



MEDIA RELEASE

Centr@l Sky Lounge Apartment Hotel is flying high in Melbourne

The newest addition to Victoria's accommodation market, Centr@l Sky Lounge Apartment Hotel is open for business and is welcoming visitors to its sky-high apartment-style hotel rooms located in the heart of Melbourne.

Sleek in its design and boasting stunning views of the city from almost every room, the stylish Apartment & Hotel complex is a spectacular new fixture on the Melbourne cityscape and is already attracting visitors from across the country.

Constructed and managed by highly respected Brisbane-based hotel chain Centr@l, Sky Lounge Melbourne is the Queensland company's first move into the Victorian market and has become their most exciting project yet.

The four-level boutique-style Centr@l Sky Lounge comprises 152 luxury studio and one-bedroom apartments complete with every necessary modern convenience – perfect for every traveller, whether venturing to the city for business or pleasure.

Constructed atop the historic old coach terminal on Therry Street, Centr@l Sky Lounge Melbourne is located directly opposite the legendary Queen Victoria Markets, and is just a stone's throw from some of the city's most famous precincts and attractions.

Central Apartments & Hotels Director of Sales, Sandra Swatton, said the latest addition to the company's property portfolio reflects their commitment to quality, luxury and convenience.

“As with all Central Apartments & Hotels, Centr@l Sky Lounge is ideally located for both business and pleasure at the northern entry to the CBD, opposite the Queen Victoria Markets and a mere five-minute stroll from the bustling business and shopping districts, including Bourke Street Mall and Melbourne Central shopping centre.

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“The newly-built Central Sky Lounge is the perfect base from which to explore Australia’s ‘most liveable city’, just 35 minutes from Tullamarine airport and with Carlton Gardens, Flagstaff Gardens, the Melbourne museum and renowned Lygon Street dining and entertainment precincts in easy walking distance. And for those visitors who want to venture slightly further afield, there is an abundance of tram, train and bus stops nearby, and car hire companies just around the corner.”

Each of the 152 luxury apartments boast air-conditioning, cable television, DVD player and flat screen TV, ISD/STD direct dial phone and broadband internet connection. All apartments are nine stories above street level meaning most have spectacular uninterrupted views of the city and its surrounds.

The chic and sophisticated Sky Lounge licensed restaurant and bar, located on the 9th floor, serves breakfast and dinner 7 days a week. For those who prefer the comforts of home, each apartment features fully-equipped kitchenettes, cooking facilities and refrigerator, with a guest laundry available and dishwashers and washer/dryers in each one bedroom apartment.

Business travellers will delight in the brand new meeting room facilities, with undercover above-ground car parking and dry cleaning (upon request), making it perfect for on-site meetings and short stays. The conference room has climate control air conditioning, direct access to café/kitchen area and broadband access.

Central Apartments & Hotels is Brisbane’s largest and longest running operator of residences, apartment hotels and conference venues and as part of the Pradella Group, one of Brisbane’s most innovative property developers and construction companies, have built a reputation of vision and success in Queensland and New Zealand. They boast an impressive portfolio of central city hotels, apartments, residences and conference venues in Brisbane, Melbourne, Auckland and Wellington.

For bookings or enquiries call Central Reservations on 1800 077 777 or visit www.centralapartmenthotels.com.au.

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To celebrate the grand opening of the new Central Sky Lounge Apartment Hotel, guests can stay in a studio apartment from just \$159.00 AUD per night and receive free continental breakfast – valid from Sunday to Thursday, 1 July 2009 to 31 October 2009. Weekend rates available at a surcharge.

To book visit www.centralskylounge.com.au

Or if you're planning a longer trip, the **stay 7 nights and only pay for 5**, priced from just \$128 AUD per night, includes when you stay in either a studio or one bedroom apartment, valid all week through Monday to Sunday, from 1 July 2009 to 31 October 2009.

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About Central Apartments & Hotels:

Backed by over 45 years in the tourism and property management sectors, Central is one of Australia's pioneering providers of business, holiday and long stay accommodation and is now growing its network into New Zealand. Central Apartments and Hotels is one of the largest operators of serviced apartments in Queensland focusing primarily on the corporate traveller and conference markets. In addition, the Central Group also operates a range of conference venues in Queensland, Melbourne and Wellington.

Central Apartments & Hotels is the hospitality division that is wholly-owned by the Pradella Group, one of Queensland's largest family owned property development, construction companies founded in 1959. The Pradella Group has built diverse business interests in incorporating residential and commercial developments, hotels and serviced apartments and project management and today employs more than 200 people and has an annual turnover in excess of AUD\$180 million.

Further information:

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