

## Emporium leads Hotel living trend at Southpoint: Q&A with General Manager Peter Savoff



**July 2016 – Queensland Tourism Hall of Fame inductee Emporium Hotel is set to bring its award winning service and facilities into the home of apartment residents when it opens its doors in Anthony John Group’s \$600m Southpoint development, located in South Bank, in early 2018.**

Brisbane’s mark as a city of cosmopolitan savvy was complete with the opening of the Emporium Hotel in June 2007, the first true luxury boutique hotel for the Queensland capital. The hotel was the sole vision of two dedicated property and design-driven Queenslanders, Tony and Fran John of the Anthony John Group. Together they conceived, created and delivered a hotel without equal in Queensland.

Now they are about to do it again with a new 141 room flagship Emporium Hotel set to open its doors early 2018 in the \$600m mixed-use Southpoint development in South Bank. In a unique twist, this time they are extending exclusive access to the Hotel’s award winning services and facilities to owners of the residential apartments and residences located in the same tower; Emporium Apartments and Emporium Residences.

Traditionally a lifestyle concept considered well out of reach for everyone but the very rich and famous, hotel living is fast becoming a growing trend among luxury apartment developments in Brisbane. From concierge services to personal chefs, room service, spa treatments and cleaning services, residents are set to throw off the mundane day to day domestic tasks and approach life as one extended holiday.

Emporium Hotel General Manager Peter Savoff, who has been at the helm of the iconic Fortitude Valley institution since its opening, provides some insight into what residents and guests can expect when the new hotel opens.

**Purchasers of Emporium Residences and Apartments have the inimitable benefit of having access to the award winning services and facilities of the Emporium Hotel at Southpoint - is this concept something you have seen delivered in Brisbane before now (ie Hotel living)?**

Whilst this is not a new concept in cities like New York or London, Emporium Residences and Apartments will offer the first *truly integrated* five-star hotel living experience Brisbane has seen, where owners can enjoy all the benefits of a luxury hotel stay in the comfort of their own home. Anthony John Group are pioneering this concept, with a true luxury offering that stands well above what other developments are selling. From the stunning rooftop pool and cocktail bar to use of the state of the art gymnasium, business centre, exquisite restaurants and in room services – there is nothing apartment residents will be left wanting for.

**How do you see the above enhancing/changing the perception of luxury apartment living in Brisbane?**

The combination of a spectacularly finished home with the services of a multi-award winning boutique hotel is luxury living on a completely new level in Brisbane. It's a fact of life that most business people work long and hard to achieve the success they have earned. Purchasers of Emporium Residences and Apartments can now come home and everything they dreamed about achieving that work/life balance is right there. This is a new benchmark that will be hard to beat.

Beyond the access to the services and facilities there is also the personal experience - where the concierge knows your name, your birthday or anniversary - the little things that we pride ourselves on doing that delight our customers and, I believe, truly sets us apart.

**What do you think residents will take advantage of most?**

I think it would be hard to pick any one thing. From being able to access your own personal chef to cater your dinner party, to ordering room service at any hour of the day, in room massage and spa treatments or cleaning services – it's all literally going to be at their fingertips.

Most importantly, all of this combined means they can take advantage of the convenience offered and luxury of having time back to enjoy life with loved ones in their beautiful home, located in Queensland's premier lifestyle precinct.

**A lot of high end apartments in Brisbane are spruiking hotel style service offerings such as concierge - how do you see the Emporium Southpoint offer being different from these?**

Perhaps the biggest point of difference is the fact that Emporium Hotel has been twice recognised as Australia's Best Luxury Hotel at the Australian Tourism Awards – it has been inducted into the Queensland Tourism Hall of Fame. No one else can say the same. Whilst the other apartments offer 'hotel style' services, the Emporium Hotel is the genuine article. We have built an international reputation on our award winning service and intend for the Emporium Apartments and Residents Southpoint to become an extension of our brand ethos of 'exquisite stays...' to 'exquisite living'.

**There are a lot of Hotels planned to open in the Brisbane market in the coming months/years - how is Emporium going to ensure it stays front of mind with customers and retains its position as Brisbane's leading boutique luxury hotel?**

We are excited about the many new hotels planned to open in Brisbane, because they will allow our city to compete for major events and grow our share of rapidly increasing international tourism. But guests keep coming back to the Emporium Hotel because they feel genuinely valued, and when you present an immaculate facility with a truly devoted service team, it's a rare and memorable combination that never grows old or goes out of style. Our staff have the intuition to make guests feel 'at home' in a luxury, boutique hotel. This level of service can only be achieved by dedicated employees who willingly go the extra mile for guests every day.

