



## **MEDIA RELEASE**

**19 July 2022**

**For immediate release**

### **FIT FOR ONE, FOR THOSE ON THE 'GO GO'**

*Ovolo South Yarra Offers Unique Solo Traveller 'Micro Room' Experience In Melbourne*

As travel firmly resumes and new research reveals 58% of all travellers would plan a solo trip this year<sup>1</sup>, Melbourne's boutique designer hotel, **Ovolo South Yarra**, offers solo travellers a unique 'micro room' concept with the introduction of its [Go Go Snug](#) rooms.

Designed for individual guests and solo travellers who are 'on the Go Go', the rooms were developed for the experiential traveller; those who are budget sensitive, but still wish to be indulgent and don't want compromise on their luxury experience at a hotel like Ovolo South Yarra.

Ensuring there is no downgrade even if they downsize, Go Go Snug Room guests still have access to all of Ovolo's signature Perks, including a free mini bar in room, complimentary breakfast options, superspeed Wi-Fi, social hour, and the guest favourite Loot bags, plus more.

Dave Baswal, CEO of Ovolo Group, said: "At Ovolo, we're always evolving and tailoring our guest experiences to their wants and needs, as well as current travel trends. We've worked to ensure Ovolo South Yarra has the perfect fit for any type of traveller visiting Melbourne, and we're particularly excited about our micro rooms concept for solo travellers.

"With the introduction of the Go Go Snug rooms, guests do not need to compromise on luxury as they are designed with Ovolo's effortless living philosophy in mind."

Starting from just \$199 per night, Ovolo's Go Go Snug rooms are ideal for international and domestic travellers visiting Melbourne and looking to stay solo, including groups on friends weekends away, sports trips and corporate retreats.

#### **Fit for more**

For guests and couples looking for a little more legroom – whether for a romantic getaway, a weekend soirée or even a luxury retreat – Ovolo South Yarra offers the perfect fit for every type of traveller all under one chic roof.

Ranging from Boogie and Groovy rooms stylishly designed, to Rockstar suites for those wanting some extravagance as they stay, all rooms and suites are effortlessly designed, offer an injection of energy and are anything but dull.

#### **A place where retro chic and pop-art collide**

Taking design cues from the days of disco, rock gods and retro glamour, Ovolo South Yarra is bold, creative, and unpredictable. Designed with long-term collaborators of Ovolo, award-winning designer Luchetti Krelle, all 123 rooms infuse retro-plush, with accents of chrome and colour.



Rachel Luchetti, Co-Founder of Luchetti Krelle, says, “South Yarra – the cosmopolitan corner of Melbourne – has always had a rep for setting trends as a cultural hub of food, art and fashion. It’s the ultimate place for stepping out in style and living life as it should be.

“The Go Go Snug rooms were conceived as an innovative option for the new, modern traveller as a solution for anyone looking for solo adventures and those with an entrepreneurial mindset. Naturally, the smaller rooms encourage guests to also make use of the communal areas in the hotel, which are all designed for both working and networking.”

Located next to the famed intersection of Toorak Road and Chapel Street in Melbourne’s cultural precinct, blending past, present and progressive, Ovolo South Yarra is a place where retro chic and pop art meet.

### **Feed, drink and find your soul**

During their stay, guests are invited to join Ovolo’s plant-based rebellion with a unique dining experience at [Lona Misa](#). Enjoy Latin-inspired fare by Melbourne's 'Queen of Vegan' Shannon Martinez and Ovolo's Culinary Director Ian Curley. The menu packs a punch, showcasing dishes from Spain to South America, with a touch of South Yarra flair.

Plus, a hidden gem tucked away in the basement of Ovolo South Yarra, the recently-launched [Backroom](#) is the place for an aperitivo-fuelled afternoon or post dinner/late night cocktail. Entry is via a discreet concrete door on Toorak Road, next to Lona Misa, identifiable only by a single, neon martini glass sign. Expect a curated drinks list that will take you through a sensorial journey. Find Backroom, find your soul.

**Stay snug. Stay stylish. Stay extravagant.** All at Ovolo South Yarra.

Book now at [ovolohotels.com/ovolo/south-yarra/](https://www.ovolohotels.com/ovolo/south-yarra/)

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### **Press photos of Ovolo South Yarra:**

[https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus\\_ovolohotels\\_com/EurPbzD9985PlwRoF5RNOOnUBNWSmOol3LnalbYfpTencw?e=Kqx895](https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus_ovolohotels_com/EurPbzD9985PlwRoF5RNOOnUBNWSmOol3LnalbYfpTencw?e=Kqx895)

### **Press material on Ovolo Hotels:**

[https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus\\_ovolohotels\\_com/EuiPupQtikNLg5AH9Rvtl5ABoHkynL7ojiMv0VhCKGg\\_FQ?e=hhif3s](https://hindgroup-my.sharepoint.com/:f:/g/personal/ovaus_ovolohotels_com/EuiPupQtikNLg5AH9Rvtl5ABoHkynL7ojiMv0VhCKGg_FQ?e=hhif3s)

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#### **About Ovolo Group**

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. In 2022, Dave Baswal was appointed as the Chief Executive Officer, while Girish remains as an Executive Chairman to focus on branding, development, and strategic growth of the business. Aligned by a belief in endless opportunity, the Ovolo Group pride themselves on having an unrivalled company vision.

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 eight hotels and seven restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane.

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, The Sheung Wan by Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

As of March 2021, Dash Living collaborated with Ovolo Hotels to launch two new generation of serviced rental solutions in Hong Kong. A total of 135 rooms and suites that form part of a new generation of serviced rental solutions for hyper-mobile millennials will be available for booking. The Aberdeen by Dash Living, soon-to-be converted from Mojo Nomad By Ovolo, offers 79 rooms ranging from studios to executive suites. The 56-room The Sheung Wan By Ovolo, only remaining under Ovolo’s management for stays under 7 days, will offer units from studio, one bedroom, to family room options.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters and culture, and pay our respects to their Elders past, present and emerging.

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American Express Travel: 2022 Global Travel Trends Report: <https://www.americanexpress.com/en-us/travel/discover/get-inspired/global-travel-trends>