

FOR IMMEDIATE RELEASE

TRAVELODGE LANDS IN SOUTH KOREA, WITH MORE TO COME!

Travelodge Dongdaemun is the eighth property to open under Travelodge Hotels Asia's rapidly expanding regional portfolio



L-R: Travelodge Dongdaemun Façade, Superior Room, The Lodge

Singapore, 05 December 2018 – Travelodge Hotels Asia is delighted to announce the opening of Travelodge Dongdaemun this week, its first hotel in Seoul, South Korea. Situated in the city's central Jung District, the 242-room hotel will offer new and loyal guests, defined by the brand as 'Travel Trailblazers', unparalleled access to a dynamic mix of top global attractions and local hidden gems.

Marcus Aw, Managing Director of Travelodge Hotels (Asia) Pte Ltd, said: "Our entry into Seoul, a key gateway city in Asia, is testament to the successful growth trajectory of the Travelodge brand in the region. We have opened eight hotels across five countries as we aim to service the growing needs of our #TravelTrailblazers, who are travelling around the region more frequently and looking for the Travelodge brand to accompany them on their adventures. We aim to give guests a unique product but consistent experience across our portfolio, which means the same feel but with a somewhat different look to pay homage to the local culture of each city and neighbourhood that our hotels are located in. We intend to expand aggressively in Seoul in the coming 12 to 18 months, focusing on specific areas namely Myeongdong, Namdaemun, Hongdae, Itaewon and Insadong. We have been working on our South Korea expansion strategy for over two years now and it is wonderful to see the efforts of the team bear fruit."

Access to a shoppers paradise, from day to night

Located in the globally renowned fashion and design epicentre of Seoul, Travelodge Dongdaemun is only a short walk from signature wholesale shopping destination Dongdaemun Shopping Complex, the popular Pyoungghwa Fashion Town and multi-level fashion plazas Doota, Migliore, and Hello apM, which stay open into the early hours of the morning. The shopaholics paradise of Myeongdong is also located just three train stations away, featuring tax-free* shopping across a huge range of luxury and high street fashion and cosmetics brands. Once travellers have had their fill of 24/7 retail therapy they can take to the surrounding streets, which come alive at night with neon lights and regular live concerts and dance performances.

Outdoor markets like Dongdaemun Night Market, Open Market and Gwangjang Market are also key shopper hotspots not to be missed. The oldest market in Seoul, Gwangjang Market, is a short walk from

Travelodge Dongdaemun, offering an expansive array of traditional Korean *hanboks*, fabrics and textiles. The adjoining food alley boasts an impressive line-up of the city's best street eats, from freshly cooked noodles and handmade dumplings to spicy rice cakes and mung bean pancakes.

For culture vultures

The hotel is located at the exit of Eujiro 4-ga Station and in close proximity to Dongdaemun History & Culture Park Station, putting culture seekers in the heart of the action with the likes of Heunginjimun Gate and Dongdaemun Seonggwak Park on their doorstep. The architecturally iconic Dongdaemun Design Plaza is also within walking distance – a must-see hub where young Korean buskers, emerging culinary talents, and local artisanal craftsmen descend as night falls.

Euljiro, a recently gentrified neighbourhood with independent artist studios, quirky cafes, record shops and hidden bars, is also just one train stop away.

Location, location, location

Located a 30-minute drive from Gimpo International Airport, and easily accessed from Incheon International Airport by the AREX (Airport Express), Travelodge Dongdaemun is an ideal accommodation choice for guests prioritising convenient access to the city's key tourist attractions and commercial buildings. Travelling out to other cities is also easy, with major national transit points no more than 25 minutes from Travelodge Dongdaemun by bus or metro. This includes Seoul Station – which is served by South Korea's high speed rail system along the major Gyeongbu Line, and Cheongnyangni Station – Seoul's terminus for passenger trains serving the eastern parts of South Korea.

