



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



**EQ Appoints Justin Lee as General Manager, Bringing Renowned  
Luxury Hospitality Expertise**

**Kuala Lumpur, 3 June 2025** — Malaysia's Equatorial Group is delighted to announce the appointment of Mr Justin Lee as the General Manager of EQ, effective [1 June 2025](#). With over three decades dedicated to the luxury hospitality sector, Justin is a seasoned leader with a proven commitment to exceptional attention to guests' needs and expectations. Having advanced through key leadership roles within EQ, he has been instrumental in shaping the property's operational excellence and defining its distinctive hospitality ethos. His expertise and passion will undoubtedly strengthen EQ's position as the city's top hotel, holding the #1 spot on TripAdvisor for six consecutive years.

With a career meticulously honed in the ultra-luxury hospitality sector, Justin has held pivotal roles with globally renowned hotel operators. Throughout, he has consistently excelled in enhancing guest journeys, driving innovation in guest offerings, and building high-performing teams dedicated to exceeding expectations. Leveraging a vast knowledge of discerning luxury travellers gained from his time in prestigious settings, he is steadfastly committed to elevating hospitality standards, driving revenue growth, and empowering his team.

Donald Lim, Chief Executive Officer of the Equatorial Group, remarked, "We are delighted to welcome Justin Lee as the new General Manager of EQ. As one of our earliest team members, Justin possesses an in-depth understanding of our company and brings a wealth of expertise from the luxury hospitality sector. His passion for crafting genuine, memorable guest experiences and fostering a culture of care makes him the ideal leader for our flagship property. We are confident in his ability to inspire our team and elevate the hotel to new heights. Congratulations, Justin!"

Sharing his heartfelt sentiments, Justin Lee said: "Stepping into the role of General Manager at EQ fills me with immense pride. Being part of this vibrant community from the start, I've witnessed EQ's journey to becoming an icon of energy, stunning design, and distinctive Malaysian hospitality. My passion lies in authentic luxury hospitality — anticipating needs, exceeding expectations, and delivering warmth that truly resonates. My focus is on building upon our strong foundation, empowering our talented team to create bespoke experiences, and ensuring every guest feels the unique heartbeat of Kuala Lumpur through our service. I am honoured to lead this exceptional team as we continue to elevate EQ's standing as a preferred destination for global travellers and our local community."

Justin Lee holds a Master's degree in International Human Resources Management and Hospitality Management, and is recognised for his collaborative leadership, strong commitment to talent development, and innovative approach to luxury guest engagement.

---

### **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)

WeChat: 吉隆坡EQ酒店

RED: 吉隆坡EQ酒店

For press enquiries and interviews, contact:

Lily Sun (Ms.), Director of Marketing Communications and Public Relations

Tel: +6012 855 0417

Email: [lilysun@kul.equatorial.com](mailto:lilysun@kul.equatorial.com)

Audrey Lee (Ms.), Assistant Public Relations Manager

Tel: +603 2789 7792

Email: [audreylee@kul.equatorial.com](mailto:audreylee@kul.equatorial.com)