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TRAVELODGE ACCELERATES ASIA EXPANSION WITH THIRD HOTEL IN MALAYSIA IN SIX MONTHS

Travelodge Georgetown opens in Penang as Travelodge Asia's ninth property in the region



L-R: Family Room, Travelodge Georgetown Façade, Lobby

Singapore, 25 February 2019 – Travelodge Hotels Asia continues its Asia expansion with the opening of Travelodge Georgetown, the company's third property opening in Malaysia in six months and its ninth property in two years.

The opening of Travelodge Georgetown follows the successful opening of two other Travelodge hotels in Kuala Lumpur: Travelodge Central Market and Travelodge Bukit Bintang opened in quick succession in Q3 2018. Both properties have been demonstrating continued demand for a high-quality, value-for-experience hotel product in destination cities in Asia – a trend that Travelodge Hotels Asia is keen to capitalise on given its focus on the mid-market hotel segment.

Designed to appeal to self-sufficient and savvy travellers, Travelodge Georgetown is situated on Macalister Road in the UNESCO heritage enclave of Georgetown, Penang. The 131-room hotel is a 30-minute drive from the Penang International Airport. Spacious and equipped to cater to the needs of today's travellers, Travelodge Georgetown offers Standard, Superior and Deluxe rooms for individuals and couples, as well as Family Rooms that cater for up to four people.

The ninth property to open since the first Travelodge hotel opened in Hong Kong in 2017, Travelodge Georgetown reflects Travelodge Hotels Asia's ambition to expand the Travelodge footprint aggressively in Asia. This growth is underpinned by the company's focus on providing a relevant and appealing product for consumers while ensuring a compelling investment proposition for asset owners. The company plans to grow the number of Travelodge hotels in Asia to 50 by 2025.

“We are delighted to add Penang to our rapidly expanding hotel portfolio in Malaysia, a key market for us as we accelerate the growth of the Travelodge brand across Asia. Heritage-rich cities like Penang that offer a dynamic combination of cultural, gastronomical and natural attractions are perfect for our brand, which provides a high-quality, value-for-experience and fuss-free stay for savvy travellers looking to explore and enjoy the city.”

Ipoh will be the next Malaysian city to welcome the fourth Travelodge hotel in Malaysia – Travelodge Ipoh is expected to open in the third quarter in 2019. “We are very excited about the potential of the Malaysian market and are actively looking to plant more flags in locations such as Kota Kinabalu, Malacca, Kuching and Johor Bahru. Travelodge Ipoh will be our tenth hotel in Asia in two years, which is an incredible milestone for a young hotel company,” said Marcus Aw, Managing Director, Travelodge Hotels (Asia) Pte Ltd.

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 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 traveller who are empowered, knowledgeable and adventurous. They are discerning individuals who seek authenticity and new experiences, way beyond the confines and four walls of a hotel room.
- **Location-centric:** Travelodge hotels in Asia are location-centric prioritising proximity to transportation hubs and unrivalled city centre locations to put guests in the heart of the action. Everything a Travel Trailblazer needs to kick-start their urban adventure is just a stone's throw away.
- **Fuss-free quality:** A new hospitality offering designed for travellers who appreciate quality in simplicity. Thoughtfully designed, Travelodge Hotels Asia champions high quality service with fuss-free delivery for discerning yet unpretentious, travellers. Travelodge Asia offers everything Travel Trailblazers need and nothing they don't, in terms of quality amenities. A Travelodge bed is undisputedly comfortable.
- **Locally inspired:** While consistent in brand experience across cities, Travelodge hotels in Asia are inspired by their unique, local surroundings and encourage Travel Trailblazers to immerse themselves in the unique culture of each destination and discover hidden gems like a true local.

For more information or reservations, please visit www.travelodgegeorgetown.com or email tlgp.enquiry@travelodgehotels.asia

Special Opening Promotions for Travelodge Georgetown

From now until 31 March 2019, Travelodge Georgetown will run an opening promotion offering a special rate from RM150. Members of the TravelodgeR loyalty 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. Guests can join TravelodgeR for free, via the Travelodge website or at any Travelodge property during their stay.

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

Headquartered in Singapore, TLA, a wholly-owned subsidiary of SGX-listed ICP Ltd, is responsible for the management and franchising of Travelodge hotels across Asia. Globally, there are approximately 1,000 Travelodge-branded hotels across North America, Europe, Australasia and Asia.

