



THE STAR
GOLD COAST

Media Release

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THE STAR GOLD COAST REVEALS FIRST LOOK AT SLEEK NEW SPORTS BAR

The Star Gold Coast has revealed the first look of its landmark transformation's tenth new venue, Sports Bar, ahead of the official opening on Thursday March 8, 2018.

Featuring a large LED super screen, private booths, multi-screen viewing throughout, high acoustic ceilings with 5m floor to ceiling windows and a coastal backdrop, the highly anticipated venue will provide the ultimate sports viewing destination.

The Star Entertainment Group Managing Director Queensland Geoff Hogg said Sports Bar will pride itself on showcasing more local, national and international sporting events than any other venue in Queensland.

"As the first official partner of the Gold Coast 2018 Commonwealth Games, we are proud to unveil this amazing venue ahead of the Games. It's sure to give sporting enthusiasts the best place outside of the stadiums to catch all of the action," Mr Hogg said.

"Our new Sports Bar boasts a contemporary, bespoke design while also embracing the energising vibe of all the hype and excitement that comes with watching sporting's best.

"With design cues inspired by successful high-end international sports bar models, we are offering a truly unique venue designed to reflect the Gold Coast's luxurious coastal lifestyle.

Unique to Sports Bar is a stunning outdoor terrace which marks the connection between the existing building, and the luxury suite hotel The Darling, set to open on March 22, 2018.

"Sports Bar's outdoor terrace enables guests to completely embrace our stunning sub-tropical, coastal climate while immersing themselves in sports finest events," Mr Hogg continued.

"With an additional five screens, fans and heaters, the all-season terrace will allow guests to relax with a stunning Gold Coast skyline as a backdrop, while not missing a second of the sporting action."

Equipped with the latest technology, Sports Bar's main feature is a strategically placed LED super screen broadcasting all the unmissable feature matches, races and events from every corner of the globe.

More than 10 metres wide, the mega screen has the ability to broadcast multiple events simultaneously on the one screen while an additional 22 screens fitted throughout the inside create an unrivalled multi-screen viewing experience.

The space also boasts three highly specialised private booths for the ultimate VIP sporting experience. Offering exclusive packages and a superior viewing position, the booths feature integrated ice buckets and charging stations for a premier sport viewing space.



The venue's design, with its bespoke detailing and a coastal colour palette rich in blue hues, is sleek and contemporary yet very tactile with viewing vantage points the primary focus of the fit-out.

The opening of Sports Bar will signify the tenth new high-end venue of The Star Gold Coast's current redevelopment, which has seen a significant focus and investment in further cementing the iconic Broadbeach property as the ultimate dining and entertainment destination.

"Our new highly successful food and beverage offerings, delivered in time for the Gold Coast 2018 Commonwealth Games, strengthen our commitment to the city with our continual investment and job generation," Mr Hogg said.

"Through our transformation we promised to deliver product and venues of an unprecedented premium standard complemented with superior service, and I am confident we have honoured this."

Sports Bar at The Star Gold Coast will officially open to the public from 10am, Thursday March 8, 2018.

ENDS

The Star Gold Coast Redevelopment

The Star Gold Coast's current transformation heralds a new era for the property and forms part of crucial investment in the region ahead of the Gold Coast 2018 Commonwealth Games.

Ten new food and beverage offerings, 596 refurbished hotel rooms at The Star Grand and a premium poolside experience are among the already completed offering, while The Darling forms the centrepiece of the redevelopment.

Adding to the excitement is the planned addition of the first mixed-use residential apartment and hotel tower on Broadbeach Island. Pending successful pre-sales of The Star Residences, the 53-storey tower could be the first of up to five within a future master plan as part of a joint venture with renowned Hong Kong-based partners Chow Tai Fook and Far East Consortium.

The existing redevelopment at The Star Gold Coast and the build of The Darling has already delivered 600 new construction roles while The Star Residences project would create around 500 construction roles over the next three to four years.

Together, the refurbishment of the existing property and the development of both The Darling and the proposed hotel and residential tower would involve a combined investment of up to \$850 million.

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