

FOR IMMEDIATE RELEASE

TRAVELODGE DEBUTS IN SINGAPORE

Bay Hotel will rebrand as Travelodge Harbourfront Singapore in Q3 2019 and undergo major refurbishment to upgrade rooms and common areas

Singapore, 7 August 2019 – Travelodge Hotels Asia has launched its first hotel in Singapore with the rebranding of Bay Hotel to **Travelodge Harbourfront Singapore**. The hotel will undergo a major refurbishment and rebranding programme to upgrade the current property and ensure that the 319-room hotel fully reflects the Travelodge brand identity and hallmarks. The refurbishment and rebranding work will focus on the guest rooms, main public areas such as the lobby and guest drop-off point, as well as the all-day dining restaurant. The refurbishment will be conducted in phases over the next six months.

Travelodge Hotels Asia, a wholly-owned subsidiary of the SGX-listed ICP Ltd., has been rapidly expanding its footprint of Travelodge hotels in Asia since acquiring the brand in 2015. The first Travelodge hotel in Asia opened in 2017 in Hong Kong, with subsequent openings in Bangkok, Batam, Hong Kong, Kuala Lumpur, Pattaya, Penang, Ipoh and Seoul thereafter – including multiple hotels in Hong Kong, Seoul and KL. With a track record of one hotel opening every two months on average over the last two years, the Group has set its sights on a growth ambition of 50 hotels in Asia by 2025.

Travelodge Harbourfront Singapore will be the 11th operating hotel to join the Travelodge portfolio in Asia. Like all Travelodge hotels in the region, it is located in close proximity to well-known tourist attractions and the business district, within walking distance to a range of public transportation options, provides all the high-quality essentials a savvy independent traveller needs and a price point that promises value for experience.

Situated at the foot of the entrance to Sentosa, one of Singapore's best-known tourist attractions, and directly opposite VivoCity, Singapore's largest shopping mall, Travelodge Harbourfront is ideally located for leisure travellers. A short drive away from Singapore's central business district, and various commercial hubs – such as the Mapletree Business City, home to regional headquarters of many MNCs including Google and Unilever – the hotel is also conveniently located for business travellers.

“We have been looking for the right opportunity to launch the Travelodge brand in Singapore, where we are headquartered and where we have built a strong corporate infrastructure and presence for the last two years. With Travelodge Harbourfront, we have found an excellent fit in terms of product and location to finally introduce the brand to Singapore, and I am very much looking forward to another hotel in the city very soon,” says **Marcus Aw, Managing Director of Travelodge Hotels Asia**. “Singapore is one of the most visited cities in the world, and – as a Singaporean – I am very proud to add our globally-recognised hotel brand to Singapore's vibrant hospitality scene. We want to be the

brand of choice for guests visiting Singapore, and bring the same value proposition and commitment to owners and employees in other parts of Asia to our home market.”

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About the Travelodge Brand

A global 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, 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 select service 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 high-quality yet unpretentious travel experience. TLA currently operates in Bangkok, Batam, Hong Kong, Ipoh, 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.



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