



The Star Entertainment Group Joins Accommodation Association

The Star Entertainment Group has further highlighted its commitment to tourism by taking membership of the Accommodation Association of Australia for its collection of hotels in Sydney and Queensland.

The Astral Towers and Residences and The Darling hotel at The Star Sydney, The Star Grand at The Star Gold Coast and Treasury Heritage Hotel in Brisbane have all joined the Accommodation Association in a positive development for the industry.

“The Accommodation Association of Australia welcomes the decision by The Star Entertainment Group to join our organisation, further increasing our accommodation industry representation,” said the Chief Executive Officer of the Accommodation Association of Australia, Richard Munro.

“Through high-end accommodation and a multitude of entertainment options at its various properties, the Star Entertainment Group is one of the largest and most successful tourism businesses in Australia. The Star is also a significant employer in the tourism and accommodation industries.

“It has continued to increase its investment in accommodation assets and has an ongoing pipeline that can only enhance Australia’s already-strong reputation as an international tourism destination.

“As recently as last week The Star opened another new hotel, The Darling, on the Gold Coast.

“The Star also has approval to build a further hotel/apartment tower on the Gold Coast, has a proposal for a Master Plan of four further towers at its Broadbeach property, and is in planning for a Ritz-Carlton tower at The Star Sydney.

“The Star is also investing in a transformational project at Queen’s Wharf Brisbane which would see five hotels in operation when the multi-billion-dollar integrated resort is completed. Queen’s Wharf is expected to open in 2022.”

The Star’s decision to join the Accommodation Association means that in addition to hundreds of small, independent accommodation operators, the Association’s membership includes accommodation businesses which operate under the Accor, Mantra, Quest, TFE, Best Western and Choice brands, among others.

“Our focus has and will continue to be purely accommodation beds,” Mr Munro said.

“Issues which directly impact on the provision of accommodation beds will always be our highest priority, which is more important than ever before given the growth of the accommodation industry.

“On behalf of the industry, we will continue to take up the fight against the market dominance of global online travel agencies in Australia, the safety risks posed by poor regulation of Airbnb and other issues which are posing challenges for our members.”

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