

FOR IMMEDIATE RELEASE  
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## **New Hotel Brand Arrives in 2014**

### **Alpha Hotels & Resorts to own and manage hotels in Brisbane, Western Sydney and Canberra.**

Australia's newest privately-owned Hotel Owner and Management Company, Alpha Hotels & Resorts, has announced its plans to grow a significant Australian footprint of upper midscale hotels, resorts and apartments covering major capital cities, key urban centres and popular leisure destinations.

The founding group of properties will all be owned and managed by Alpha Hotels & Resorts, and will include a collection of strategically located, well-established hotels that will be rebranded as Alpha Hotels, as well as a new multi-use hotel and retail development.

Alpha Hotels & Resorts will make its entrance into the market at the start of 2014, with Alpha Canberra in Tuggerangong from 1 February, Alpha Eastern Creek in Western Sydney from 1 March, and Alpha Mosaic Brisbane in Fortitude Valley to follow in April.

Majority owned by Alpha Hotels & Resorts, the boutique Diamant Hotel in Potts Point will also provide Alpha Hotels & Resorts an affiliated Sydney property of exceptional quality. The Diamant Hotel will retain its current renowned brand identity and continue to be managed by 8-Hotels.

Jonathan Wooller, Founder and Managing Partner of Alpha Hotels & Resorts said, "Our upper midscale hotels in Canberra, Eastern Creek and Brisbane will wear the bold new Alpha branding but will have their own local twist and personality, with the physical product ultimately shaped by the requirements of the customers that stay there.

The style, facilities and food will be unique to each hotel and will complement its local environs, however the customer journey and service experience will be 100% aligned with Alpha standards which will be backed by our money back guarantee".

Alpha Canberra, Tuggerangong's most prominent hotel, is completing the final stages of a million dollar renovation, with the hotel's lobby, restaurant, bar and gym boasting a sleek new look by 1 February 2014, when it becomes the first Alpha hotel to open its doors. The 100 rooms will also undergo refurbishment in late 2014.

"The transformation of the hotel comes at a time when the area is undergoing a remarkable renaissance. There is an energy in the area with new constructions such as the SouthQuay residential and retail development leading the way. There are new offices, restaurants and retail outlets opening all the time", said Bruce Holliday Alpha Hotels & Resorts Managing Partner and Alpha Canberra General Manager.

Situated among Western Sydney's fastest growing Corporate and Industrial estates, Alpha Eastern Creek is also set for an extensive redevelopment in 2014 to meet increased demand in the area. The creation of a new dining destination restaurant, called "The Oak Bar and Grill" will be launched at the hotel in January 2014, with construction commencing on an additional 60 new rooms, and a unique Club Lounge with uninterrupted views over Sydney Motor Sport Park later in 2014.

Alpha Mosaic Brisbane will set the benchmark for a new-build Alpha property when it opens in the 2<sup>nd</sup> quarter of 2014. The landmark 18-story hotel, 213 apartment, commercial and retail complex is part of Fortitude Valley's transformation as the new heartbeat of Brisbane. The Hotel will feature 51 boutique hotel rooms, a combination of one bedroom and two bedroom self-contained apartments, restaurant bar and a Podium-level alfresco oasis.

Alpha Hotels & Resorts will continue build on its proven track record of successful hotel management with its hotels in Canberra, Brisbane and Eastern Creek as a priority. Plans to build the brand, and expedite a network of hotels where owner's and guest's expectations are consistently met at optimal operating costs will be scaled up from mid-2014.

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### **ABOUT ALPHA**

Alpha Hotels & Resorts is a new and vibrant company with a highly talented Management Team that collectively has the experience to deliver; successful hotel operations, sales, marketing, distribution, and profitable operational returns through innovative Hotel Management Services, and Brand and Distribution Services.

Founded by two of Australia's most experienced Hospitality Professionals, Jonathan Wooller and Bruce Holliday, who collectively have more than 50 years experience in Asia-Pacific covering all facets of hospitality business with organisations that include; SilverNeedle Hospitality, Constellation Hotels, Accor Asia-Pacific, Park Lane Hotels, Four Seasons, Regent International Hotels, Hilton Hotels, Hyatt Hotels and Crown Casino.

[www.alphahotels.com.au](http://www.alphahotels.com.au)

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