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Page 1 of 1



AccorHotels signs new Brisbane hotel

AccorHotels has entered into an agreement with developer Traders in Purple for a \$15 million new build hotel, The Sebel Brisbane Margate Beach, which is now open.

Announced at AHICE, the beachfront hotel features 58 spacious and elegantly decorated studio rooms, each of which features a separate dining area and balcony.

The hotel also has an onsite bistro and bar, while business guests are catered for by the hotel's conferencing facilities and rooftop entertainment space.

AccorHotels General Manager – Franchise Australia, Danesh Bamji, said AccorHotels was thrilled to partner with Traders in Purple to bring another iconic Sebel property to Queensland.

"The Sebel is a well-established brand, known and loved by guests for its high quality and stylish apartments," he said. "The new hotel will showcase The Sebel's brand signatures including inspiring décor coupled with warm service to make guests feel welcome throughout their stay."

Traders in Purple CEO, Brett Robinson, said, "We're delighted to be partnering with AccorHotels through The Sebel brand to deliver superior boutique accommodation, dining, conference and wedding amenities while also leveraging Margate's lifestyle experience with sandy beach access and wellbeing guest experiences.

The 4.5-star Sebel Brisbane Margate Beach is located on the corner of McCullouch Avenue and Margate Parade and is easily accessible from Brisbane's CBD and is only a short distance from Brisbane Airport.