About Travelodge Dongdaemun

The hotel's 242 stylish and well-equipped rooms are designed to reflect the contemporary and electric undercurrent of the city, with a selection of room types ranging from Superior rooms for solo voyagers to spacious Deluxe rooms for families.

Corporate travellers have access to fully-furnished conference rooms in the hotel for private business meetings. The Travelodge Grab n'Go nestled in the lobby provides time-strapped guests with quick and fuss-free breakfast options. Alternatively, travellers with the luxury of time can enjoy a leisurely breakfast between 7am and 10am at The Lodge, Travelodge's signature all-day dining concept serving meals throughout the day. The hotel also features a rooftop garden where guests can kick back in the evening and enjoy *chimaek* – a quintessentially Korean set of fried chicken and beer with breathtaking views of Dongdaemun on one side and Seoul Tower on the other.

Launch promotion!

From now until 28 February 2019, Travelodge Dongdaemun will run an opening promotion offering 10% off all room rates, including buffet breakfast. Members of the TravelodgeR recognition programme will receive a further 12% off room rates and can enjoy early check-ins and late check-outs, as well as instant discounts across all Travelodge hotels in Asia.

Travelodge Hotels Asia is also running a series of Asia-wide consumer competitions inviting hotel guests and savvy travellers to share their own hidden travel gems for the chance to win a free hotel stay and/or experiences. For more details visit the Travelodge Hotels Asia [Instagram](#) or [website](#).

For more information or reservations, please visit www.traveloggedongdaemun.com or email enquiry.tlds@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 seeks to 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 individuals who seek authenticity and new experiences well beyond the confines of a hotel room.
- **Location-centric:** Travelodge hotels in Asia prioritise proximity to transportation hubs and unrivalled city centre locations that put guests in the heart 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 appreciate quality in simplicity. Thoughtfully designed, Travelodge Hotels Asia champions first-class service with fuss-free delivery for discerning yet unpretentious, travellers. Time – and money – is not spent on five-star frills, but quality amenities that are not compromised on. A Travelodge bed is undisputedly comfy!
- **Locally inspired:** While consistent in brand experience across cities, Travelodge hotels in Asia are inspired by their unique local surroundings and encourage 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) Pte Ltd, a wholly-owned subsidiary of SGX-listed ICP Ltd, is a hospitality investment and management company responsible for the development of hotels in Asia under the globally recognised Travelodge brand. 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 Seoul, Hong Kong, Bangkok, Pattaya, Batam and Kuala Lumpur, with additional new openings planned for 2019. TLA 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)

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TRAVELODGE DONGDAEMUN FACT SHEET

Opening Date:	01 December 2018
Address:	359 Dongho ro, Jung gu, 04547 Seoul, Republic of Korea
Number of Rooms:	242 Rooms
Number of Floors:	21
Room Amenities:	<ul style="list-style-type: none"> Soundproofed rooms Air conditioning Telephone Coffee/tea making facilities Complimentary bottled water Daily housekeeping Private bathroom Complimentary toiletries Hair dryer in bathroom Desk Iron/ironing board (on request) Satellite TV service LCD TV Complimentary cribs/infant beds (on request) Rollaway/extra beds (surcharge)
Hotel Facilities:	<ul style="list-style-type: none"> 24-hour Fitness Centre 24-hour reception Rooftop garden Meeting rooms Free Wifi and wired internet access Laundry services Web corner Grab n' Go breakfast

Transport: 30-minute ride by car from Gimpo International Airport (29 Kilometres)
80-minute ride by car from Incheon International Airport (62
Kilometres)
Euljiro 4-ga (Line 2 and 5)
Dongdaemun History & Culture Park (Line 2, 4 and 5).
20-minute walk from Cheongnyangni Station
25-minute bus ride from Seoul Station

For Reservations: Tel: + 82 2 2160 8888
Fax: + 82 2 2160 8899
Email: enquiry.tlds@travelodgehotels.asia

