

TRAVEL AND HOSPITALITY

St. Regis plans Australian debut for 2022

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Rendering of Flinders Bank. Image credit: Century Group Aus

By STAFF REPORT'S

Hospitality brand St. Regis Hotels & Resorts is opening its first property in Australia, catering to the market's growing demand for luxury travel.

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Owned by Century Group Aus, The St. Regis Melbourne will be located in a mixed-use residential development Flinders Bank. Slated to open in 2022, the hotel is situated nearby to retail and cultural experiences.

"Melbourne's vibrant mix of world-class dining, art galleries and rich history makes it an ideal destination for the debut of the iconic St. Regis brand in Australia," said Lisa Holladay, global brand leader of St. Regis Hotels & Resorts, in a statement. "We are delighted to be working with Century Group Aus to open The St. Regis Melbourne and offer our guests impeccable service and exquisite experiences in Australia."

Melbourne bound

Flinders Bank is a 33-story apartment tower. The St. Regis will be located in the building's second through 11th floors.

In addition to 168 guest rooms, the hotel will include eateries and the St. Regis Bar. Rounding out the amenities are a fitness center and spa.

As with other St. Regis properties, guests will have access to butlers, who will work to customize their experience.

"We are honored to be bringing this iconic brand to Australia," said Connie Wu, executive director of Century Group Aus, in a statement. "From the outset, we knew we wanted to create a hotel for today's discerning and sophisticated traveller and the St. Regis brand's timeless, tasteful and luxurious offering is the perfect fit.

"We are confident this hotel will become an architectural benchmark in the region and the jewel in the crown at Flinders Bank," she said.



Rendering of The St. Regis Melbourne. Image courtesy of St. Regis

Australia saw 9.1 million international tourists in the year up to June 2018. This was up 6 percent year-over-year.

While most tourist traffic comes from neighboring New Zealand, China is second on the list, followed by the United States and United Kingdom.

"This signing is an indication of the investment community's confidence in the Australian hotel market, where we are seeing a growing demand for premium lodgings," said Richard Crawford, senior director of hotel development for Australia, New Zealand and the Pacific at Marriott International, in a statement. "The St. Regis Melbourne will be an outstanding addition to our strong and growing footprint in the region, where we are on track to boast the largest portfolio of upper upscale and luxury hotels and resorts, with two-thirds of the new supply pipeline."

Fellow Marriott-owned chain The Luxury Collection Hotels & Resorts is going down under for its first property on the Australian island of Tasmania, scheduled to open in 2018.

Located in the heart of Tasmania's capital, Hobart, The Luxury Collection will open The Tasman Hotel in repurposed heritage buildings in Parliament Square following a full-scale renovation. Australia as a whole has become a desirable location for luxury brands due to the country's growing high-net-worth population and comfortable standard of living ([see story](#)).