



Travelodge Hotels



MEDIA RELEASE
For Immediate Use

A box office hit for Travelodge Choose-days!

Travelodge, teaming up with Hoyts, has added movie tickets to the swag of bonus gifts on offer each Choose-day...

October, 2010: In conjunction with the highly successful Choose-days campaign, Travelodge Hotels is thrilled to announce a new partnership with Hoyts. This new alliance adds 2-for-1 movie tickets to the growing list of gifts to *choose* from with any booking on a Travelodge Choose-day.

We all love the buzz of getting a bargain and nothing beats the feeling of knowing you walked away with a great deal. Each Choose-day (translation: Tuesday) Travelodge offers its best rates online and to top it off, guests get to *choose* a gift upon check in – now including Hoyts movie vouchers!

So, how exactly does it work? Follow our simple five step process for great value, rest assured:

1. Make a diary note: Travelodge's Choose-day deal is available each and every Tuesday, by booking online.
2. This Choose-day log onto www.travelodge.com.au or www.travelodge.co.nz
3. Select the location, hotel and nights you want to stay (this deal applies to stays on any day of the week, but has to be booked online on a Tuesday).
4. Feel the buzz as you select your bonus gift from the list including: Hoyts movie vouchers, complimentary parking, buy one get one free breakfast offers, late checkout and Krispy Kreme gift cards.
5. Enjoy your next getaway at any one of Travelodge's city locations across Australia and New Zealand – great value, rest assured.

Lisa Phillips, Director of Marketing at Toga Hospitality said: "The highly successful Travelodge Choose-days concept has been running for almost three years now and is loved by our guests. We are excited to be working with Hoyts, the brand which made us all refuse to pay full price for anything on a Tuesday, to give our guests even more value."

About Travelodge Hotels

Great Value. Rest Assured.

Travelodge is proud of consistently offering great value, rest assured. Whether it's your next holiday, a weekend getaway or even a business trip, Travelodge's price per room rates offer comfort and quality at unbeatable value. There are currently 16 Travelodge Hotels across Australia and New Zealand in Sydney, Melbourne, Brisbane, Rockhampton, Newcastle, Perth, Darwin, Wellington and Palmerston North. For more information about Travelodge Hotels or to book, visit: www.travelodge.com.au or www.travelodge.co.nz

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