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**PRESS RELEASE
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CELEBRATE THE LUNAR NEW YEAR WITH EQUATORIAL HOTELS

KUALA LUMPUR, Malaysia, 10 January 2025 – As the Lunar New Year approaches, it brings with it the promise of renewal, prosperity, and cherished family gatherings. A time to celebrate cultural heritage and togetherness, the festivities are elevated across the Equatorial Group, with EQ in Kuala Lumpur and Equatorial Ho Chi Minh City offering a blend of tradition, luxury, and exceptional hospitality to create unforgettable moments for all.

Ushering in Prosperity at EQ

Golden Phoenix, the legendary Chinese restaurant, returns to EQ starting 14 January 2025. The menu from the iconic restaurant features popular Lunar New Year dishes such as the signature *yee sang*, luxurious *poon choy*, and Peking duck with its crispy skin and tender meat. Carefully curated lunch and dinner menus are available for a stress-free reunion gathering, which promises a year of good health and prosperity.

To complement your dining experience, Malaysia's No. 1 City Hotel extends a special room offer for visiting relatives or your getaway from the hustle and bustle. Stay for two consecutive nights at RM888+ per night and receive RM200 Golden Phoenix credit per day, which can be accumulated, along with a daily buffet breakfast at Nipah.

A signature of the Lunar New Year, lion dances symbolise the vanquishing of bad luck and the ushering of prosperity, health and new beginnings. Catch the talented, award-winning Kwong Ngai Lion Dance troupe at EQ on the First day of the Chinese New Year, 29 January 2025 from 9am to 10am, and again on Chap Goh Mei, 12 February 2025, from 5pm to 6pm at the hotel lobby. Experience their synchronised movements as they bring in the fortune and vitality of the Year of the Snake.

In the spirit of the celebrations, thrilling lion dance performances will be at the hotel lobby on the morning of 29 January and the evening of 12 February, the first and final days of the Lunar New Year, respectively. The award-winning Kwong Ngai Lion Dance troupe will showcase synchronised movements of spins, jumps, and bows, to usher in the luck of the Year of the Snake.

To further enhance the festive spirit, EQ offers five thoughtfully curated hampers featuring collectable red packets, perfect for exchanging well wishes with loved ones. Details of the hampers and our exquisite Lunar New Year feasts are available in the yearly catalogue.

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Discover the Spirit of Tết at Equatorial Ho Chi Minh City

For those looking to immerse themselves in the vibrant traditions of Tết in Ho Chi Minh City, Equatorial Ho Chi Minh City is the ideal destination. The annual festival is the perfect time for cultural immersion with visits to the colourful temples clustered in District 5, notably Thien Hau Temple, Hội Quán Nghĩa An, Tua Pek Kong (Nhi Phu Temple) and Phước An Hội Quán.

Recharge from the bustling city to the tranquil and hospitable service of Equatorial. Spring Getaway Package is the recommended room offer during this festival as it provides flexibility and benefits. Stay for two nights and be treated to one extra perk from this list of three –

VND800,000 Li Xi for hotel services, one round of complimentary drinks at Flo Lounge, or a thirty-minute foot care session for two persons.

In Asian culture, celebrating family bonds is related to enjoying a meal together. Chit Chat at the Café is an excellent choice with its ongoing All-You-Can-Eat Dim Sum brunch, where small-plate dishes are carefully prepared and shared among family and friends.

For reservations and more information on the offers, please contact:

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Equatorial Ho Chi Minh City: +84 28 3839 7777 | reservations@hcm.equatorial.com | [@equatorialhochiminhcity](https://www.instagram.com/equatorialhochiminhcity)

Get Lunar New Year updates: follow us or visit our website.

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About Equatorial Group

Hotel Equatorial is a renowned Malaysian hospitality brand with a rich history that started in the early 1970s.

The original flagship hotel opened in 1973, known as Hotel Equatorial Kuala Lumpur in the heart of the city's Golden Triangle. It was a hotel industry pioneer during that era and once again, steered its way to a market leader by rebuilding itself and transforming into EQ, a chic lifestyle property. It has since a record of achievement that is second to none, which includes #35 in Travel + Leisure 2023 Best Hotels in the world and an unprecedented run as the #1 Kuala Lumpur hotel on TripAdvisor since 2019. Restaurant operations are a major part of the group's portfolio, focusing on Japanese cuisine, with its house Kampachi brand and licensed Japanese casual dining brands.

Equatorial Ho Chi Minh City is a 5-star hotel offering refined hospitality to discerning international travellers. The easily accessible hotel complements the 333 elegantly designed guestrooms and suites, an all-day restaurant, full-service meeting and banquet facilities.

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Images enclosed.

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Caption: Deluxe King with Twin Towers view at EQ
Filename: <1) EQ-Deluxe-King.jpg>



Caption: Golden Phoenix Lunar New Year spread
Filename: <2) EQ-Golden-Phoenix-Group-Picture.jpg>

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Caption: Premium Phoon Choy for six persons by EQ
Filename: 3) EQ-Premium-Abalone-Chinese-Casserole.jpg



Caption: Premier Room at Equatorial Ho Chi Minh City
Filename: 4) Equatorial-Ho-Chi-Minh-City-Premier-Room.jpg

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Caption: All-You-Can-Eat Dim Sum Brunch at Chit Chat at the Café
Filename: <4) Equatorial-Ho-Chi-Minh-City-Chit-Chat-at-the-Cafe-AYCE-Dim-Sum.jpg>



Caption: Roast Duck at Equatorial Ho Chi Minh City
Filename: <6) Equatorial-Ho-Chi-Minh-City-Roast-Duck.jpg>