



Media release: 7 September 2015

The Star Sydney announces vision for its hotels: boost international competitiveness

The Star Sydney is upgrading the Astral Tower and Residences Hotel in a \$130 million refurbishment to meet the growing market demand for quality 5-star accommodation in Sydney.

The refurbishment of rooms and suites at the Astral Tower and Residences will complement The Star's existing domestic and international luxury offering and is set for completion in mid-2016. The refurbishment demonstrates Echo Entertainment's focus and investment in raising the level of The Star's guest service experiences and world-class accommodation.

Mr John Autelitano, General Manager of Hotels at The Star Sydney said the strategic vision underpinning the refurbishment will ensure the integrated resort's future as a leader in domestic markets, and a strong competitor in the global marketplace.

"The Star Sydney is a pinnacle tourism destination in Australia and a significant contributor to the visitor economy, welcoming over 11 million visitors each year. The national and international markets being targeted include generations of people who are increasingly affluent, and as such, are spoilt for choice.

"In this global marketplace, guests are no longer comparing The Star to national rivals in Sydney or across Australia, but rather against products and services offered by offshore rivals such as the integrated resorts in Las Vegas and Macau.

"We are confident that our ability to really understand our guests and what they want will continue to provide us with a competitive edge. We place high importance on customer service and guest service experience and the enhanced rooms, suites, and business facilities will ensure our competitiveness and attract visitors to the city of Sydney.

"We are extremely proud that The Star is embedded in the culture of Sydney and we currently play a major part in cultural and sporting events including the Spring Racing Carnival, Chinese New Year, NSW Rugby League, Vivid Sydney, the Sydney Swans, Good Food Month and the Pymont Festival, to name a few.

"These integral partnerships, combined with an increased calibre of product and service, will advance our repositioning at an internationally competitive level; offering a variety of luxurious, five star accommodation options designed with a local flavour that will suit discerning leisure and business travellers," said Mr Autelitano.



Astral Tower is being repositioned to target Generation X and experienced business travellers. With a five star offering, elegant rooms and high end suites, a state-of-the-art club lounge, new meeting rooms and business centre, the hotel will be relaunched in 2016. It is operational throughout the refurbishment period with minimal impact for guests.

Astral Residences will offer chic 5-Star rooms, targeting the leisure traveler and young professionals. The Astral Residences will feature a sharp, fresh and minimalistic look focusing on the uninterrupted views of Sydney Harbour that the hotel is renowned for.

The Darling at The Star has also just completed an upgrade of its Spa with the addition of a mosaic aromatherapy heated steam room with a salt water Jacuzzi, and a state-of-the-art fitness facility with one of Australia's first Kinesis walls. These additions add to The Darling's competitive edge in the boutique leisure and business travel markets.

Mr Autelitano launched the vision for The Star's accommodation offering at a press conference at Luxperience, the luxury travel and tourism tradeshow, at the Australian Technology Park, 7 September 2015.

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Notes to editors:

- Select interviews with John Autelitano, General Manager of Hotels at The Star are available on request via the media contacts listed above.

About The Star Sydney:

The Star is Sydney's premium entertainment destination. The Star offers award-winning chefs and restaurants, luxury hotel accommodation and serviced apartments, a 14-room day spa, an international designer retail collection as well a world-class casino and international nightclub Marquee. The \$100 million Star Event Centre is a state-of-the-art multi-use venue and has hosted more than 400 events since opening in January 2013, including The AACTA Awards, The ARIA Awards, The Premiere of World War Z, charity events for the Sony Foundation, Starlight Foundation



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and Thomas Kelly Foundation and international talent such as Coldplay, One Direction, Ricky Martin, Seal, Garbage, One Republic, Olly Murs, Jessica Mauboy and Alicia Keys.

For more information or enquiries, visit www.star.com.au or call 1800 700 700