



Media Release
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The 100 day countdown is on until The Ruby Apartments welcome their first guests

Excitement is building as the team at Ruby get closer to opening the Gold Coast's newest holiday accommodation.

CEO David Brook says construction is going well thanks to this beautiful Gold Coast weather.

"For the past couple of months, the weather has been on our side and we are well on track to receive the keys and commence fit-out mid-September.

"The 100 day countdown sees a new level of excitement and anticipation about what's ahead and as soon as we have the keys, my team will hit the ground running," David said.

"At Ruby *"we don't do ordinary"* and this will be paramount to visitors as soon as they arrive.

"We all know that there's no ordinary world; there are no ordinary people; no ordinary grandparents; no ordinary brother's and sisters; and no ordinary mums and dadsthere are also no ordinary holidays.

"Our Ruby Ambassadors will be on hand from day 1 helping visitors create extraordinary memories.

"They will be offering a new level of customer service and an exciting array of entertainment ideas for kids and adults to ensure it's a holiday to remember," he said.

Everyone is welcome at Ruby and with the first tower featuring one, two and three-bedroom apartments (suitable for families of up to 8) the team are looking forward to welcoming guests from all walks of life including singles, couples and families.

With only 100 days to go until opening and not many more until the Christmas school holidays begin, now is the time to book your Ruby escape.

To be one of the first to stay at The Ruby Collection, take advantage of the special 50% offer which is now on sale.



50% off Pre-Opening Sale

To celebrate our opening this November save up to 50% off the daily rate plus receive a range of bonus extras.

Inclusions:

- Start your day with a complimentary continental buffet breakfast in Stones Bar & Grill for all guests
- Unlimited access to the Waterpark
- One Kid Club session per child 3-12years per stay
- Complimentary Wifi throughout your stay
- Complimentary local calls from your in-room phone
- Complimentary daily housekeeping service Monday - Saturday; (Sundays available on request)
- Complimentary use of the cardio gym, sauna and steam room
- 24-hour check-in
- Access to a range of activities and entertainment
- Access to Ruby's 24/7 digital concierge

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

*Conditions apply

- 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 230 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 ON REQUEST

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