

NEW SMALL LUXURY HOTEL IN GEORGE TOWN

A BLUE-CHIP Anglo-Colonial heritage mansion in the heart of George Town will welcome visitors as Malaysia's eighth Small Luxury Hotels of the World property this month.

The 35-room The Edison George Town in the heart of the Unesco World Heritage core zone, is branded by its operators as having "alluring heritage, timeless design, diverse culture" and is an "affordable luxury".

The property, located in a 110-year old building along Lebu Leith, boasts facilities which include a lounge, courtyard, library, pool and cabanas.

"The distinctive architecture and meticulously designed interiors of the hotel instill a sense of place and true luxury where quality, care and originality frame the location, which is George Town, Penang," says ET Hospitality Ventures managing director Eugene Tan.

The company is a subsidiary of Penang-based ET Group, a developer of lifestyle properties.

"Beyond the typical concierge recommendations," says Tan, "the hotel

strives to provide a truly memorable insight into the city, where guests can explore and discover the vibrant neighbourhood around the hotel.

"The wide usage of locally-made craft and engagement of talented artisans showcase Penang's cultural diversity and heritage charms, which further enhance the hotel's integration with the local community," he adds.

In according "affordable luxury", the accommodation and room rate (which for this year begins at RM550 nett for a deluxe room and up to RM850 for a suite, not including local government tax of RM3 per room per night) is inclusive of continental breakfast, concierge service, specially curated local excursions of George Town's inner city, all-day snacks and non-alcoholic beverages featuring selected local favourites, unique and luxurious bath amenities (which include Australian-made Appelles' Green Line label toiletries), signature turndown service and local landline calls.

To allow non-staying guests to sample The Edison hospitality, the hotel operators are mulling the issuance of day passes (valid for six hours) to those who wish to use the hotel's



Timber flooring add elegance to 35 spacious rooms.

lounge facility for socialising or work, where they are able to enjoy the property's food and beverage offerings.

"Through art, design, guest experience

and service, The Edison George Town, Penang, welcomes, entertains and inspires guests long after check-out," promises Tan.

Marina Emmanuel