



**Media Release**  
**26 March, 2018**

## **Bookings to stay at this precious gem are now open!**

Advance bookings have commenced for the Gold Coast's newest apartment complex – the *Ruby Apartments*.

The first tower in the billion-dollar development – the *Ruby Collection* will open towards the end of November and it is expected that savvy travellers already planning their Christmas holidays will want to take advantage of the special pre-opening packages.

Those booking early will enjoy savings of up to 54% and be amongst the first to experience the newest and most innovative apartment style accommodation on the Gold Coast, boasting 24-hour resort amenities and services.

Couples, families and those after luxury escapes to the Gold Coast are all catered for and in keeping with the Ruby philosophy "We Don't Do Ordinary" David Brook, CEO of the Ruby Apartments said the pre-opening packages are little gems.

"Our aim was to create packages that will exceed the guest expectation. Experiences that create precious memories that will be remembered for years to come.

"We've considered each demographic carefully and created packages that will ensure our customers' expectations become a reality," he said.

The Ruby Apartments will feature spaciouly designed apartments, with fresh and classy furnishings, providing guests with all the comforts of home – plus a few extras.

Offering multiple configurations, the stylish one, two and three-bedroom apartments, villas and sky suites will cater perfectly for families, couples or even single travellers.

Featuring expansive living areas, full kitchen and laundry, private ensuite with shower and thoughtful extras such as USB charging points, Bluetooth speakers, complimentary Wi-Fi and with easy access to Ruby's own digital concierge, the apartment-style accommodation will be equally loved by younger and older guests alike.

The Ruby Apartments packages exude exciting value and offer something for everyone.

### **Best for Couples: Sun, Sand, Cocktail in hand**

Experience fun in the sun and enjoy life's simple pleasures with the ultimate Adults only getaway. Perfect to spend with your partner or a group of friends this package comes with a continental buffet breakfast daily, welcome cocktails, dining credit to spend at the onsite restaurant, complimentary Wi-Fi and much more.

**Stay 5 nights from \$995**

**Valued up to \$2190**



## SAVE 54.6%

### *Inclusions:*

- Start your day with a continental buffet breakfast in Stones Bar & Grill
- Undercover parking for one vehicle
- 2 x Welcome Cocktails
- The Ruby Collection signature candle (one per booking)
- \$100 Dining Credit to enjoy at Stones Bar & Grill

### **Best for Families: Family Fun Starts Here!**

A holiday the whole family can enjoy. Everyone knows the secret to the perfect family holiday is making sure the kids are happy and our Kids EAT FREE value offer will ensure there's a smile on everyone's face. The whole family will also enjoy a daily continental buffet breakfast in the onsite restaurant, undercover parking plus a collectable William the Bear plush teddy to take home.

**Stay 5 nights from \$1495**

**Valued up to \$3049**

## SAVE 51%

### *Inclusions:*

- Start your day with a continental buffet breakfast in Stones Bar & Grill for the whole family
- Kids Eat FREE for lunch & dinner in Stones Bar & Grill or the Terrace Café
- The Ruby Collection plush Teddy Bear to take home (one per booking)
- Bed rails and baby baths available on request
- Foot stool in the bathroom
- Undercover parking for one vehicle

### **Your Luxury Escape: Suite Dreams**

Don't just dream about it, treat yourself to life's little luxuries and indulge yourself in all that's new at The Ruby Collection. Located on levels 19-29 our spaciouly designed SkySuites sleep up to 7 guests and offer spectacular views of the Gold Coast City and Hinterland. Coupled with luxurious gifts including a bottle of Moët & Chandon and Gourmet Cheese Platter to enjoy on your own private balcony, Dining Credit to spend at Stone's Bar & Grill throughout your stay, Continental Breakfast daily and more, this package is what dreams are made of.

**Stay 5 nights from \$2495**

**Valued up to \$4765**

## SAVE 47.6%

### *Inclusions:*



- 5 nights in a Three Bedroom SkySuite for up to 7 people\*
- Guaranteed views of the Gold Coast Hinterland with all SkySuites located on levels 19-29
- Start your day with a continental buffet breakfast in Stones Bar & Grill for all guests
- Bottle of Moët and Chandon on arrival
- Gourmet Cheese Platter on arrival
- The Ruby Collection signature soy candle (one per booking)
- \$250 Dining Credit to enjoy at Stones Bar & Grill
- Complimentary Wi-Fi throughout your stay
- Complimentary local calls from your in-room phone
- Complimentary daily housekeeping service Monday – Saturday (Sundays are on request)
- Undercover Car-parking for up to two vehicles

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

\*Conditions apply

- ENDS -

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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 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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### **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)  
Emma Bain | 0438 264 355 | [emma@m10.com.au](mailto: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](mailto:sales_manager@therubycollection.com.au)

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