



## **MEDIA RELEASE**

**Friday 5 March 2021**

# **OVOLO ADAPTS AND EVOVES TO SUPPORT TOURISM AUSTRALIA'S HOLIDAY HERE THIS YEAR**

- Ovolo Hotels continues to support domestic tourism through unique hotel experiences -

As international borders remain closed, domestic travel will lead the recovery for Australia's tourism sector. Seeing these challenging times as an opportunity to adapt and innovate, Ovolo is making it easy to staycay, vaycay and playcay – effortlessly – in support of the Holiday Here This Year initiative lead by Tourism Australia.

Tourism Australia launched today *Holiday Here This Year – City Escapes* campaign with homegrown, well-loved talent Hamish Blake and Zoe Foster-Blake. The *City Escapes* campaign, which is the latest iteration of Tourism Australia's *Holiday Here This Year* campaign, seeks to drive visitors back into our cities, which have been some of the hardest hit tourism destinations as a result of the global COVID-19 pandemic.

Ovolo Woolloomooloo and Alibi Bar & Kitchen are featured in the campaign TVC as one of the incredible dining, entertainment, retail and cultural offerings that are ready to be enjoyed.

“In current times it is important, now more than ever, we connect with our guest, our industry and the local communities to ensure we provide the best possible experiences and keep the Australian tourism industry strengthening,” said Stephen Howard, Group Director of Marketing Ovolo Group. “Ovolo continues to constantly evolve to achieve this through numerous initiatives.”

Ovolo encourages guests to support local tourism operators and communities through unique and effortless guest experiences such as Staycay Your Way, Suite Ride, the NFW Promise and OC/DC (Ovolo's Commitment to Deep Cleaning) they offer their audience of modern travellers.

The designer hotel collection supports Australian Tourism, while remaining innovative and disruptive, this is demonstrated by Ovolo's *Holiday Here this Year* initiatives:

### **Staycay Your Way**

Ovolo allows you to enjoy the freedom to design your ultimate urban retreat - pick n' mix and create a tailor-made stay.

Ovolo have collaborated with the city's leading creative and experiential partners offering a wonderful array of experiences allowing you to design your city escape, just the way you like it; fly high with helicopter tours, feed your soul with local food tastings, relax with in-room massages.

Sydney, Brisbane, Canberra and Melbourne - we have unique, innovative and cheeky additions for your very own urban retreat to Staycay Your Way!

### **Suite Ride**

Explore the city in style with Suite Ride with Ovolo Hotels & Genesis Motors. In partnership with Genesis, Ovolo across Australia are offering guests an opportunity to reserve the Genesis G70 for a 4-hour complimentary drive. This timely partnership launched Monday 1 March, with domestic tourism leading the recovery, Suite Ride encourages guests to get out there to support local tourism operators and communities. Each Ovolo will have a Genesis G70 sports sedan in residence from today until the end of April this year.



### **NFW Promise**

Across the board Ovolo has boosted guest's booking confidence, ensuring the NFW promise which always ensure the freedom of being flexible and transparent, evolves to offer even more flexibility and rates – if the rate drops before you check in, Ovolo will give the guest the difference in credit to spend at Ovolo.

Additionally, the flexibility for check-in and out options have also been enhanced to ensure guests during this time are not bound by time pressures and can enjoy a stay on their time.

### **OC/DC – Ovolo's Commitment to Deep Cleaning (COVID-19 Policy)**

Ovolo Hotels has always put the needs of our guests as our top priority and we continue to uphold the absolute highest level of hygiene and cleanliness to ensure all our guests are healthy and safe, with our OC/DC commitment - Obsessive Commitment to Deep Cleaning. The response to COVID-19 is done in true Ovolo fashion, OC/DC has been developed to bring a little F.U.N. (Fun. Unconventional. Never Boring) and incorporate musical undertones, in true Ovolo fashion.

“Our cities are the key international gateways to Australia and transit hubs for travellers, so it's no surprise that they've been hit the hardest in terms of tourism spend, hotel occupancy and aviation capacity over the past year,” Tourism Australia Managing Director Phillipa Harrison said.

“While our international borders remain closed and travel restrictions continue to fluctuate around the country, our cities run the risk of continuing to bear the brunt of this pandemic despite offering so many incredible, safe experiences and being more affordable than ever.”

“As part of this campaign we are calling on Australians to help support their fellow Australians by booking a city escape, which in turn will help to support the thousands of city-based hotels, restaurants, bars, cultural attractions and experiences that rely on tourism for their livelihoods.”

With domestic restrictions lifting, Ovolo are seeing signs of consumer confidence improving and is looking forward welcoming Australians to some of Australia's best designer hotels as they explore the incredible destinations and tourism experiences that are right on our doorstep. Moments of wonder, inspired interiors and delightful details, await at every destination.

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Holiday Here This Year, City Escapes TVC | Tourism Australia: <https://youtu.be/CREovpvnDVg>.

Holiday Here This Year, City Escapes Images | Tourism Australia:  
[https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus\\_ovolohotels\\_com/Ep6KtuN5fwBKuhE5wYkkCJcBvaCuYvwJpFvQ-ajYnjWT\\_g?e=gJ2pJ5](https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus_ovolohotels_com/Ep6KtuN5fwBKuhE5wYkkCJcBvaCuYvwJpFvQ-ajYnjWT_g?e=gJ2pJ5)

For more information on Staycay Your Way [here](#) // Press release [here](#).

For more information on Suite Ride [here](#) // Press release [here](#).

For more information on NFW Promise [here](#).

For more information on Ovolo's Covid-19 Policy [here](#) // Press release [here](#).

Press material on Ovolo Hotels: [https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus\\_ovolohotels\\_com/EuiPupQtiKNLg5AH9RvtI5ABvUTQbfYz9gCF1DEcs00aiA?e=3p1kqG](https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus_ovolohotels_com/EuiPupQtiKNLg5AH9RvtI5ABvUTQbfYz9gCF1DEcs00aiA?e=3p1kqG)



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**About Ovolo Hotels:**

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

The Ovolo Group is a collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year", at the 2019 and 2020 HM Awards.

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and seven hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. A new hotel is being developed in Melbourne, Australia, Ovolo South Yarra.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, Mojo Nomad Aberdeen Harbour in Hong Kong, The Sheung Wan Hong Kong, and Mamaka Kuta Beach Bali Indonesia.

w: [www.ovolohotels.com](http://www.ovolohotels.com)

**About the Holiday Here This Year by Tourism Australia:**

Holiday Here This Year is Tourism Australia's ongoing initiative to encourage Aussies to travel domestically. The bushfire crisis made for a tough start to 2020 with so many communities directly and indirectly affected, and the knock-on effects for tourism around the country. And things have only become more challenging and complicated by COVID-19. As the challenges continue, Holiday Here This Year remains Tourism Australia's unified platform, galvanising the tourism industry and everyday Aussies with an immediate and urgent call to action to get out there and rediscover their own backyard.

w: [www.australia.com/en/travel-inspiration/holiday-here-this-year](http://www.australia.com/en/travel-inspiration/holiday-here-this-year)