



ANNOUNCING A BOLD NEW ERA FOR CROWNE PLAZA MELBOURNE

For three decades, Crowne Plaza Melbourne has played a definitive role in Melbourne's rich cultural history. Exclusively situated on the banks of the Yarra River, our iconic hotel is known and loved by many throughout the world.

Now, we're reinventing what it means to stay at Crowne Plaza Melbourne by bringing our unique brutalist style and surrounding industrial heritage into a 'New Modern' era. Our upcoming renovation of all guest facilities – due to start in July this year – will incorporate the philosophy of 'work, restore, inspire'. This will complement the recent \$25 million refurbishment of our 402 guest rooms, which encourage a work-life balance with their bold yet calm design. Upon completion, guests will not only enjoy our unrivalled location and breath-taking views of the city skyline, but also a suite of majestic new facilities designed to enhance their stay.

MELBOURNE'S PREMIER CONFERENCE, FUNCTION AND EVENTS SPACE

Crowne Plaza Melbourne will soon boast bold new function spaces that will cater to all our clients conference and event's needs.



The upcoming refurbishment will see the transformation of a multi-functional conference centre, complete with innovative

audio, visual, sound and lighting technology as well as a spacious pre-function lounge and beverage bar. Our versatile event rooms have also been re-designed to provide greater flexibility and increased capacity.

In addition to the refurbishment of our existing function floor, additional social and focused workspaces will be created to align with our 'New Modern' feel by incorporating bold layers of timber, stone, metal and glass.



Fully equipped with a fireplace, contemporary furniture and food & beverage tablet technology, it provides the perfect place for professionals to hold meetings, co-working sessions or social gatherings.

Throughout the entirety of this new space, Crowne Plaza Melbourne embraces its iconic view of Melbourne's sprawling city skyline. Whether guests are using it for corporate or personal needs, it offers the ultimate backdrop for anyone who chooses to host their event or function in this newly-created space.





CONTEMPORARY-DESIGNED FACILITIES TO ENHANCE GUEST EXPERIENCE

Our upcoming refurbishments will ensure guests enjoy every step of their Crowne Plaza Melbourne experience, from our newly-created riverside and Spencer Street lobbies to the rooftop pool area that welcomes guests as part of the city skyline. Throughout the hotel, guests will enjoy a pared-back industrial aesthetic that brings the heart of Melbourne inside our doors. Renovations will also make way for a brand-new gym and wellness centre that guests can retreat to for some relaxation and rejuvenation.

INTRODUCING STATE OF THE ART DINING OPTIONS

Once transformed, Crowne Plaza will offer guests the opportunity to 'Escape the Ordinary' with three newly created restaurant and bar concepts that combine Melbourne's unique spirit with inspiration from around the world. As Melbourne's only absolute riverfront hotel, these innovative bar and dining areas will offer exclusive views of the Yarra River. Our new restaurant will offer creative dishes prepared with

local ingredients in a stylish yet cosy setting while an array of playful and inventive cocktails will be on offer at our new bar. Finally, our eco and health-conscious café will provide the opportunity to grab a bite to eat or find the perfect cup of Melbourne coffee before heading out for the day.

WHAT YOU NEED TO KNOW

The vibrant transformation of Crowne Plaza Melbourne will begin on July 23, 2019. During this

time, our hotel will remain open to guests with limited facilities available. We expect refurbishments to be completed in mid-2020, at which point our distinctive new era will officially begin.

WANT TO KNOW MORE?

If you have any queries about our upcoming renovations and how it might impact

operations, contact Crowne Plaza Melbourne-Sales and Marketing team on 61-3-9648 2777 or visit melbourne.crowneplaza.com

