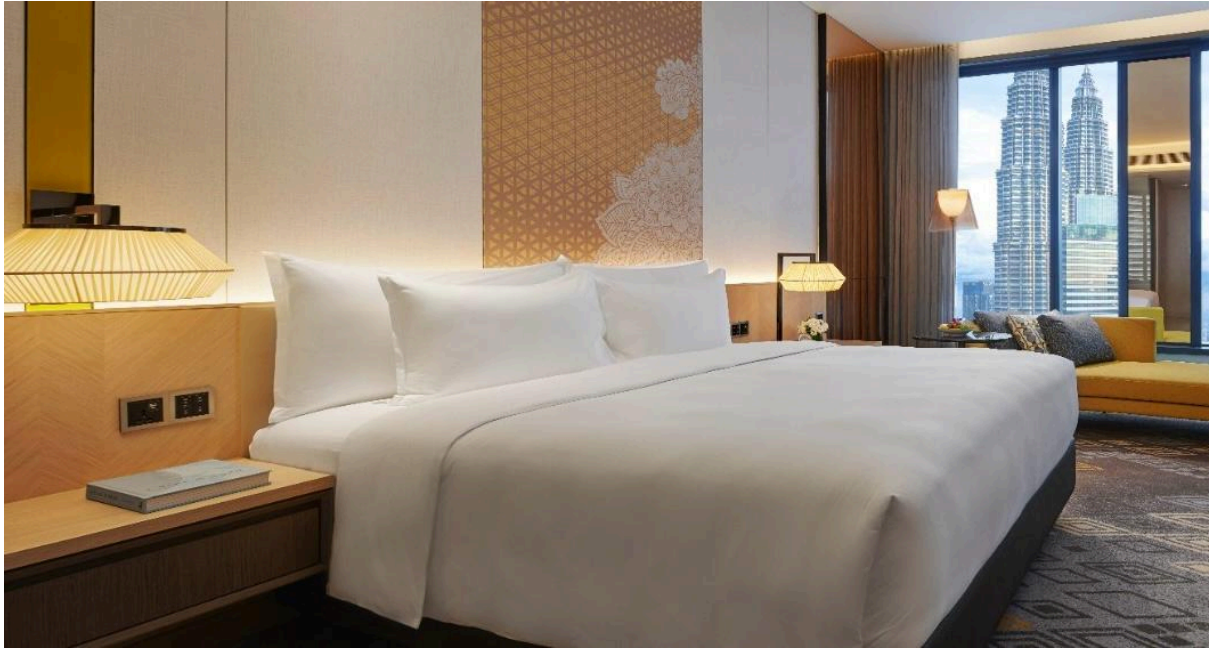




**PRESS RELEASE**  
**FOR IMMEDIATE DISTRIBUTION**



**Unlock the power of 11.11**

*Unbeatable discounts on accommodation point to a fully immersive getaway at EQ*

**KUALA LUMPUR, 30 October 2024** – Double 11, also known as Singles' Day, one of the world's biggest online shopping festivals, always comes with the hustle and bustle of the end of the year, but it also means that the most pressing need is a break from the ever-growing to-do list. To make this possible, Kuala Lumpur's No. 1 hotel has decided to launch a special 11.11 sale, which will see the award-winning hotel offer an exclusive 25% discount on stays booked between now and 18 November 2024. The discount is available for stays of two nights or more, with room rates starting from RM630 per night.

EQ is a haven for holidaymakers with its luxurious, larger-than-average rooms with ultra-comfortable beds and 300-thread-count bedding, perfect for naps and long sleeps. Guests who want to make their stay a centrepiece can be assured of great city views, EQ-exclusive bathroom amenities, desks designed for comfortable working, a selection of complimentary local snacks and drinks, and a Dolce Gusto coffee maker in every room. The in-room dining menu offers a fine selection of dishes that can be enjoyed in the privacy of one's room, should a guest choose to stay in.

For a deeper dive into EQ, a breakfast buffet in sun-drenched Nipah is the perfect start to the day, paired with eggs cooked to perfection in your choice of style, and a buffet counter laden with all manner of temptations, from local favourites like nasi lemak to fresh salads, rolls and cheeses. A gluten-free menu is also available for those with dietary restrictions.

A variety of other dining options make EQ an ideal place for gourmets to stay. From quick meals at Etoile, the street-side bistro, to premium Japanese seafood at Kampachi, or the extravagance of a fine dining experience at Sabayon, the dining options at EQ are designed to delight and impress. Residents can also enjoy the renowned SKY51 without the usual minimum spend required for walk-ins. Expert mixology, great music and an up-close view of the Petronas Twin Towers are just some of the things that will create wonderful memories.

A dip in the infinity pool is a must for any guest who wants to see KL in a new light, as the view from the 29th floor of EQ is one of the most panoramic city views. Further relaxation can be found at the hands of the skilled therapists at the Sanctum Spa, which offers a range of body treatments from exfoliation to massage, as well as facials using premium BABOR products from Germany.

EQ General Manager Gerard Walker believes that experiences create more memories than physical purchases and therefore believes that "the experience of a staycation is so much more valuable because it can be shared. Our participation in the 11.11 Sale is our way of offering some super valuable premium hotel experiences in the city".

Booking is now open for the 11.11 sale and will continue until 18 November 2024. Room stay can be used from now until 28 February 2025, making this an ideal opportunity to plan a Chinese New Year getaway or treat visiting friends and family to an extravagant hotel stay. Full prepayment is required for this promotion and is non-refundable. Blackout dates may apply.

For more details go to <https://www.eqkualalumpur.equatorial.com/promotions/11-11-sale/>

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### **About EQ**

EQ is part of Hotel Equatorial's legacy and is celebrating its fifth decade in the hospitality industry. The hotel is Travel + Leisure Luxury Awards Asia Pacific #1 Hotel in Malaysia 2022 – 2024 and #35 Travel + Leisure Readers' 100 Favourite Hotels in the World for 2023. Occupying the top floors of the award-winning 52-storey Equatorial Plaza, the hotel offers 440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars such as the Bottega the lounge, Nipah the all-day dining restaurant, Kampachi Japanese Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish lounge with an outdoor bar offering the most stunning panoramas of the city. The 5-star hotel is also Green Building Index (GBI) Gold-certified making it one of the most energy and resource-efficient buildings in the country. Other facilities include Sanctum Wellness with its unique spa, 25m infinity pool, vitality Jacuzzi and state-of-the-art fitness centre.

Website: [www.eqkualalumpur.equatorial.com](http://www.eqkualalumpur.equatorial.com)

Facebook: [www.facebook.com/eqkualalumpur](https://www.facebook.com/eqkualalumpur)

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

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