



MEDIA / TRADE RELEASE

THURSDAY, 11 SEPTEMBER 2014

Perth Ambassador Hotel celebrates launch of new \$2m rooms

The Perth Ambassador Hotel unveiled the results of a multi-million dollar refurbishment at a glittery affair last night, launching their brand new Premium Deluxe Rooms.

With a modern, fresh update, the new room category features a soothing charcoal, purple and walnut colour scheme, along with crisp white linen, an invitingly comfortable bed, luxe ensuite bathroom, quality amenities, modern work desk, free Wi-Fi internet and the latest in-room entertainment.

Launch party guests, including CEOs of tourism organisations, Consulate Generals, City of Perth Councillors, travel agents, trade partners and media, were treated to delectable food, wine, cocktails and a showpiece dessert station of a carved fruit display and petite treats. Welcomed via a red carpet entry, guests were wowed by the silver stars theme and a warm Welcome to Country indigenous performance, live music, prize giveaways and goody bags.

“The Perth Ambassador Hotel was built in 1984 and has been operating under the Australia Pacific Hotels Group since 2006. Over the years, we have continued to enhance and improve the product and services, with one goal in mind – to offer value and quality to each of our guests. This latest refurbishment completely transforms 90 of the 170 total rooms, which we are extremely proud to be able to officially launch tonight”, said Director of Sales and Marketing, Kate McCann.

General Manager, Jeromy Cotterill continued with a heartfelt thank you to all involved in the project, hotel staff and the tourism industry for their support.

Located in a prominent position on Adelaide Terrace, the Perth Ambassador Hotel is minutes from the Swan River and CBD. Whether staying for work or play, guests have convenient access to the City’s shopping destinations, restaurants, bars, entertainment, nightlife, sport venues and tourist attractions, making the hotel an ideal base to explore all that Western Australia’s capital city has to offer.

To book one of the new refurbished Premium Deluxe Rooms, call +61 8 9325 1455 or visit www.ambassadorhotel.com.au.

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About Australia Pacific Hotels

Australia Pacific Hotels Group proudly owns and manages the award-winning 3.5 star Goodearth Hotel and Perth Ambassador Hotel, along with the 3 star Sleepwell Motel in Albany, Western Australia. The Goodearth and Perth Ambassador Hotels are centrally located on Adelaide Terrace in the Perth CBD, 11km from the Domestic Airport and 18km from the International Airport. The magnificent Swan River and the city centre are just a short stroll away or easily accessible via a regular free city bus service. The Goodearth Hotel features 180 spacious apartment-style rooms with all the benefits of full hotel service including a licensed restaurant and bar, 24-hour reception, meeting and function facilities and a daily housekeeping service. The Perth Ambassador Hotel comprises of 170 well-appointed rooms and suites, gym, sauna, licensed restaurant and bar, meeting and function facilities plus car and coach parking. The Sleepwell Motel is situated 4 hour's drive from Perth in the South West region, offering 60 rooms and apartments along with an indoor heated pool and spa, BBQs, children's playground and tennis court. To make a booking or for further information visit www.goodearthhotel.com.au, www.ambassadorhotel.com.au or www.sleepwellmotel.com.au.

Notes to editors:

- Images - New Refurbished Premium Deluxe Rooms <<PAH New – Premium Deluxe Double Room.jpg>> / <<PAH New – Premium Deluxe Double Corner Room.jpg>> / <<PAH New – Premium Deluxe Room Ensuite.jpg>> / <<PAH New – Premium Deluxe Room Ensuite2.jpg>>
- Images - Guests <<IMG_1092.JPG>> / <<IMG_1095.JPG>> / <<IMG_1098.JPG>> / <<IMG_1103.JPG>> / <<IMG_1144.JPG>>
- Images - Food <<IMG_1054.JPG>> / <<IMG_1056.JPG>>
- Image – Welcome to Country <<IMG_1119.JPG>>
- Image - Musicians <<IMG_1137.JPG>>
- Image - Hotel Owner & City of Perth Councillors <<IMG_1167.JPG>>

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