

Crowne Plaza Melbourne unveils multi-million dollar refurbishment

Iconic Melbourne property unveils new-look guestrooms



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After a carefully orchestrated 12-month refurbishment program, Crowne Plaza Melbourne has unveiled a stunning, \$25 million transformation of its guestrooms, making it one of the city's most enviable hotels for business and leisure travellers.

As part of the refurbishment, all 402 guestrooms have been completely transformed, with contemporary bathrooms, standalone showers with state-of-the-art showerheads, premium bedding, designer furnishings and striking artwork a feature. Connectivity throughout the entire hotel has also been upgraded.

The hotel's City View rooms now boast spacious walk-in wardrobes with sleek workstations, while the hotel's Luxury suites feature deep bathtubs, walk-in showers, plush bedding, new furniture and sweeping views of the Yarra River and Melbourne city skyline.

Area General Manager for InterContinental Hotel Group (IHG) for Melbourne and Canberra, David Mansfield, said the renovation is the first step in a new chapter for the hotel. "Few properties in Melbourne have a history as rich as Crowne Plaza Melbourne and the standard to which all of the hotel's guestrooms have been refurbished is outstanding," he said.

"The property is absolute riverfront and is in a premium position – close to Melbourne's Convention and Exhibition Centre, the CBD and on the doorstep to Melbourne's tram network. With Phase 1 of the refurbishment now complete, together with the hotel owners SB&G Group, we are excited by the appeal the new rooms will have for business, long-stay and leisure travellers and we look forward to welcoming them".

Describing the inspiration behind the new-look rooms, Tina Parkinson, Senior Development Manager for SB&G Group, said, "Our intention was to create an experience that blends work and leisure while ensuring the design was functional and contemporary. Multiple workspaces enable casual and formal work areas, open 'walk-in' wardrobes enhance the leisure experience, and bright and inspiring accents complement the rooms' neutral and calming tones. Artwork by Australian photographer Judith Martinez is a key design feature in all of the rooms and her 'Layers of Melbourne' digital collages have a great impact."

Phase 2 of the hotel's multi-million dollar refurbishment will commence in the second quarter of 2019 and will see all of the hotel's public areas redesigned, including updates to the hotel's conference and event facilities, a new restaurant and bar concept, and updates to the hotel pool, gymnasium and lobby.