Website & Socials: Website: www.travelodgedongdaemun.com
Facebook: [Travelodge Dongdaemun Seoul](https://www.facebook.com/TravelodgeDongdaemunSeoul)
Instagram: [@Travelodge.Dongdaemun](https://www.instagram.com/Travelodge.Dongdaemun)

ATTRACTIONS NEAR TRAVELODGE DONGDAEMUN

Eateries and F&B specialties near the hotel

Dongdaemun Night Market (Sebit Market), 14 minutes by train

As the sun goes down, a night market appears behind Dongdaemun Design Plaza. Street stalls with yellow tents spring up in a row and the place begins to come alive after 11pm. Formerly, this scene was often referred to as "nota," a portmanteau formed from the words 'noran' (meaning 'yellow' in Korean) and 'tawol' ('tower' pronounced in Korean), as the market is located in front of Doosan Tower. Recently, the name has been changed to Dongdaemun Sebit Market.

Nightlife near Central Market

LED Rose Garden at Dongdaemun Design Plaza (DDP) in Seoul

The LED Rose Garden at Dongdaemun Design Plaza (DDP) transforms an open space into a beautiful night garden. Popular amongst couples for Insta-worthy shots, this is also a great place for nightscape photography. When night falls a total of 25,550 LED roses light up, with impressive skyscrapers serving as the backdrop. The display began on National Liberation Day in 2015 as a celebration of the nation's 70th year of independence. Fun fact: the number of roses on display corresponds to the number of days since liberation.

Dongdaemun Station – Saengseon Gui Alley

In the vicinity of Dongdaemun Shopping Complex is a narrow alley, densely packed with small restaurants selling saengseon gui (grilled fish). A mouth-watering affair, the lightly grilled fish paired with a steaming bowl of rice makes for a quick and comforting meal.

☞ Address: Area of 5, Jong-ro 40ga-gil, Jongno-gu, Seoul

Dongdaemun Station – Street food from food stalls

It's easy to find pojangmacha (food stalls) on the streets of Dongdaemun at all hours, as the wholesale fashion market stays open until the early hours of the morning. Popular late-night snacks include dak kkochi (chicken skewers), tteokbokki (spicy rice cake), gopchang-bokkeum (stir-fried tripe), and mayak gimbap (Korean sushi).

☞ Address: Area of Jangchungdan-ro, Jung-gu, Seoul

Nearby tourist attractions / Highlights and must-sees not to be missed

Heunginjimun Gate & Dongdaemun Seonggwak Park

Heunginjimun Gate is the official name of the commonly referred to Dongdaemun Gate. Its positioned on the east side of the outer wall of Seoul Fortress.

Cheonggyecheon Stream

Cheonggyecheon Stream flows through Jongno-gu and Jung-gu districts. It is an all-time favourite leisure place for locals and tourists alike to take a breather or hang out with friends in the heart of the capital.

Dongdaemun Shopping Complex, Dongdaemun Shopping Town & Pyoungghwa Fashion Town

Fashion and shopping are two of the most highly associated words with Dongdaemun. The area was designated as Dongdaemun Fashion Town Special Tourist Zone in 2002 and it has a completely different vibe from typical shopping malls. Here at Dongdaemun, visitors can enjoy a unique experience combining both traditional flea markets as well as modern shopping complexes.

Dongdaemun Design Plaza (DDP)

The landmark of Dongdaemun, Dongdaemun Design Plaza (DDP) was designed by world-renowned architect, Zaha Hadid. The DDP is shaped like a swirling spiral, representing the dynamics of Dongdaemun Fashion Town.

Jangchung Gymnasium

Jangchung Gymnasium is Korea's first domed gymnasium and it opened on February 1 1963. The gym holds diverse athletic events such as basketball, volleyball and handball competitions as well as boxing, wrestling, weight-lifting and ssireum (Korean traditional wrestling). The gym also presents other cultural performances and events including international competitions, concerts and madangnori (Korean theatre). The Jangchung Fitness Club, is also located within the facility and offers monthly memberships.