



For Release: Thursday 1 December 2016

'Game changer' set to change the Surfers Paradise skyline forever.

Paradise Resort is well underway with its latest redevelopment plans transforming this popular resort into a purpose-built, family friendly, apartment complex consisting of four individual towers, featuring spacious self-contained units, with a myriad of entertainment, activity and interactive facilities providing guests with much more amazing holiday experiences.

Dubbed '*The Ruby Collection*', this transformation will showcase the culture of the new Surfers Paradise – urbane and innovative whilst maintaining the focus of a family-friendly and relaxed destination.

The new development will retain many of the family friendly features it's become renowned for, whilst delivering a brand new product that resort guests have been requesting for many years.

"After 35 years of catering to the domestic family market, it is now time for Paradise Resort to catch up with the changing expectations our guests are asking for and away from the traditional hotel style accommodation. The Ruby Collection will offer self-catering apartments whilst retaining many of the food and beverage options preferred by many of our return guests."

"We have outgrown our current building and have been limited in offering further facilities due to the properties current structure. For us to meet the growing needs of our guests we believe that it is now time to grow with them," says General Manager of Paradise Resort and CEO of The Ruby Collection, David Brook.

"Across all four towers we will create a place that retains the fun for our younger guests with the addition of many more opportunities for the adults to get away and relax in stylish surrounds with quality food and beverage offerings. While it will still include its celebrated family friendly areas, Ruby will also offer world class entertainment, boutique bars and quality retail stores - somewhere the entire modern family can enjoy regardless of age or stage in life."

For more than three decades, Paradise Resort has become a family favourite, attracting visitors far and wide, thanks to its child-friendly facilities, onsite activities, and unique, friendly atmosphere.

Features such as the famous on-site water park - allowing parents to enjoy lunch and a drink while their children play, the ever-popular kids club, lively movie nights, resort mascots and magic shows, will all remain as the new venue takes shape, but on a much larger scale.

"Our focus in stage one will be on delivering a quality family friendly holiday experience with apartment style accommodation, which has long featured as a strong request in our current guest feedback," says Mr Brook.

www.therubycollection.com.au

D / +61 7 5579 4488 T / 1800 782 946

E / reservations@rubygoldcoast.com.au

9 Norfolk Avenue, Surfers Paradise QLD 4217





"Families want more space, cooking facilities and an area such as the lounge room to sit and relax in when the kids have gone to sleep - our current hotel rooms are unable to provide this".

"Whilst not all the same facilities enjoyed at Paradise Resort will feature in stage one, we want our guests to grow with us and be excited about what's still to come in stages two to four."

The redevelopment comes with the purchase of the resort by property developer William O'Dwyer, founder of Ralan Group.

Mr O'Dwyer first came to the Gold Coast as a backpacker from Ireland with his then girlfriend (now wife) in the late 80's, where he spent a few months working in the kitchen at Jupiter's Casino, and fell in love with the city.

Having been involved in the marketing and development of residential real estate since 1993, Mr O'Dwyer launched Ralan Group in 1998, naming the business after his first two daughters, Rachel and Lauren.

The company has since successfully delivered 38 separate projects across NSW.

But William had a dream to develop something special right here on the Gold Coast, a place where busy families could come together and enjoy all the comforts of home, relax and unwind while creating precious memories in the heart of the Gold Coast - Paradise Resort offered the perfect location to make it happen.

He quickly snapped up the opportunity, naming the future project after his third and youngest daughter, Ruby.

"The Ruby Collection is a game changer," says Mr O'Dwyer.

"It will headline the transition of Surfers Paradise into a world class destination and elevate the level of amenities available to residents and visitors."

The Ruby Collection is set to change the Gold Coast skyline forever, reaching new levels in terms of stylish family accommodation and entertainment whilst exceeding the expectations of the discerning corporate and international visitor.

Mr O'Dwyer says the lifestyle and entertainment facilities to be delivered as part of stages two and three will be a significant improvement on what is currently available at the existing resort.

"I have spoken with the staff at Paradise Resort regarding the plans for Ruby and they agree that the new shopping, dining and entertainment precincts included in the project are a much-needed replacement for the ageing facilities at the resort," he says.

Stage one is on track to open at the end of 2018 paving the way for work to commence on stages two, three and four all due for completion by 2021.



By the time the project is complete, The Ruby Collection will encompass four towers ranging from 30 to 60 floors and amass 1600 architecturally stunning 1, 2 and 3 bedroom apartments with over 2990 rooms.

Connecting the four towers will be a village green offering space for events and innovative public art, world class entertainment, signature chef restaurants, boutique bars and cafes and quality retail stores.

The location is set to become an institution for shoppers, tourists and diners, looking for fine food, beautiful surrounds and friendly staff all in an environment that suits a variety of tastes.

“Our vision is to create a quality family friendly holiday experience that provides entertainment, activities and facilities synonymous with the expectations of the Gold Coast but will also bring the extended family together so that everyone, no matter what age, family size or stage in life, Ruby will provide a place to escape the realities of every day and enjoy family time”.

IMAGES AVAILABLE ON REQUEST

MEDIA ENQUIRIES: The Ruby Collection - Accommodation Division
Alicia Szerszyn - Sales and Marketing Manager
Ph 07 5579 4495 | Email: sales_manager@rubygoldcoast.com.au

Article written by Nicole Madigan at Stella Communications <http://www.stellacomms.com/>