



HIGH
DESIGN
HIGH
VALUE
ALWAYS
CONNECTED

MEDIA KIT

ATURA ALBURY

ATURA

Albury

Urban, industrial, art-inspired and community centric, Atura Albury delivers a fresh approach to mid-market travel fusing edge design, the latest technology, engaged, friendly service and a host of complimentary extras – like free Wi-Fi everywhere.

Atura Hotels – come and stay, but never stop exploring.

THE ATURA HOTEL CONCEPT



Atura Hotels – a very different approach.

In 2013 Amalgamated Holding Limited (AHL) expanded its hotel business with the launch of a new concept hotel brand in modern business and leisure travel, [Atura Hotels](http://www.aturahotels.com.au).

Urban, industrial and art-inspired, Atura Hotels are where modern business and leisure travelers escape the predictable to embrace a new style of travel. This fresh take on the mid-market travel experience fuses dynamic spaces, hip styling and the latest technology at surprisingly affordable prices ensuring guests feel connected and energised. Guests can expect free Wi Fi and a host of other benefits as a standard inclusion.

With an emphasis on value without compromise and a commitment to playing an active role within the communities Atura resides, engagement with surrounding communities and support of the local music & art scene are fundamental to the Atura Hotel brand philosophy.

A key feature of the Atura Hotels concept is dynamic, high-energy and open-plan public spaces that include our urban Roadhouse Bar & Grill, games and relaxation living zones, a little shop of Grab 'n' Go traveler treats plus hip outdoor spaces. At the heart of the public spaces is the Atura Reception hub manned by enthusiastic, engaged and friendly staff. An artfully created soundtrack set a hip backing sound to the experience while guest journeys are never short of fun with additions such as complimentary retro bikes and the latest iMacs making a show at various properties.

In October 2013, Atura Hotels opened the doors of its multi-award winning flagship property in the Western Sydney parklands at Prospect in Blacktown. With expansion on the cards from the outset, Atura Dandenong opened in Victoria in October 2014 and Atura Albury officially launched in January 2015.

Designed to cater to growing city-sprawl demands, Atura Hotels will primarily be located in city fringe and regional locations.

In addition to Rydges Hotels & Resorts and Atura Hotels, AHL also operates luxury QT Hotels & Resorts, Art Series Hotels, Thredbo Mountain Resort, Events Cinemas and Moonlight Cinemas.

For more information visit – www.aturahotels.com.au

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INTRODUCING ATURA ALBURY

Reinvigorated and reimagined, a fresh approach to mid-market accommodation Atura Albury launched in late December 2014 after an extensive renovation and name-change of the region's Rydges property to edgy, high-value, design-inspired brand 'Atura Hotels'.

Proving design hotel experiences shouldn't solely be the domain of the luxury traveler; Atura Hotels presents a unique new design-led approach on affordable leisure and travel accommodation in the regional town of Albury. Full of neat surprises with the latest in technology, such as complimentary Wi-Fi everywhere, Atura delivers a high design, high value hotel experience and dynamic spaces for guests to make their own.

A significant part of the local landscape since the hotel property's first opened as a Travelodge in 1973 by Gough Whitlam, the refurbishment to Atura Albury property was designed to sympathetically enhance the exterior, paying homage to the original building design. When it opened in 1973 it was the first international-standard hotel offering for the region and the substantial refurbishment to Atura Hotels sees it attain this standard once more.

