



**Media Release**  
**2 November, 2018**

## **Final touches being added to make Ruby sparkle**

After 18 months of construction, the amazing new Ruby Apartments on the Gold Coast opens this Monday 5 November, and the Ruby team are busy making sure there's no gem left unturned before welcoming their first guests.

Resort CEO David Brook is excited to be only a few days from opening.

"It's been a long ride to get to this point, but the finished product is looking amazing. We only got onsite last week and have been working alongside the builders to commence fitout and my team have been working tirelessly to ensure that we are able to open on Monday as planned.

"Given the tight turnaround, not all levels will be complete on Monday and there will be a small amount of work being completed in some of the common areas, but our priority is to make sure that our first guests still enjoy a five-star Ruby experience and are all excited to finally open the doors on Monday" said David.

"Our team have entirely completed 15 out of the 30 levels and are working around the clock to deliver more by Monday to accommodate any last-minute bookings.

"We will continue delivering furniture to the final floors behind the scenes and as our lifts grant guests access to the floor they are on, guests will experience minimal disruption if any allowing everyone to relax and enjoy their first of what we hope will be many more holidays at The Ruby Collection."

"With an emphasis on space and design, each apartment in The Ruby Apartments exudes a luxurious feel that complements our Gold Coast surrounds. The use of teal and earthy tones brings together the ocean and hinterland and our bedspreads form a ripple like the ocean.

"The rose gold accents throughout each apartment are modern yet timeless touches and drawn from the inspiration of our namesake Ruby," said David.

The first tower features 243 apartments and villas with ocean or hinterland views, some with magnificent views of both, and all have a full kitchen, lounge and dining areas, private ensuite with shower and little extras such as USB charging points, Bluetooth speakers, complimentary Wi-Fi and easy access to Ruby's own digital concierge.

People wanting to be the first to stay at the brand-new Ruby Apartments have a few weeks left to take advantage of the special Grand Opening packages (on sale until 13 November) and save up to 50%.

Travel is available on selected dates between *5 November 2018 to 31 March 2020*. Book online at [www.therubycollection.com.au/sleep](http://www.therubycollection.com.au/sleep).

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**The Ruby Apartments – Tower 1**



*The first of four towers in the 'billion-dollar game changer' Ruby Collection development – the Ruby Apartments - is set to reshape visitor perceptions of what a family holiday experience is meant to be.*

*Featuring 243 apartments and 13 ground floor villas, Ruby Apartments, will be launched to the public in November 2018, combining family appeal and 5-star facilities, with a sophisticated indulgence and cutting-edge features.*

*Crystallised by the motto, 'we don't do ordinary', the Ruby experience will stand apart from what visitors have come to expect from a Gold Coast stay with a new level in service and amenities that will knit together the northern Surfers Paradise precinct.*

*Spanning 30 floors the stylish one, two and three-bedroom apartments and sky suites will provide a bird's eye view of the Pacific Ocean or Gold Coast Hinterland and cater to the modern family with spacious living areas, full kitchen and laundry suitable for families of up to 8 to come together and enjoy all the comforts of home.*

*In short, The Ruby Collection is a game changer.*

*At Ruby, the traditional roles of customer service staff will be replaced with Ruby Ambassadors, whose roles will be multi-faceted, enabling them to better understand guests and offer a more personalised service.*

*From the moment guests arrive, Ruby Ambassadors will assist with guests' every need - from assisting at check-in, booking local tours and attractions, making a dinner reservation or just have a conversation over morning coffee.*

*Ruby Ambassadors will simply know their guests better, and offer a more personalised service while creating a fun casual atmosphere.*

**\*IMAGES AVAILABLE ATTACHED\***

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