



Media Release
27 April, 2018

A sneak peek inside the Ruby Apartments

With only 7 months until the *Ruby Apartments* opens, the countdown is on to ensure that families don't miss out on staying at this 'precious gem' over the Christmas school holidays.

Construction of Tower 1 in the billion-dollar development – the *Ruby Collection* is now up to the 26th floor and the team at Ruby confirm that everything is on track and will be welcoming guests from the 5th November.

Having just finished the fit-out of their first two-bedroom apartment, Ruby CEO David Brook is thrilled with the final look and feel and believes it will raise the standard of holiday accommodation on the Gold Coast.

"With an emphasis on space and design, each apartment 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 will feature 243 apartments and villas with ocean or hinterland views each with a full kitchen, lounge and dining areas, private ensuite with shower and little extras such as USB charging points, Smart TV's so you can pair your own device, 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 later this year, can take advantage of the special pre-opening packages and save up to 54%.

All pre-opening packages are on sale for a limited time and available for travel from 5 November 2018 to 31 March 2020. Book online at www.therubycollection.com.au/sleep.

To look at the fit-out visit https://youtu.be/C_qdi0vBtx8

- ENDS -

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

MEDIA ENQUIRIES:

M10 Collective

PR and Communications for The Ruby Collection – Hotels & Resorts

Karen Smith | 0407 527 366 | karen@m10.com.au

Emma Bain | 0438 264 355 | emma@m10.com.au

The Ruby Collection – Hotels & Resorts

Alicia Szerszyn - Sales and Marketing Manager

Ph +61 7 5579 4495 | Email: sales_manager@therubycollection.com.au

Website: www.therubycollection.com.au