TLA focuses on mid-scale hotels that are designed and operated for the savvy traveller. For guests who want to experience the world and feel the real pulse of a city, Travelodge hotels in Asia are situated in the centre of the action with unrivalled locations, providing thoughtfully designed rooms, convenient amenities and undisputedly comfortable beds for the best travel experience.

TLA currently operates hotels in key gateway cities namely, Hong Kong, Seoul, Bangkok, Kuala Lumpur and Penang, and will have new hotel openings in the near future in countries such as South Korea, Thailand, Singapore, Hong Kong, Vietnam and Malaysia.

For further information, please visit: www.travelodgehotels.asia

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TRAVELODGE GEORGETOWN FACT SHEET

Opening Date:	1 January 2019
Address:	101 Macalister Road, Georgetown, 10400 Penang, Malaysia
Number of Rooms:	131 Rooms Standard Room 17m ² Superior Room 26m ² Deluxe Room 32m ² Family Room 35m ²
Number of Floors:	8
Room Amenities:	Non-smoking hotel 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)
Cable TV service
LCD TV
Complimentary cribs/infant beds (on request)
Rollaway/extra beds (surcharge)
Facilities for Disabled guests

Hotel Facilities:

Zest all-day restaurant
24-hour fitness centre
Pool bar
Lobby bar
24-hour reception
Meeting rooms
Free high speed Wi-Fi and wired internet access
Laundry services
Web corner

Transport:

30 minute drive from Penang International Airport
1 hour 55 minute bus ride from Penang International Airport

For Reservations:

Tel: + 60 4 226 0084
Email: tlgp.enquiry@travelodgehotels.asia

Website & Socials:

Website: www.travelodgegeorgetown.com
Facebook: [Travelodge Hotels Asia](#)
Instagram: [@TravelodgeAsia](#)
Twitter: [@TravelodgeAsia](#)

ATTRACTIONS NEAR TRAVELODGE GEORGETOWN

A Foodie Paradise With Renowned F&B Specialties Near Travelodge Georgetown

Sister Yao's Char Koay Kak

The Eoh sisters' roadside stall which is located outside Seow Fong Lye Cafe along Macalister Lane has been around for more than 40 years, serving Char Koay Kak, Wan Tan Mee, Curry Mee and Char Mee.

Address: 94C Macalister Lane, 10400 Georgetown, Penang, Malaysia

First Famous Federal Restaurant

Purported to be one of the best *char siew* (Cantonese roasted meat) in Penang, First Famous Federal Restaurant's succulent BBQ pork, roasted duck and tender roasted chicken served on a bed of rice, is one the heartiest meals locals eat.

Address: 3 Susu Lane, 10400 Georgetown, Penang, Malaysia

Nasi Kandar Pelita

Nasi Kandar, an Indian Muslim dish can be traced to the streets of colonial Malaysia. Tantalising aromas of fragrant curries, vegetables, fried fish, beef and chicken can be experienced from this famous hawker stall. A short walk from the hotel, Nasi Kandar Pelita is the first stall established in Penang and it is a must-try for all travellers, with traditional dishes that are part of Malaysia's unique heritage.

Address: No. 146A Macalister Road, 10400 Georgetown, Penang, Malaysia.

Lebuh Chulia and Lebuh Kimberley Food Streets

These adjacent streets lined with multiple hawker carts serving popular Penang delights, such as *char kway teow*, *assam laksa*, *apom*, wanton mee, chee cheong fun and *cendol* to both locals and tourists. These stalls open 6 pm and close at midnight.

*Address: Chulia Street, 10200 Georgetown, Penang, Malaysia
Kimberley Street, 10100 Georgetown, Penang, Malaysia*

Hipster Nightlife Near Travelodge Georgetown

Macalister Mansion

Macalister Mansion is a subtle tribute to Penang's rich colonial past and its colourful present. It resembles the Great Gatsby's mansion and the concept venue is set inside a refurbished 1900's colonial-style edifice. Divided into several sections, after-dinner drinks are best had at The Cellar - a bar that stocks over 300 Old and New World wine labels complete with leather Chesterfield sofas, elk heads on the walls and a fake 'fireplace'. Conversely, guests can visit The Den, a cigar lounge that has been styled to resemble a high-end men's club. Its cigar offerings include the eponymous Cuban and Dominican varieties, with a menu of single malt scotches from all over the world.

Address: 228 Macalister Road, 10400 Georgetown, Penang, Malaysia

Golden Shower by ChinChin

Brainchild of popular Penang gastropub ChinChin, this secret bar along Bishop Street is a much-hyped fantasy of millennial rose gold and pinks, serving a range of tapas type bites and a comprehensive beverage list to please discerning palates and pleasure seekers.