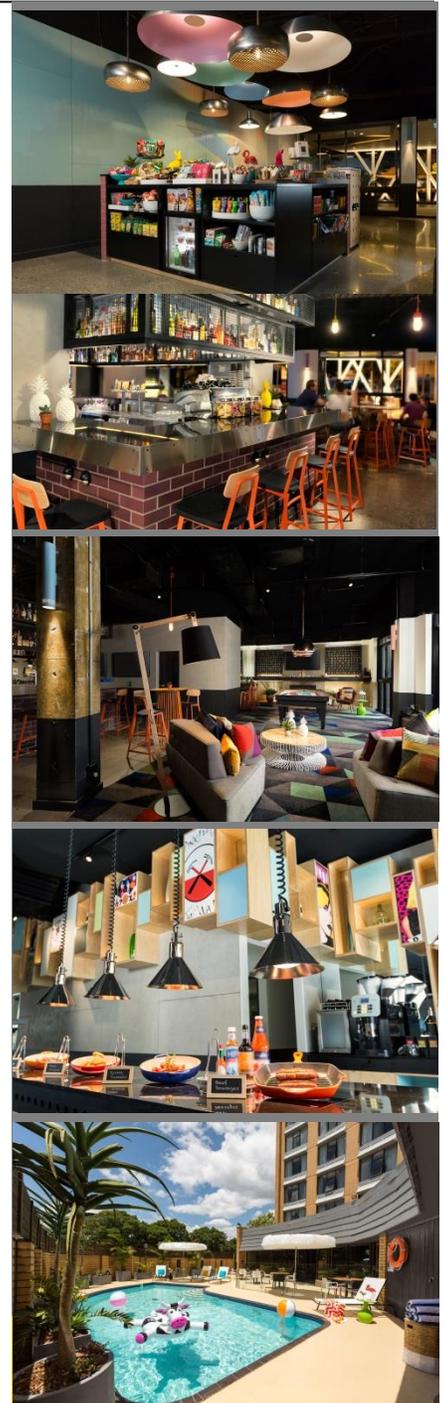
Key collaborators involved in the refurbishment project included renowned QT Hotels & Resorts designer, Nic Graham. Tasked with delivering a brief to create urban, high-energy and art-inspired public spaces, the design resulted in ceilings throughout the ground floor being lifted, removal of a ground-floor conference room and pipework exposed to lend a strong industrial edge to the interior.

The traditional hotel 'front desk' has made way for a modern, ply-wood clad reception pod encompassing a quirky Grab 'n' Go shop of traveler treats and the public spaces filled with a hip selection of key design pieces, art-inspired wall coverings and bespoke furniture.

From the imposing, industrial light installation about the reception desk to the foyer's bespoke, retro-inspired pool table, Miami-styled fringed umbrellas by the swimming pool and funky [NEMO face chairs](#), the property now boasts a real wow factor.

With the focus resting squarely on design, personality and great value to provide a break from the everyday, guests of Atura Albury enjoy complimentary Wi-Fi and local phone calls, minibars stocked with funky, fun and functional provisions and amenities by leading New York skincare provider Malin + Goetz - also found in Qantas International Business class.

A popular wedding and conference destinations, refurbishment of the conference and event spaces is expected to boost the property's appeal.



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STAY: THE ATURA GUEST ROOM

Modern and connected, the Atura guest room has been designed with guest comfort in mind. From the comfy Atura king beds, to the hip work station perfect for hooking into our free Wi-Fi, the flat-screen wall-mounted TV and individually controlled air-con plus a double sofa bed for sitting or lazing on, Atura Albury's rooms are a one-stop-shop of convenient hotel living.

Keep on top of the world outside Atura with a telephone, and be bright in the morning with free coffee from your in-room Coffee Pod Machine or a cup of premium T2 tea if that takes your fancy. Tempting treats and fun extras in the mini-bar add to Atura's quirk while in the bathroom, [Malin + Goetz](#) amenities ensure guests enjoy a little New York luxe during their stay,

A summary of the Atura Albury hotel room experience:

- 140 rooms with ensuite, sofa bed & desk, flat screen TV's
- Complimentary Wifi connectivity
- Malin+Goetz Toiletries – A little New York luxe on us. www.malinandgoetz.com
- Complimentary bottled Atura water
- Individually controlled air conditioning
- Telephone voice mail
- Coffee pod machine with complimentary pods, tea-making facilities
- Free-to-air digital TV channels and Foxtel
- Iron and ironing board
- Hairdryer
- Minibar



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REFRESH: THE FOOD & DRINK EXPERIENCE

Enjoyable food and drink options at good prices is a priority for travelers and Atura Hotels has specifically designed the dining options with this in mind. From restaurant dining to on-the-go snacks and hunger-busting treats, Atura Albury's relaxed and friendly dining options and CBD locale mean there's always something available from early 'til late.

