

Refurbished hotel in KL reopens with new brand name

IGB Group has reopened and rebranded The Boulevard Mid Valley City as St Giles Boulevard, marking a new chapter for the hotel.

During its closure in 2021 due to the Covid-19 pandemic, the hotel refurbished its guestrooms and other facilities.

It also overhauled plumbing, electrical and air-conditioning systems to meet global efficiency standards, at a cost of RM18mil.

Citel Hotel Management Sdn Bhd (CHM) will continue to manage the hotel under the St Giles brand.

CHM chief executive officer James Loo said, "The rebranding as St Giles is testament to our commitment to innovation and sustainable luxury.

"As we embrace this new identity, we are proud to offer an environment where our guests can indulge in comfort



(From fourth, right) IGB Bhd Group chief executive officer Tan Boon Lee, Loo and St Giles Boulevard general manager Simon Yong, with general managers of other IGB hotels during the reopening of St Giles Boulevard.

while being mindful of their ecological footprint."

Among the steps the hotel has taken towards sustainability

are reducing plastic waste by replacing in-room bottled mineral water with refillable glass bottles, replacing single-use

toiletries with refillable shampoo and shower gel containers and eliminating bar soap.

The hotel also replaced its

plastic key cards with biodegradable bamboo key cards.

Rooms now use LED lighting which reduces heat transmission which in turn reduces the property's carbon footprint.

More live plants have been introduced to enhance the aesthetic appeal and contribute to cleaner indoor air.

From e-registration to e-invoicing, the hotel is embracing paperless procedures to streamline operations and conserve resources.

Comprising 390 rooms, St Giles Boulevard offers many options for both business and leisure travellers.

The hotel is within Mid Valley City which provides guests direct access to Mid Valley Megamall and The Gardens Mall.

The two malls offer diverse dining and entertainment options.