

FOR IMMEDIATE RELEASE

## **TRAVELODGE DEBUTS IPOH'S ONLY INTERNATIONAL BRANDED HOTEL**

*Travelodge Ipoh is the fourth Travelodge hotel to open in Malaysia in under 18 months*

**Ipoh, 16 January 2020** – Travelodge Hotels Asia (TLA), one of the fastest growing midscale hotel companies in Asia, ramps up its expansion in Malaysia with the debut of its fourth hotel, Travelodge Ipoh. The hotel opens today following a successful rebranding and refurbishment of the former Heritage Hotel Ipoh.

The fourth largest city in the country, Ipoh has been gaining steady recognition as a tourism destination in recent years. A confluence of factors – including the city's deep-rooted colonial and cultural heritage, the abundance of natural attractions in and around Ipoh, as well as convenient tourist access enabled by its own international airport – has increased Ipoh's allure and popularity with domestic and international travellers alike. The city's tourism is expected to get a further boost as the Perak administration starts rolling out various initiatives under the 'Visit Malaysia Year 2020' campaign.

"We are thrilled to kick off 2020 with the opening of our fourth Travelodge hotel in Malaysia. Our entry into Ipoh is fuelled by our confidence in the city's growth prospects to become one of the country's top destinations in the coming years," said **Mr. Marcus Aw, Managing Director, Travelodge Hotels Asia**. "With Malaysia on a huge tourism drive and an ambitious target of attracting 30 million international visitors, we believe there is far more headroom for growth, especially for global midscale hotel brands that cater to value conscious travellers. We are keen to introduce the Travelodge brand to other cities such as Kota Kinabalu, Malacca, Johor Bahru and Kuching – just to name a few – and build our portfolio as we work towards 15 hotels in Malaysia by 2025."

Travelodge Ipoh is situated close to the city's business district and famous tourist attractions such as Concubine Lane, Mural Art Lane, Perak Tong Cave Temple, Kellie's Castle and Gua Tempurung. It offers 268 newly refurbished rooms in five categories – Superior, Deluxe, Premier, Family Deluxe and Family Suite – catering to both business and leisure guests.

Additionally, the hotel offers 2 meeting rooms, 3 ballrooms and a grand ballroom, making it as an ideal venue for meetings, incentives, conferencing and exhibition (MICE). Other amenities include high speed WIFI, satellite TV, self-service laundromat, a gym, a kids' play area and The Lodge, a multi-functional communal and dining space, to complete the Travelodge Ipoh experience, which promises comfort, convenience and connectivity.

## **Ramping up market presence in Malaysia**

With the opening of its fourth property in under 18 months, TLA is affirming its commitment to and confidence in the Malaysian hotel market. Travelodge Bukit Bintang opened in 2018, and three subsequent properties have quickly followed in Kuala Lumpur, Penang and Ipoh – namely Travelodge City Centre, Travelodge Georgetown and now Travelodge Ipoh.

“We are very excited about our long-term prospects in this market. With four hotels and a strong infrastructure already in place – including a capable local team, led by industry veterans and supported by dynamic young talent – we have a great platform to accelerate our footprint and advance our growth ambitions across Malaysia,” Mr. Aw added.

Travelodge Hotels Asia is one of the fastest growing international midscale hotel companies in Asia, with 13 hotels opened in under three years across nine cities, including Bangkok, Batam, Hong Kong, Kuala Lumpur, Pattaya, Penang, Singapore, Seoul and Ipoh. The company aims to grow to 50 hotels by 2025, capturing the midscale select service segment in capital cities and key destinations in Asia.

###

### **About the Travelodge Brand**

A globally recognised brand with 80 years of history, Travelodge has an international network of more than 1,000 hotels around the world. In Asia, the brand is independently owned and managed by Travelodge Hotels Asia. With 13 hotels across nine cities in Singapore, South Korea, Hong Kong, Malaysia, Indonesia and Thailand, all Travelodge hotels in Asia promise:

- **Comfort** – Excellent essentials so guests feel comfortable as they relax and recharge with our in-room amenities and high-quality bedding
- **Convenience** – Hassle-free stays with thoughtful touches to make guest experiences better. Properties are always in close proximity to vibrant neighbourhoods or near transport hubs, offering doorstep access to a myriad of things to see, do, and explore. The Lodge, a multi-use social living room allows guests to easily hold meetings, have breakfast, or grab refreshments on the go throughout the day
- **Connectivity** – High speed complimentary WiFi keeps guests connected throughout their stay and our friendly guest services teams are on-hand to empower travellers with local knowledge and tips to keep them connected and in-the-know

### **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. As a company, TLA believes that travel and discovery should be the possibility for many, not the privilege of a few. This drives TLA’s focus on midscale, select service hotels in key destinations and capital cities across Asia.

TLA currently operates in nine cities across Asia. TLA is looking to grow 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](https://www.facebook.com/TravelodgeHotelsAsia)

Instagram: [@TravelodgeAsia](https://www.instagram.com/TravelodgeAsia)

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

Jean Tan

Brand & Communications, Travelodge Hotels Asia

Email: [jean.tan@travelodgehotels.asia](mailto:jean.tan@travelodgehotels.asia)

Mobile: +65 9230 3550

Danielle Lionel / Iskandar Fareez

Archetype Malaysia

Email: [danielle.lionel@archetype.co](mailto:danielle.lionel@archetype.co) / [iskandar.fareez@archetype.co](mailto:iskandar.fareez@archetype.co)

Mobile: +6016 471 1182 / +6012 200 6169