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LEGENDARY PARADISE RESORT RE-LAUNCHES WITH MAJOR CHARITY EVENT AND \$12 MILLION NEW VISION

2 March 2020: Australia's leading family resort, Paradise Resort Gold Coast, re-launched over the weekend, with new owner, Dr Jerry Schwartz, pledging \$12 million towards a major upgrade and revitalization of the Surfers Paradise resort.

To celebrate the landmark, a charity event was held at the resort, with over 20 charities invited to use the rooms to raise funds for their individual organisations.

Charities included Baby Give Back, Paradise Kids, Brave Hearts, ACT for Kids, Mark Hughes Foundation, Destiny Rescue, Camp Quality, Clown Doctors, Heart Kids, Variety's The Children's Charity, YHES House, Guide Dogs, WIRES, The Gold Coast Hospital Foundation, Starlight Children's Foundation and The Ronald McDonald House.

It is estimated that the charities raised almost \$180,000 as a result of the rooms donated and event at Paradise Resort on Saturday night.

Queensland Tourism Minister, Kate Jones, along with Schwartz Family Company Director, Dr Jerry Schwartz, both expressed their confidence in the future of Gold Coast tourism, especially with commitments of investment in tourism promotion and prime accommodation assets such as Paradise Resort.

Immediate renovation plans for Paradise Resort include a complete fit-out of guest rooms, modernised entrance and lobby, enhanced children's facilities – including a movie cinema and a full size games room – and the introduction of a brand-new Adults Only Zone which will include an additional swimming pool, bar and dining outlet just for mums and dads to enjoy.

Dr Schwartz acquired the 360-room hotel last year, with settlement completed on Saturday 29 February.

The addition of the Paradise Resort will increase the Schwartz Family Company network to 15 hotels and over 4000 rooms in four states and territories. It is the company's second hotel on the Gold Coast, following the acquisition of Hilton Surfers Paradise in 2019.

Dr Schwartz said that it was important that Paradise Resort should have a renewed vision, as premium family resorts in such prime locations were very rare.

“Paradise Resort has accommodated families from all over Australia and overseas for four decades, providing one of the most enjoyable holiday experiences imaginable,” said Dr Schwartz, who has three young children himself.

“It was wonderful that Tourism Minister Kate Jones was able to officiate at the event because she was able to see first-hand how much family resorts such as Paradise Resort contribute to Queensland’s tourism profile. With all the emphasis on encouraging Australians to holiday in Australia, Paradise Resort is set to play an even more important role in future months.

“It would have been a terrible loss for Gold Coast and Queensland tourism if the original plans to bulldoze the resort had gone ahead.

“Certainly, the resort is in need of an injection of funds to upgrade rooms, restaurants and public areas, so I was pleased to announce that we will invest over \$12 million in the first two years alone to ensure Paradise Resort remains Australia’s favourite family resort.

“I am very optimistic about the Gold Coast market, despite the current issues affecting the tourism industry. Both Paradise Resort and my previous purchase – the Hilton Surfers Paradise – have established very strong reputations, and with further investment in both hotels, aligned with the established reputation of the Gold Coast in the domestic and international markets, I am very confident about the future.”

IMAGES AVAILABLE ON REQUEST

More About Paradise Resort Gold Coast

Set on five acres close to beaches and attractions, Paradise Resort is renowned as the number one destination for families travelling to the Gold Coast.

The Resort offers a range of accommodation options throughout its 360 guest rooms, with family comfort top of mind, including the popular themed Junior and King Bunkhouse rooms which feature brightly painted bunk beds and gaming consoles for the kids.

The entire central resort area features a giant lagoon pool, large heated spa and two enormous Zone for Kids (Z4K) waterpark attractions.

The Resort features the Zone for Kids Club – a fully supervised kids club offering separate play spaces ensuring age appropriate care and activities for kids aged 0-12. The Z4K Club provides an engaging environment where children really want to spend time, with nine themed play spaces providing an extensive range of activities including a subterranean play centre and maze, pedal cars, and movie room.

The resort is also home to PLANET CHILL and is the only resort in the Southern Hemisphere that has a permanent ice-skating rink onsite.

The overall aim of the Resort is to provide a stimulating environment for children, allowing their parents to be able to relax and recharge their batteries.

To find out more about this amazing family holiday resort, visit: www.paradiseresort.com.au

MEDIA ENQUIRIES:

Schwartz Family Company Peter Hook
0407 462 213 | peter@hookcommunications.com.au

M10 Collective Amy Stalinescu
PR and Communications for Paradise Resort Gold Coast

Amy Stalinescu | 0411 789 195 | amy@m10.com.au

Paradise Resort Gold Coast

Alicia Szerszyn - Sales and Marketing Manager

Ph +61 7 5579 4495 | Email: alicia.szerszyn@paradiseresort.com.au

Website: www.paradiseresort.com.au