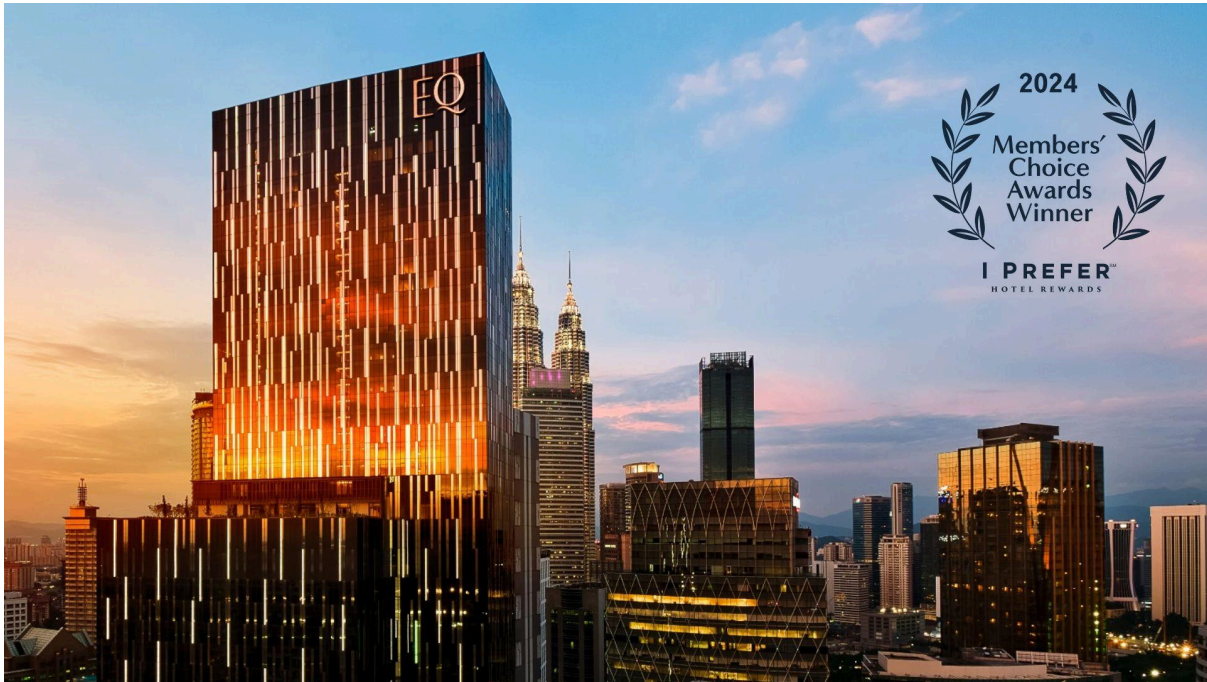




**PRESS RELEASE**  
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**EQ Recognised by *I Prefer* Hotel Rewards with 2024 *I Prefer* Members' Choice Award**

**KUALA LUMPUR – December 12, 2024:** *I Prefer Hotel Rewards*, the world's biggest loyalty program for independent hotel experiences by Preferred Travel Group, today unveiled the winners of its seventh annual *I Prefer* Members' Choice Awards with EQ among the 21 hotels recognised globally across four regional categories. These awards celebrate hotels represented within Preferred Travel Group's global family of brands, including Preferred Hotels & Resorts and Beyond Green, that are best-of-the-best in delivering outstanding service and exceptional, unique experiences to *I Prefer* Members, as determined by the members themselves.

"As an independent hotel, EQ is proud to be in fraternity with other stand-alone hotels in the world who seek to deliver defining experiences of guests' stays in their respective countries. As Malaysia's sole *I Prefer* winner, we hold ourselves up to towering standards, aware that we may be a traveller's only Malaysian hospitality touchpoint. Our win underscores the efforts undertaken by my team to deliver only the best, warmest, most authentic hospitality experience in the country," said EQ General Manager, Gerard Walker.

EQ has a long tradition of hospitality excellence dating from the establishment of Hotel Equatorial in 1974. EQ was built on the site of Hotel Equatorial and is part of Equatorial Plaza, a 52-storey commercial block consisting of a podium section which houses the hotel

facilities, and a tower, which is divided into two areas; office space and 21 floors of hotel rooms. The development is Gold-certified under Malaysia's Green Building Index and was designed to be environmentally sustainable, maximising the use of natural light throughout the day, reusing grey water and running the most sophisticated hotel water filtration system in the capital.

Beauty and functionality were the two most important elements in the creation of EQ. A strong Malaysian identity runs throughout the hotel, with the use of designs incorporating local culture and traditions, including a five-storey grand spiral staircase designed to look like a thread twirling on a *songket* cloth loom. *Songket*-inspired prints are also layered with glass surfaces to create a unique silhouette for the tower lantern.

EQ was announced as one of the top hotels within the Asia Pacific, Middle East, and Africa category. The diverse range of independent hotels demonstrates the caliber of luxury stay experiences enjoyed by I Prefer Members booking stays at participating properties. For the full list of I Prefer Members' Choice Awards winners, visit [iprefer.com/members-choice-2024](https://iprefer.com/members-choice-2024).

I Prefer Hotel Rewards is the world's largest global points-based guest loyalty program for independent hotels, with more than 5 million members currently enrolled. Complimentary to join, the I Prefer program provides valuable benefits to travellers who favor the independent hotel experience, including points redeemable for a variety of rewards, including cash-value Reward Certificates, Reward Nights, and exclusive member rates for direct bookings. Additional benefits include room upgrades upon availability, early check-in, and late check out for eligible stays at over 600 participating properties worldwide. Bookings can be made at [IPrefer.com](https://IPrefer.com), [PreferredHotels.com](https://PreferredHotels.com), [StayBeyondGreen.com](https://StayBeyondGreen.com), or via the free I Prefer mobile app, available on Apple and Android devices.

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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](https://www.eqkualalumpur.equatorial.com)

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

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

WeChat: 吉隆坡EQ酒店

RED: 吉隆坡EQ酒店

### **About I Prefer Hotel Rewards**

Launched in August 2013, the I Prefer Hotel Rewards program from Preferred Travel Group – the parent company that operates hotel brands Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, and Historic Hotels Worldwide – extends points, status, and other complimentary benefits to members upon eligible stays at more than 600 participating hotels and resorts worldwide. In addition to earning points for eligible room nights, members receive additional benefits based on their tier status. The I Prefer program also offers a free mobile app, available on Apple and Android devices, which allows members to search and book hotel stays, and easily redeem Reward Certificates. With 5 million travelers currently enrolled in membership, I Prefer is complimentary to join. To learn more and to enroll in the program, please visit [IPrefer.com/enroll](http://IPrefer.com/enroll).

### **About Preferred Travel Group**

Owned and operated by the Ueberroth Family, Preferred Travel Group is the parent company of brands and programs such as Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, and PTG Consulting, representing more than 1,100 hotels, resorts, and residences across 90 countries, in addition to a global portfolio of destination marketing organizations and tourist boards. With more than 350 seasoned associates situated across 35 countries, the company connects independent hotels, hospitality companies, and destinations to key markets worldwide through strategic branding, sales, integrated marketing, revenue management, distribution services, and other consultancy services. Fueled by its brand promise, Believe in Travel, the company and its hotel and travel brands champion an unwavering belief in the transformative power of travel and its ability to enrich lives, inspire a greater respect for the planet, and expand hearts and minds to other cultures and ways of living. For more information visit [PreferredTravelGroup.com](http://PreferredTravelGroup.com).

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