

Sales soar in new height of luxury

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THE lure of luxury living has led to a sales splurge in the Gold Coast's newest mega hotel complex.

The \$700 million Hilton Hotel Surfers Paradise and Residences has had \$70 million in sales in just six weeks since the launch of the second and final tower, Orchid Tower.

The Hilton, which will offer 24-hour room service to hotel suites and private apartments, is the first project of its kind in Australia.

The latest sales ranged in price from \$900,000 to \$4 million.

Residences in the hotel's first tower, Boulevard Tower, were launched to the public in November last year. That tower is now 95 per cent sold.

Raptis Group chairman Jim Raptis said strong sales in the Hilton Surfers Paradise showed the project was being well received by buyers because of its desirable location in central Surfers Paradise and the lifestyle opportunities for buyers.

"The result is particularly pleasing considering the current climate and uncertainty in the financial market," he said.

He said the popularity of the Hilton Surfers Paradise was driven by people who were looking to be pampered by a red-carpet lifestyle.

Residents and guests will have 24-hour, seven-day access to conveniences such as the hotel's concierge, valet parking, gourmet chef-prepared room service, laundry services and professional housekeeping.

"With a Hilton hotel to open in Surfers Paradise, the city is maturing and becoming more sophisticated, and this has been yet another factor in purchasers' confidence in the development," he said

"The Gold Coast is experiencing a sustained population growth of 3.5 per cent per annum and coupled with its strong economic base, there is a keen demand for high quality, all luxury residences.

"Ongoing improvements to the Gold Coast's infrastructure can also be credited with having a positive impact on the region.

"A prime example of this is the extension of the Gold Coast Airport runway last year, which has seen an increase in visitation to the Gold Coast from international and domestic tourists.

"The opening of the Gold Coast Convention Centre in 2004 has also contributed to the increasing popularity of the Coast as a business and convention destination," said Mr Raptis.

Raptis Group sales and marketing director Peter Malady said after the exceptional success of the Boulevard Tower, the group was confident the Orchid Tower was going to be met with the same response.

"To date, 78 per cent of the buyers in the Hilton have been Australian residents," he said.