



**Media Release**  
**5 November, 2018**

## **First guests arrive at the Ruby Apartments, Gold Coast**

The team at Ruby Apartments couldn't be happier after welcoming their very first guests this morning.

Although every level of the shiny new apartments is not complete, the very first guests have received a five-star welcome from CEO David Brook, William the Bear and the Ruby Ambassadors.

"We are thrilled to welcome Mr & Mrs Griffith from Bulli, NSW to Ruby.

"It's always exciting to be the very first guests to check-in to a brand new resort and we wanted to make sure we celebrated it in five-star Ruby style.

"Our Ruby Ambassadors are on hand 24 hours a day to ensure that all the guests needs are met, and to help them create precious memories," said David.

"Our first guests checked in using our brand new Enzosystem check in kiosks (the first of their kind in Australia) and our Ruby Ambassadors were on hand to make sure everything ran smoothly, which I'm happy to say it did."

The first 100 guests checking in will also become part of The Ruby 'First 100 Club' and will receive souvenir champagne flutes and a bottle of Moët Chandon champagne in their room on arrival.

With some areas of The Ruby Apartments still to be completed, sister property Paradise Resort will welcome Ruby guests next door to use their facilities as required, including complimentary access to the waterpark.

The opening of the first tower in the 'billion-dollar game-changer' development that is The Ruby Collection, signifies the start of something new for the Gold Coast.

Apartment style holidays have now been taken to the next level thanks to The Ruby Apartments. Guests will receive five-star 24 hour service from fully trained Ruby Ambassadors who will help guests as much or as little as required.

The Ruby Apartments 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, Bluetooth speakers, complimentary Wi-Fi and easy access to Ruby's own digital concierge.

For those still planning their Christmas or New Year holiday, Ruby are still offering their pre-opening package and save up to 54%.

All pre-opening packages are on sale until 13 November and available for travel from *5 November 2018 to 31 March, 2020*. Book online at [www.therubycollection.com.au/sleep](http://www.therubycollection.com.au/sleep).

- 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](mailto:karen@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](mailto:sales_manager@therubycollection.com.au)

Website: [www.therubycollection.com.au](http://www.therubycollection.com.au)