ROADHOUSE BAR & GRILL

Traditional restaurant classics with a contemporary twist and an American road-trip vibe set the scene for a great night at Atura's signature Roadhouse Bar & Grill. Nachos, popcorn prawns and the best burger around are complimented by a full-service bar and extensive cocktail menu.

Modern wood and polycarbonate [Bloom Chairs by Calligaris](#) paired with simple wood table-tops sit comfortably alongside the more industrial form of the [Yardbird Dining chair](#) and [Sprint Bar Stools](#) by [Dix Design + Architecture](#) and ['Wired' tables by James Richardson](#). This hip styling is enhanced by an open window into the kitchen and bespoke shelving installation running alongside the sleek, modern buffet stations. Adding to the experience, an Atura curated soundtrack designed by AHL Music Director Andrew Lewis add to the dining experience.

The Roadhouse Bar & Grill is open daily from 6.30am 'til late and overlooks Dean Street from the bar area and the hotel's courtyard pool deck from the restaurant.

LITTLE SHOP OF GRAB AND GO

Your home-away-from-home pantry, Atura's signature shop of Grab & Go treats include drinks, snacks, essentials, gifts and traveller treats. Grab & Go is open 24/7 and located alongside our lobby reception POD.



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MEET & CELEBRATE: ATURA'S APPROACH

Urban, modern and inspired, Atura Albury's conference and event facilities offer a choice of three flexible event spaces that can cater for up to 200 guests.

Paying homage to Albury's fine history and landmark buildings, these conference rooms are named after three iconic Australian architects including Alexander Dawson, of The Old Courthouse fame, the creative force behind the Post Office building James Barnett and Albury Rail Station architect John Whitton.

The largest and most popular event space, The Dawson Room, is flooded with natural light thanks to the floor to ceiling glass and has a restorative garden aspect.

Tucked away in the quiet of the first floor, the Barnett Room provides private conference facilities away from hustle and bustle of the hotel's dynamic lobby space.

The private dining-styled Whitton Room is located at the heart of our urban and industrial styled Roadhouse Bar & Grill and can be closed off to ensure privacy- perfect for private dining or a casual board room styled meeting.

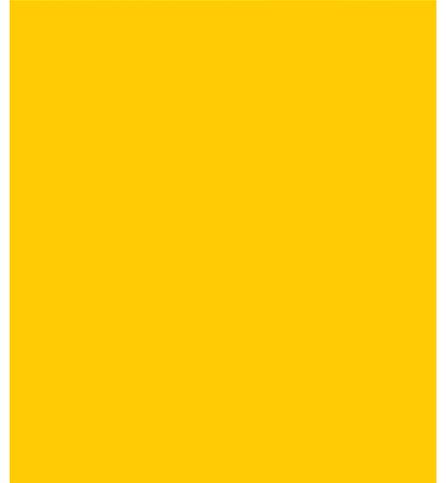
Guests booking events at Atura Albury enjoy:

- Choice of flexible function rooms with AV equipment
- Creative menu and catering options
- Complimentary Wi-Fi access in all functions



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COLLABORATORS

The management and creative team tasked to deliver the Atura Hotel concept in Albury represent a rich and varied history in hotel design, management and community projects.



DAVID SEARGEANT:

Managing Director

David Seargeant is Managing Director of Atura Hotels. With more than 30 years' experience in the hospitality and leisure industries, David's lifetime career in hotels has included serving as Managing Director of Rydges Hotels group from 1988 to 2002, Chairman of the National Accommodation

Council and Australian Hotels Association, as well as holding the position of general manager at 16 different hotel properties. David is also the Group Managing Director of Amalgamated Holdings Limited, the owners of QT Hotels, Art Series, Atura, Rydges, Thredbo Resort and Event Cinemas.



