

## Melbourne's premier Albert Park hotel rebrands to Pullman

### *Accor's upscale business hotel brand debuts in Melbourne, the first Pullman hotel for Victoria*

On 26 February 2013, Melbourne's premier events hotel celebrated a changing of the guard as The Sebel Albert Park Melbourne rebranded to **Pullman Melbourne Albert Park** while works began on a multi-million dollar refurbishment. The adjoining Citigate hotel rebranded to Mercure, the third in Melbourne CBD.

As part of the hotel's dramatic transformation, the lobby of the Pullman and Mercure Melbourne Albert Park will be completely redesigned, as will parts of the hotel's conference facilities, while the 169-guestrooms in the Pullman tower will receive a sophisticated makeover in-keeping with **Pullman's 5-star standards**.

While Pullman may be the newest 5-star hotel name in Australia, it was renowned for changing the face of American overnight accommodation in the 19<sup>th</sup> century when Pullman railway carriages – known as 'palaces on wheels' – were introduced on to America's rail system. With their opulent sleeping cars and fine dining carriages, they changed train travel from a mode of transportation into a luxury travel experience.



Pullman is now having a similar impact on the Australian hotel scene as it is now the country's largest 5-star hotel brand – taking over from Hilton – while the renovation of Pullman hotels in Sydney, Brisbane and now Melbourne will cement its status as Australia's leading 5-star brand.

Centrally located on Queens Road overlooking picturesque Albert Park Lake with the vibrancy of St Kilda Road and Chapel Street just minutes away, the hotel is the ultimate base for those looking to enjoy iconic Melbourne events such as the Formula 1 Australian Grand Prix, Australian Open Tennis, Spring Racing Carnival, Royal Melbourne Show, St Kilda Festival and more.

Taking advantage of Pullman Melbourne Albert Park's grand entrance, the lobby will be transformed into a luxurious and contemporary space with new reception pods adding to the modernised check-in experience. New floors will be laid while a striking lighting feature around the imposing atrium and spiral staircase will add to the sense of arrival. New sofas, arm chairs, tables and designer rugs will help fill the space and the new look lobby will be one of the most appealing in Melbourne.

As part of the hotel's extensive upgrade, the new business centre and connectivity lounge where guests can enjoy complimentary WiFi and business services will further add to the new Pullman

experience and will be located just off the lobby. Designed to meet the demands of guests on the go, the business centre and connectivity lounge will be available for all to enjoy.

The **hotel's ballroom** which can hold up to 1600 people has already completed its extensive renovation and as part of the refurbishment, the ballroom has had new LED colour control lighting & pin-spot technology installed, new curtains, operable walls, new carpets and all of the bathrooms have been completely redesigned.

A warm and inviting space will await guests of the **Pullman Executive Lounge**, a hallmark of every Pullman hotel. Tailored towards the business traveller and guests who seek the complete Pullman experience, the Lounge will be converted into a luxurious space which will be furnished with tables and chairs, plush sofas, arm chairs and LED TV's. New carpet and wallpaper will also feature and a marble food and drink buffet station will ensure a memorable experience.

All of the guestrooms in the Pullman tower will receive a complete makeover which will see bedrooms and bathrooms completely redesigned. A rich colour palette of gold, red and charcoal will be highlighted by intricate lighting features, contemporary mirrors and wall art, giving the rooms an instant lift. Glass work tables, lounge chairs, ottomans and new wardrobes will add to the luxurious new look.

All of the bathrooms will be re-tiled with new bathtubs and showers, vanities, taps and basins installed. Corridors will also receive new carpets, wallpaper and new signage which will brighten up the floors.

Other facilities on offer at **Pullman and Mercure Melbourne Albert Park** include a fully equipped gymnasium, indoor heated swimming pool, spa and sauna.

Pullman Melbourne Albert Park joins a network of 11 Pullman hotels in Australia, including: Pullman Port Douglas Sea Temple Resort & Spa, Pullman Palm Cove Sea Temple Resort & Spa, Pullman Cairns International, Pullman Reef Hotel Casino, Pullman Brisbane King George Square, Pullman Sydney Hyde Park, Pullman Sydney Olympic Park, Pullman Quay Grand Sydney Harbour, Pullman Resort Bunker Bay and Sails in the Dessert, a member of Pullman Hotels.

*Pullman Melbourne Albert Park is offering a special Bed & Breakfast package with rates starting from \$235 per night. To book, call 13 15 15 or head to [www.pullmanhotels.com](http://www.pullmanhotels.com)*

### **About Pullman**

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 4,400 hotels and 145,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travellers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has more than 60 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands within Accor's portfolio, is proud to offer the Le Club Accorhotels(R) loyalty program. Further information concerning the Pullman hotels is available on [www.pullmanhotels.com](http://www.pullmanhotels.com).

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