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TRAVELODGE MYEONGDONG EULJIRO IN SEOUL OPENS AS TRAVELODGE HOTELS ASIA CONTINUES RAPID REGIONAL EXPANSION

Singapore, 1 July 2019 – Travelodge Hotels Asia continues its rapid growth with the opening of Travelodge Myeongdong Euljiro in the heart of Seoul’s tourism district. This is the Group’s second hotel in Seoul, bringing the Travelodge hotels portfolio to ten in two years.

Like all Travelodge hotels in Asia, Travelodge Myeongdong Euljiro is located at the centre of action – in this case, in close proximity to some of the city’s most popular tourist attractions – and promises a value-for-quality, no-fuss experience that delivers everything the independent savvy traveller needs.

This select service hotel offers 224 rooms in three categories – Standard Twin, Superior Twin and Superior Double. Other amenities include The Lodge Restaurant, which guests can use as an all-day social and working space, 24-hour fitness centre and self-service laundromat. High-speed complimentary internet, locally-inspired touches within the hotel as well as genuine, friendly service completes the experience.

Nearby attractions include the Myeongdong Shopping Street, the Gyeongbokgung Palace, the Myeongdong Cathedral, the Gwangjang Market, the Cheongyecheon Stream and the N Seoul Tower. Other than the N Seoul Tower, which is only ten minutes by car, the other five attractions are all within ten minutes’ walk from the hotel, allowing guests access to awe-inspiring history, scenic sights and mouth-watering local street food with ease.

“We are delighted to open our second property in Seoul in just six months, which is strong market validation for what we have to offer – a great product in an unbeatable location, enabling our guests the ease and convenience to explore the city while providing the assurance of a high-quality stay experience,” says **Marcus Aw, Managing Director of Travelodge Hotels Asia**. “As domestic demand increases along with the continued attraction of Seoul for international leisure travellers, this will continue to be a priority market for us as we accelerate our growth in Asia.”

Travelodge Hotels Asia is the fastest growing regional hotel company, with ten hotels opened in two years across seven cities in Asia, including Bangkok, Batam, Hong Kong, Kuala Lumpur, Pattaya, Penang and Seoul. The company aims to grow to 100 hotels by 2030, capturing the mid-scale select service segment in capital cities and key destinations in Asia.

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About the Travelodge Brand

A globally recognised brand with 80 years of history, the Travelodge brand was brought to Asia to provide a value-for-experience, fuss-free and high-quality stay experience for savvy travellers looking to get the most out of every trip, where they can embrace each new destination like a local. Independently owned and managed in Asia, all Travelodge hotels in the region are:

- **At the Centre of the Action:** All our properties are in close proximity to tourist attractions and transportation hubs, allowing our guests to experience every destination with ease and convenience, and be at the heart of action wherever they are.
- **Committed to Genuine, Friendly Service:** Our teams are efficient, resourceful and engaging, providing our guests with warm and authentic service at every hotel.
- **Locally inspired:** While consistent in brand experience across cities, Travelodge hotels in Asia are inspired by the unique local surroundings they are located in. We encourage all our guests to immerse themselves in the rich culture of each destination and discover hidden gems like a true local.
- **Excellent at the Essentials:** A new hospitality offering designed for travellers who appreciate quality in simplicity. We are not about five-star frills, but about quality amenities that are not compromised on – including power showers, our signature bedding programme designed for optimal comfort and complimentary high-speed WiFi access.

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

Headquartered in Singapore, Travelodge Hotels (Asia) Pte Ltd. (TLA), a wholly-owned subsidiary of SGX-listed ICP Ltd., is a hotel management and franchise company responsible for the development of hotels in Asia under the globally recognised Travelodge brand. TLA focuses on mid-scale 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 high-quality yet unpretentious travel experience. TLA currently operates in Bangkok, Batam, Hong Kong, Kuala Lumpur, Pattaya, Penang and Seoul, 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

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