NIC GRAHAM:

Interior designer

Nic Graham of Nic Graham Associates specialises in hospitality and high-end residential projects throughout Australia and Asia. The designer behind the vibrant and transcendent interiors of QT Gold Coast and luxury design-hotel QT Sydney, in addition to designing the Atura Hotels concept,

Nic has also transformed QT Falls Creek into the perfect Après-ski resort.

Nic Graham and his team work in all of the traditional interior design categories including architecture, furniture and product design, and interiors from a Redfern, Sydney studio. and is based in a studio in the Sydney suburb with a small team and has worked in all of the traditional design categories including architecture, furniture and product design, and interiors.

Nic Graham is widely recognised for his ability deliver unique and varied projects that have a sense of narrative, humour and a multi layered approach that embraces colour, graphics and unique ideas. This approach to the design process ensures memorable and intriguing spaces with a warm, yet playful sense of character.



FABIO ONGARATO:

Branding and identity

Melbourne-based Fabio Ongarato is at the forefront of innovation when it comes to branding, positioning, image, art direction, interior environmental design, installations and signage. His team is compelled by the idea that design is a cultural imperative, taking responsibility for the

creation of heightened experiences that engage both emotionally and intellectually.



JANET HINE:

Costume Designer and supervision

Designer of QT Hotels & Resorts staff uniforms and a background in costume design for YTT at Granada Media and Costume Couture made Janet Hine an ideal choice to lead the design of Atura Blacktown's staff attire. Taking the lead from Managing Director David Seargeant's vision for Atura, uniforms were designed that would complement the highly styled interiors and urban, industrial setting. Briefed to impact the hotel's environment but not visually wrestle with it, Hines viewed every staff member as being integral to the overall impact, from front desk through to housekeeping. A casual yet professional unified team style was designed to enhance the friendly, engaged and hip personality of the Atura service standard.



ANDREW LEWS:

Lobby soundtrack curation

US born Andrew Owen Lewis credits a messy soup of NY influences and an aggressive consumption of music from punk to electronic to drum & bass and hip hop as the driving force behind his ability to deliver soundtracks that will rock a massive venue with raging clubbers or set an intimate backdrop to a high-end dining experience.

His passion for music is evident through his artfully curated Atura Hotels sound track; the inspiration for this taken from a vision of a road trip along Route 66.



ANNA ROBERTS:

Stylist

The stylist behind the QT Hotel guest rooms at Falls Creek, Sydney, Gold Coast and Port Douglas as well as the guest room and public area styling for Atura Hotels, Anna Roberts has more than 16 years' experience in design and styling both in Australia and internationally.

Anna was identified for her ability to source unique and individual artefacts that deliver a definitive guest experience and add personality to the design-led spaces of QT and Atura Hotels.

Anna credits her individual style to experiences and inspiration from years spent travelling and working in the United Kingdom, Europe and Asia. Experience working alongside notable UK-based designer Priscilla Conran designing and styling for Carluccio's is noted as playing a pivotal role in her development as a stylist and authentic design execution. Since returning home to Australia, Roberts has completed numerous design and interior styling projects and lectures at RMIT University.

LOCATION



Atura Albury is located right in the heart of the town centre's bustling Dean Street within a few steps of the Botanic Gardens, the Entertainment Centre, Art Gallery, shopping and dining precinct.

A haven for those on the Sydney-Melbourne-Sydney route, Atura Albury provides travellers with a stylish way to break a long journey. To get to Atura Albury, turn off the main highway onto Dean Street and pass through the CBD to the corner of Dean and Elizabeth Street.

Reception is manned 24/7 so no matter how late guests arrive, they'll receive a warm welcome. Sleeping in is encouraged thanks to complimentary late check-outs – at 11am it is the latest in Albury.

You might be in the heart of the town, but there's no need to worry about finding a park at Atura Albury thanks to the hotel's generous, free outdoor car park. Choose a park before you check in. There are also two disabled car spaces near the front entrance.

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