

TRAVEL AND HOSPITALITY

Veuve Clicquot pop-up hotel returns to Land Down Under

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Hotel Clicquot is welcoming guests from Oct. 13 to 28. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne maker Veuve Clicquot is coming back to Australia.

Following the 2022 launch, fans of the maison can once again stay at the Hotel Clicquot pop-up experience in Noosa, Queensland. From Oct. 13 to 28, guests will be granted an exclusive culinary experience during their respective three-night bookings, eating dishes crafted by world-renowned chefs.

"Hotel Clicquot Australia is perhaps the ultimate expression of the optimism and joy that sits at the heart of our Maison," said Jean-Marc Gallot, president and CEO of [Veuve Clicquot](#), in a statement.

"We are absolutely delighted to once again host the world's only Hotel Clicquot on the coast of Australia," Mr. Gallot said. "And what better location for the Hotel Clicquot than Australia, with its magnificent beaches and ebullient joie de vivre!"

Return of Hotel Clicquot

Set on the coastline of Sunshine Beach, the temporary lodging immerses guests in the world of Veuve Clicquot and its products.

Customers can engage with the maison in a new light thanks to the hospitality framing. The move draws on the trend of experiential expeditions among luxury clientele, its location chosen last year as part of the brand's 250th-anniversary celebration.



Guests can expect a sparkling swimming pool, branded experiences and world-class dining during their stays. Image credit: LVMH/ARR

This year, the label is taking inspiration from its two-and-half centuries of operation, focusing on the element of savoir-faire with the help of three of Australia's most famous gastronomical figures.

The trio includes Peter Gilmore, Martin Benn and actor Chris Hemsworth's private chef Sergio Perera. These talents are providing menus that showcase Veuve Clicquot's "La Grande Dame."

The house has been celebrating the signature Champagne throughout 2023, including via an artist collaboration with a female Italian ceramicist ([see story](#)).

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