

Case Study – Crowne Plaza Alice Springs Lasseters:

A new look for Crowne Plaza Alice Springs Lasseters

THE FINAL STAGE IN A \$6.25 MILLION REFURBISHMENT PROJECT FOR CROWNE PLAZA ALICE SPRINGS LASSETERS WAS RECENTLY COMPLETED.

It revealed an indigenous inspired design with 139 rooms beautifully renovated to a level that not only respectfully reflects the locale, but also aligns with Crowne Plaza and IHG brand standards.

The Crowne Plaza Alice Springs Lasseters sits in Australia’s Red Centre, nestled under the MacDonnell Ranges and just a few minutes from Alice Springs CBD. This is one of the town’s largest hotels, offering travellers trusted Crowne Plaza brand quality in a unique destination.

The property has a fantastic variety of facilities and amenities including the beautiful resort pool, spa and sauna, state-of-the-art fitness centre, casual dining in Tali a la carte restaurant and access to a variety of food and beverage options within the Lasseters casino.

The modern refurbished guest rooms now delight guests, oozing comfort, style, and warmth.

Hotel general manager Stewart Manson is very proud of the outstanding refurbishment, carried out by one of Australia’s leading hotel refurbishment contractors Reward Hotel Projects, which was the main contractor for the entire refurbishment. He stated: “The new rooms look



fresh and give homage to our brilliant and unique location. There really is no place quite like Central Australia. The completion of the renovations will deliver new and larger conferences to the region and this in turn will boost the local economy.”

The refurbished rooms have been modernised with refreshed tiles, carpet, furniture, cabinetry, fittings, amenities, and artwork. Each bathroom has also been updated and modernised, featuring a spacious walk-in shower and illuminated vanity mirrors. ▶



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◀ Industry view:

Jimmy Lee from Reward explained: “The design is inspired by the locale, to reflect the breath-taking Central Australian landscape. Vibrant oranges and earthy tones create a contemporary and warm space for guests to unwind and experience the heartbeat of Australia.”

A mixture of Aboriginal paintings and prints of local landscapes feature throughout. The paintings completed by talented local indigenous artists are now included in the renowned Lasseters Collection of over 150 pieces of Indigenous art.

“The artwork is a key feature of the rooms,” Stewart told us. “We feel this brings the element of luxe to the accommodation. We commissioned 80 new pieces for the rooms and these bring a unique Central Australian element to each of the rooms.”

Most of the renovations can be attributed to local suppliers, contractors and artists, fully managed by Reward. This project should prove to be a valuable investment for the hotel and good news for the area, attracting additional business and more conferences and exhibitions. It is also thought that it will help position Alice Springs as a top location for the Australian tourism sector.

According to Stewart, the refurbishment began on 14 August 2017 and was completed in March of 2018. The hotel held an open day on 7 April 2018 and invited the public to view the rooms. It was an exciting occasion and featured face painting, live radio broadcast, tastings for

restaurant menus and a scavenger hunt through the property, with the main prize being a night in the king deluxe suite.

Stewart said: “During the hotel open day, we had over 200 locals view the rooms and provide positive feedback. Many had not been to the property in a number of years and were delighted to see the rejuvenation of the property. The artwork was a particular talking point, each room has a unique piece and guests feel the colours and styles really connect them to the location.”

The results of this successful project are spectacular; nevertheless there were challenges along the way, the main one being the remoteness of this location. “Materials and specific items were not as readily available, and the logistical challenges of the remoteness meant everything had to be meticulously planned to ensure items arrive as they were needed,” Stewart noted.

These challenges were resourcefully managed within the timeline thanks to the experience of Reward Hotel Projects, which has also completed the refurbishment of other remote hotels such as the Desert Gardens Resort, Emu Walk Apartments and The Lost Camel Hotel, all near Uluru. Reward is currently undertaking the refurbishment of the Mercure Hotel Lodge in the Kakadu National Park.

Reward’s Jimmy Lee added: “We are happy with the end result of the project and are delighted to be a part of such an amazing transition of the Crowne Plaza Alice Springs.” ■

By Mandy Clarke, Industry Reporter

Get ready to shake your groove thing

Reflect the surroundings, highlight the décor and focus on the details.

This was Weatherdon’s brief when they won the contract to work with the newly refurbished Crowne Plaza, Alice Springs in the Northern Territory.

Weatherdon and Lasseters are old friends, working together since the resort first opened in 1981. The property, with a rich history, became more colourful when it was featured in the movie Priscilla Queen of the Desert.

“There’s over 200 guest rooms and part of the refurbishment project was to upgrade the amenities, which we started working on a year ago. We approached this in four stages, sourcing products specifically for the resort and working closely with designers, housekeepers and the facilities and fitout team.



“A lot of the original products have stood the test of time, and we were able to add to the inventory with new coat hangers, jugs, bins and amenities trays,” said Robert Steginga, Weatherdon’s account manager who co-ordinated the project.

Consideration was given to in-room lighting-design which needed to focus on three categories: background illumination, feature accents and task work. This perfectly suited the Nero LED aluminium desk lamp; it is ultra-slim and has three dimmer switches and today’s essential, a built-in USB port.

Everyone, from designers to housekeeping agreed that visual impact was a key factor in creating a sense of wellbeing with ambience and atmosphere a reflection of a quality environment.

The rooms are ready and the scene is set for the next time Priscilla’s lavender bus rolls into town. ●