**What do you see the biggest challenge being to Hotel's such as Emporium today?**

There is a trend that implies that the increasing level of technology in a hotel should be inversely proportional to the number of staff who serve a guest. Personally I believe technology advances such as a person-less check in are the very antithesis of our Emporium service culture. Hotels need to ensure they stay true to their brand promise and not compromise key areas for the sake of looking technologically advanced.

**Are there any emerging trends you see in hotel accommodation - locally or overseas?**

As travellers become more experienced and confident, they like to express their taste and individuality by choosing bespoke accommodation and therefore smaller, independent, boutique hotels will increasingly become the choice of mature travellers.

**What can Brisbane expect from the new Emporium Hotel Southpoint when it opens its doors in early 2018?**

In 2007 Tony and Fran's dream for the Emporium Hotel was a tangible vision of contemporary elegance and enchanting hospitality, whilst providing the highest level of sophistication and service in a boutique environment. This vision remains just as relevant as we look to the opening of the new hotel. The unique, iconic interior architecture will once again be driven by Fran, whilst Urban Art Projects and Greg Harris Design will again play a key roles in source the best local design talent to showcase within the Hotel. We are very excited to continue to show the world how Brisbane can deliver an exquisite boutique luxury experience that rivals, if not exceeds, the biggest hotel brands in the world.

The new flagship Emporium Hotel at Southpoint is scheduled to open in early 2018. A selection of Emporium Residences remain for sale priced from \$1,850,000.

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### **About Southpoint**

Queensland's largest Transit Oriented Development (TOD), Southpoint is Anthony John Group's \$600m mixed use project and will be built on the last piece of land to be developed in South Bank. The three-tower project features beautifully appointed one, two and three bedroom luxury apartments, Brisbane's second Emporium hotel and A-Grade commercial office space. A ground-level pedestrian plaza will also incorporate convenient shopping, wine bars, cafes and restaurants around heritage-listed Collins Place, as well as an upgraded South Bank train station.

For more visit [www.lastpieceofsouthbank.com.au](http://www.lastpieceofsouthbank.com.au)

### **About Emporium Hotels**

Brisbane's mark as a city of cosmopolitan savvy was complete with the Emporium Hotel, the first true luxury boutique hotel for the Queensland capital. The hotel is the sole vision of two dedicated property and design-driven Queenslanders, Anthony and Francine John of the Anthony John Group. Together they have conceived, designed, created and delivered a hotel without equal in Queensland.

Built in conjunction with the now pivotal residential and retail precinct, Emporium, in Brisbane's Fortitude Valley. Once a derelict site, today it represents the heart of inner city lifestyle, famed for its fusion of residential living, retail, restaurants, bars and our luxurious Hotel.

*Recipient: Hall of Fame, Queensland Tourism Awards 2014*  
*Winner: Leading Boutique Hotel in Australia, World Travel Awards 2015*  
*Winner: Best Boutique Hotel in Australia, HM Awards for Hotel Excellence 2015, 2013, 2012, 2011, 2010 & 2009*  
*Winner: Best Luxury Accommodation, Queensland Tourism Awards 2014*  
*Winner: Best Hotel Bar in Australia, HM Awards for Hotel Excellence 2014*  
*Winner: Best Luxury Accommodation, Qantas Australian Tourism Awards 2013, 2012*  
*Winner: Best Luxury Accommodation, Queensland Tourism Awards 2013, 2012, 2009, 2008*  
*Winner: Australia's Leading Hotel Residences, Dubai World Travel Awards 2013*  
*Winner: Best Training Initiative, Queensland Hotels Association Awards for Excellence 2013, 2011*  
*Winner: TripAdvisor Certificate of Excellence, 2013*  
*Winner: Best Deluxe Hotel Accommodation 5 Star+, Queensland Hotels Association Awards for Excellence 2012*  
*Winner: Trendiest Hotels in Australia, TripAdvisor Travellers' Choice Awards 2012*  
*Winner: Best 5 STAR Hotel, Silver Award, AAA Awards for Excellence 2011*  
*Winner: Best Hotel Caterer, Restaurant and Catering Awards for Excellence QLD 2010*  
*Winner: Best Small Luxury Hotel in Australia, Gourmet Traveller Travel Awards 2010 & 2009*  
Named one of the world's best new hotels in the International Condé Nast Traveller's Hot List 2008

For more visit [www.emporiumhotels.com.au](http://www.emporiumhotels.com.au)

### **About Anthony John Group**

Established in 1983 by highly respected Brisbane architect and designer Tony John, Anthony John Group is a multi-award winning private company that leads the way in quality commercial, retail, hotel and residential developments and urban renewal projects.

From the Emporium Hotel and precinct in Fortitude Valley to the high-tech Southgate Corporate Park in Cannon Hill, Anthony John Group has built an enviable reputation for exquisite design, and lasting community and commercial value.

For more visit [www.anthonyjohnsgroup.com.au](http://www.anthonyjohnsgroup.com.au)

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