cement walls, a long coffee bar and a sun-lit alleyway that inspires lingering. Their coffee has a velvety depth and it is a perfect match with their English breakfast set.

### **Nightlife nearby Central Market**

#### **PS150 Bar, 6 minutes by foot**

PS150 Bar Kuala Lumpur is the cocktail bar that offering an inspiring list of Southeast Asian-style cocktails. It located the back alleyway in Jalan Petaling and fitted into three distinctive spaces, where each of the spaces inspired by different Indochinese eras.

#### **Reggae Bar Chinatown, 2 minutes by foot**

Reggae Bar Chinatown is exactly a wonderful and multi-coloured bar playing reggae music, with photographs of Bob Marley and other legends of the genre on the walls. The only bar in the area, it is an ultra-friendly place immersed in backpackers, located in Jalan Tun HS Lee.

### **Highlights and must-sees not to be missed**

#### **Illusion 3D Art Museum**

The first 3D art museum in Kuala Lumpur town centre is the gateway to the world of illusion with its 3-dimensional hand-painted art that is interactive – perfect for a photo opportunity. Take the experience to the next level by seeing Kuala Lumpur in Augmented Reality.

#### **Kuala Lumpur Bird Park**

Located in the serene and scenic Kuala Lumpur Lake Gardens, it is only 10 minutes' drive away from the city centre of Kuala Lumpur. It is home to more than 3,000 local and foreign birds of approximately 200 different species.

#### **Batu Caves**

Batu Caves a limestone hill that has a series of caves and cave temples in Gombak, Selangor, Malaysia. The cave is one of the most popular Tamil shrines outside India, and is dedicated to Lord Murugan. It is the focal point of Hindu festival of Thaipusam in Malaysia.

**Sri Mahamariamman Temple, 2 minutes by foot**

It is the oldest Hindu temple in Kuala Lumpur, founded in 1873 by Tamil immigrants from southern India. Most of them are contract worker to build the railways and road or work in rubber plantation. The primary purpose of this temple was to serve as a solace from the harshness of their working life.

**Sin Sze Si Ya Temple, 3 minutes by foot**

It built by Kapitan Yap Ah Loy in 1864, is addressed as the oldest Taoist temple in Kuala Lumpur. It located 150m away from Petaling Street, this temple purposes as a cultural centre for the Chinese community and is usually filled with prayers during Chinese festival such as Chinese New Year.

**Nearby tourist attractions****Petaling Street Flea Market (Chinatown), 4 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.

**Dataran Merdeka, 9 minutes by foot**

Also known as KL's best known landmark, Dataran Merdeka, or Merdeka Square, provides a glimpse into Malaysia's colonial past. Despite numerous changes to its landscape over the years, this historic site retains a majestic charm. It was here that Malaysia proclaimed 31 August 1957 as Independence Day. The beautifully-tended, 200m long open playing field is the most famous stretch of green in KL.

**Stadium Negara, 12 minutes by foot**

A landmark indoor arena in KL, Stadium Negara has hosted many sporting events and music concerts to date. It has 10,000 permanent seats and is fully air conditioned.

**Bukit Bintang, 13 minutes by foot**

Well regarded as KL's trendiest shopping and entertainment district, Bukit Bintang offers everything from sleek shopping centres, five-star hotels to all day restaurant and vibrant nightclubs. Must-sees include Pavilion KL, an upscale shopping mall that houses European luxury retailers, and night clubs with unique themes, games, live music and chill out vibes.

**Jalan Alor, 11 minutes by taxi**

Jalan Alor is bustling with activities when the sun goes down. A unique food destination in the heart of KL, it was once known as a red-light district. Now, the street offers various culinary delights from Malaysia's diverse cultures. Bring an appetite and sample tasty dishes at street food prices.

**Twin Towers, 16 minutes by taxi**

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.

**Kuala Lumpur Tower, 42 minutes by taxi**

Blending seamlessly with nature, KL Tower is the tallest telecommunication tower in Southeast Asia. A symbol that identifies Malaysia as a great tourist destination of the millennium, it is also a testimony of Malaysia's capability in the building of high technology facilities.