Address: 86 Bishop Street, 10200 Georgetown, Penang, Malaysia

Out of Nowhere

A speakeasy bar with a hidden entrance, this unassuming faux café exterior gives way to a lush speakeasy via a refrigerator door which opens to reveal a signature cocktail bar with mixologist-grade drinks worthy of its Top 4 Bar of the Year award in 2018.

Address: 75 Kuala Kangsar Road, 10100 Georgetown, Penang, Malaysia

Manchu

A Qing-dynasty, Manchurian themed hidden bar, customers simply pull back a curtain to reveal live Chinese Opera performance befitting of the bar theme, unique mixologist-grade cocktails and plenty of Chinese dynastic props for Insta-worthy wefies.

Address: 38 & 40 Pintal Tali Road, 10200 Georgetown, Penang, Malaysia

Beach Blanket Babylon

Beach Blanket Babylon is reminiscent of an upscale Miami open-air bar. Set adjacent to the popular 32 at The Mansion, during the day this beach bar in Georgetown offers a decent western and local favourites menu of hearty dishes, priced reasonably to attract a wide variety of diners.

Address: 32 Sultan Ahmad Shah Road, 10450 Georgetown, Penang, Malaysia

Destination Highlights and Must-sees Near Travelodge Georgetown**Cheong Fatt Tze Mansion**

Also known as the 'Blue Mansion', Cheong Fatt Tze Mansion is one of the most storied architectural landmarks in Penang, its history harks back to the late 19th century when it was commissioned by wealthy merchant, Cheong Fatt Tze. Today, after an award-winning restoration project by Penang local conservationists, it's a window into a bygone era, with clues to the past in every corner. The indigo-hued hotel-cum-museum has been featured in various films including the 1993 Oscar-winning French film *Indochine* starring Catherine Deneuve.

Address: Ground Floor, 14 Leith Street, 10200 Georgetown, Penang, Malaysia

Pinang Peranakan House

At the Pinang Peranakan Mansion, the typical home of rich Baba Chung Keng Quee of a century ago is recreated to offer a glimpse of their opulent lifestyle and many customs and traditions. With over 1,000 pieces of antiques and collectibles from the era on display, this Baba-Nyonya museum is also housed in one of Penang's heritage mansion of eclectic design and architecture.

Address: 29 Church Street, 10200 Georgetown, Penang, Malaysia

Upside Down Museum

The Upside Down museum is an interactive museum located on Kimberley Street in Georgetown, offering visitors the unique experience to visit an upside down world. The museum resembles rooms in a house, shops and even a café, where guests can experience their best “upside down” optical illusions.

Address: 45 Kimberley Street, 10100 Georgetown, Penang, Malaysia

Escape Theme Park Penang

Located 45 minutes by car outside of Georgetown, this adventure and waterpark marks a return to the outdoors with fun activities like bungee jumping, tree climbing, zip-lining, and a multitude of water slides of various levels of fright and thrill. Escape is currently voted as the No.1 theme park in Malaysia by TripAdvisor.

Address: 828 Teluk Bahang Road, 11050 Teluk Bahang, Penang, Malaysia

The Top@Komtar

Get a 360 degree panoramic view of Penang at Georgetown’s highest point at The Top@Komtar. Take an eye-opening walk on the Rainbow Skywalk and Observatory deck or get an adrenaline rush with the world’s highest rope course challenge with Gravityz from on the roof on the 65th floor for a once in a lifetime experience.

Address: 1 Penang Road, 10000 Georgetown, Penang, Malaysia

ChinaHouse

China House is a traditional compound of 3 heritage buildings linked by an open air courtyard. With a cafés, wine bar, restaurants, central courtyard, bookshop and bakery, ChinaHouse also houses established art galleries (Art Space I), a photography space (Art Space II) and a multi-purpose performance space for theatre, films, comedy clubs, workshops and live music (Upstairs at Victoria).

Address: 153 and 155 Beach Street/183b Victoria Street, 10300 Georgetown, Penang, Malaysia

Hin Bus Depot Art Centre

Once an abandoned bus depot, Hin has evolved into an unlikely community art space for emerging artists, courtesy of Lithuanian artist Ernest Zacharevic’s 1st solo exhibition. Wall murals from his exhibition still remains intact and today, with Hin adding artistic touches of their own, promising more exhibitions of conceptual and textualised art in the months to come.

Address: 31A Gurdwara Road, 10300 Georgetown, Penang, Malaysia