

J media release

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Jupiters Gold Coast forges ahead **with landmark transformation**

Jupiters Hotel & Casino continues to invest in tourism on the Gold Coast, as The Star Entertainment Group forges ahead with the property's landmark transformation.

The current \$345 million investment, which will see the iconic tourism landmark rebranded to The Star Gold Coast later this year, aims to position the property as a world-class integrated resort.

A world-class Penthouse, Deluxe Executive Rooms, and lavish Suites are among the newly-released features on the property's four Executive Floors, while Jupiters' highly popular new dining experiences Kiyomi, Cucina Vivo and Garden Kitchen & Bar have already seen remarkable success.

The Star Entertainment Group's Managing Director Queensland, Geoff Hogg, said the current transformation heralded a new era for the property and was a crucial investment in the region ahead of the Gold Coast 2018 Commonwealth Games.

"The Gold Coast's reputation as a must-visit destination continues to strengthen with both leisure and business travellers, so we are working to create a broad offering that will help to support this well into the future," said Mr Hogg.

"We see enormous potential for the region in terms of long-term tourism and economic growth, particularly as we near the Commonwealth Games, an event that will propel the Gold Coast onto the world stage.

"The refurbishment of our existing facilities forms an integral piece of the property's transformation and will serve as a catalyst in providing new standards of excellence and guest services, while the addition of the City's first 6-star accommodation offering in more than a decade promises to enhance the region's reputation as one of the world's top tourist destinations."

Unveiled late last year, the property's multi-million dollar refurbished executive rooms have been designed with comfort and relaxation in mind, and together with some initial work already completed around the pool and hotel façade, form part of one of Australia's most extensive hotel refurbishments.

The sophisticated rooms perfectly align to the Gold Coast's famed beachside lifestyle and boast fully integrated technology including multiple USB ports, high speed broadband internet and zone control – affording guests the opportunity to customise lighting, drapery, temperature and service preferences.

Locally commissioned artwork provides each room with a unique personality, while every detail has been carefully thought out to exude coastal elegance. Guests are also treated to a specially designed pillow menu, 'The Cloud' mattress topper – produced by the best specialist mills from around the world and exclusive to The Star Entertainment Group properties – and an array of exclusive amenities by leading international brand L'OCCITANE.

The Ocean Terrace Suite, King Terrace Suite and opulent Penthouse offer seamless indoor and outdoor entertaining with private sun terraces including stylish resort furniture and operable roofs, large open plan living and dining areas with state-of-the-art Bose sound systems throughout, equipped with Bluetooth connectivity.

"This is just a glimpse of what's to come over the next two years," Mr Hogg continued.

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“We’ve put significant investment into ensuring we provide a premium product which will in turn, become a major driver in attracting vital economic benefits for the Gold Coast and Queensland tourism more generally.

“The refurbishment of our four executive floors has delivered modern, contemporary rooms that are globally competitive and offer our guests an unprecedented level of personalisation, and we’ll continue to deliver that same level of quality for our remaining Superior rooms which are scheduled for completion later this year.”

Jupiters’ freshest new venue Garden Kitchen & Bar is yet another example of the property’s move to embrace the Gold Coast’s enviable climate and luxurious laidback lifestyle.

The impressive modern fit-out features a generous dining and lavish bar area bathed in natural light, an open kitchen equipped with Chef’s Rotisserie, an abundance of cascading greenery and a spacious outdoor deck overlooking the property’s lush tropical gardens.

Mr Hogg said the restaurant drew inspiration from the surrounding natural elements to celebrate the City’s vibrant atmosphere.

“Garden Kitchen & Bar showcases some of the freshest, seasonal produce and very best in design, incorporating an abundance of light-filled space and elegant simplicity that allows our guests to truly embrace the Gold Coast lifestyle,” said Mr Hogg.

“It’s everything we hoped for and more – you find yourself captivated from the moment you arrive with vibrant live foliage adorning the front entrance feature wall.

With a seating capacity of more than 350 the venue is the largest of our new restaurants, employing 110 locals including a variety of chefs, baristas, bartenders and wait staff.

“As one of the City’s largest private employers, we have already seen significant expansion of our workforce as part of the current transformation and will continue to invest in driving the growth of tourism and jobs creation for the region,” Mr Hogg continued.

Mr Hogg said the team is now focused on the next stage of the investment with all remaining hotel rooms and further dining options to be unveiled in 2016, while construction of the six-star all-suite tower also continues at the front of the property – with the current investment expected to be completed and fully operational in time for the Commonwealth Games.

FUTURE PROPOSED INVESTMENT

In February, The Star Entertainment Group announced it has also commenced the planning process for a potential new hotel tower on the ocean side of the existing property.

Pending various approvals and the execution of final joint venture agreements, The Star Entertainment Group aims to develop a tower of approximately 200 metres with its Queen’s Wharf Brisbane partners, Hong Kong-based Chow Tai Fook Enterprises and Far East Consortium.

It is proposed it would house around 700 hotel rooms and apartments – taking the overall accommodation supply to almost 1400 and creating a large-scale development on the Gold Coast for maximising tourism opportunities in the region and Queensland more broadly.

The Star Entertainment Group is also considering the development of a live sports theatre as part of the ongoing transformation which would be designed to appeal to both local and visiting sports enthusiasts.

“The fact this concept plan is under consideration underscores our confidence in the Gold Coast. We were the first major partner of the Gold Coast 2018 Commonwealth Games and we see the long-term growth potential in the region,” said Mr Hogg.

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Pending approval, the total investment under consideration has the potential to reach around \$850 million with the proposed hotel/apartment tower plus the additional development works around the sports theatre, and further food and beverage offerings.

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