

IGB rebrands The Boulevard Mid Valley City as St Giles Boulevard

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IGB Bhd group CEO Tan Boon Lee (fourth from right), Cititel Hotel Management CEO James Loo (fifth from right) and St Giles Boulevard general manager Simon Yong (fifth from left), with other IGB hotels' general managers during the reopening of the St Giles Boulevard hotel on Aug 31, 2023. (Photos credit: IGB Group Bhd)

KUALA LUMPUR (Sept 4): IGB Group Bhd has rebranded and reopened The Boulevard Mid Valley City as St Giles Boulevard last Thursday (Aug 31), according to a press statement on Monday.

St Giles Boulevard, which is part of the Mid Valley City mixed-use integrated development in Kuala Lumpur, is 28 storeys high and comprises 390 rooms.

Meanwhile, Cititel Hotel Management Sdn Bhd, the hotel manager for The Boulevard, will continue to manage St Giles Boulevard.

Representing the management, Cititel Hotel Management Sdn Bhd chief executive officer (CEO) James Loo said in the statement, "Our decision to rebrand as St Giles is a testament to our commitment to innovation and sustainable luxury. As we embrace this new identity, we are proud to offer an environment wherein our guests can indulge in comfort, while being mindful of their ecological footprint."



St Giles Boulevard is 28 storeys high and comprises 390 rooms.

The statement also pointed out that the hotel was closed in 2021 due to the Covid-19 pandemic. During the closure, the hotel undertook a RM18 million refurbishment programme to upgrade its guestrooms and public facilities with a fresh new look, as well as overhaul all plumbing, electrical

and air-conditioning systems to meet global efficiency standards.

Aside from that, the reopening of the hotel is also accompanied by sustainability initiatives such as placing refillable glass water bottles in all rooms, replacing single-use toiletries with refillable shampoo and shower gel containers, complemented by the elimination of bar soaps, as well as replacing plastic key cards with biodegradable bamboo key cards to reduce the usage of plastic.

The transition to in-room LED lighting promotes energy efficiency, reduces heat transmission and the property's carbon footprint. For greenery enhancement, the hotel has introduced more live plants to enhance the aesthetic appeal and contribute to cleaner indoor air quality. The hotel also promotes paperless initiatives by introducing e-registration and e-invoicing.