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Coastal elegance and luxury on offer as Jupiters unveils Superior Deluxe Room refurbishment



The Gold Coast's iconic Jupiters Hotel & Casino has this week revealed the first of its new Superior Deluxe Rooms, as part of the revitalisation of the property's almost 600 hotel rooms in one of Australia's most extensive hotel refurbishments.

Located on levels 5 to 17, and designed by internationally renowned architects Steelman Partners, the luxurious new rooms are being delivered by highly respected South-East Queensland architectural practice ML Design and experienced builder Wunda Projects Australia working in partnership with Coombsbarei Construction.

The Star Entertainment Group's Managing Director Queensland, Geoff Hogg, said the remaining rooms were on track for completion by the end of this year.

"Our Superior Deluxe Rooms are the final component of our \$75 million hotel refurbishment project, and will ensure we continue to offer our guests a globally competitive product that is at the forefront of the rapidly evolving tourism and hospitality industry," said Mr Hogg.

"With our highly anticipated Executive Floors unveiled in December last year, and the first release of Superior Deluxe Rooms, guests can expect to experience an unprecedented level of personalisation and unrivalled luxury during their next stay."

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Designed to create a sophisticated and modern feel that complements the Gold Coast's relaxed beachside lifestyle, the newly unveiled Superior Deluxe Rooms follow a similar concept to that of the recently unveiled Executive Floors.

Each room cleverly combines the ultimate in luxury with stunning contemporary design, exuding coastal elegance from the moment you step in the door. Local artwork, natural wood finishes and high polished chrome feature heavily throughout the design, incorporating the cool hues and natural tones of the Coast's diverse surroundings.

Bespoke bedheads form the hero of the Superior Deluxe Rooms, their unique textural tactile panels and crisp white abstracts serving as an innovative addition to the sophisticated design, while The Star Entertainment Group's custom-created 'The Cloud' mattress topper, and specially designed pillow menu, ensure the perfect night's sleep.

Mr Hogg said the refurbishment of the existing facilities formed an integral piece of the property's current transformation.

"We see continued investment on the Gold Coast as an absolute necessity and we are extremely proud to be working with some of the best in the industry to offer both business and leisure guests a truly memorable experience," he added.

The refurbishment of Jupiters' almost 600 rooms is scheduled to be completed by the end of the year, while construction of the new six-star all-suite tower continues at the front of the property. The new tower is scheduled for completion ahead of the Gold Coast 2018 Commonwealth Games, of which The Star Entertainment Group is a major partner.

The refurbishment of the existing hotel and the new six-star tower are key projects within the property's current \$345 million investment program, and all construction has been carefully phased to minimise disruption to hotel guests.

For more information visit www.jupiterstransformation.com.au

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