

## Lifestyle Accommodation Sector Booming Down Under

Privately-owned Ovolo Group leading the charge with rapid expansion

- Australian's increasingly booking lifestyle-based accommodation for BOTH leisure and business
- + 30% of top 20 hotels in Sydney, Melbourne and Brisbane on TripAdvisor are lifestyle focused

Australians have boldly proclaimed their preference for lifestyle-based accommodation – a trend made evident by the rapid rise of platforms like Airbnb, as well as greater demand for hotels focused not only on unique design, but an experience similar to the everyday lives of guests. [Ovolo Hotels](#) – *the award-winning, privately-operated boutique group* – was early to identify this growing sector, and has delivered a collection of intuitively designed hotels reminiscent of the international lifestyle many Aussie travellers aspire to. For its leading initiative, Ovolo has been warmly welcomed and celebrated with a string of successive achievements that include multiple awards, high-profile partnerships and most recently the position of having two of the best hotels not only in Sydney, but all of Australia **(1)**.

The lifestyle-based accommodation sector is on track to become a leader in Australia's hospitality industry development. Airbnb alone, now hosts over 32,000 listings **(2)** within Australia's capital cities, with domestic travellers accounting for majority of Australian Airbnb guests. On the hotel front, CBRE recently reported that a combined average increase of 28.75% in new hotel supply is slated to arrive to Australia's top four capital cities (Sydney, Brisbane, Melbourne, Perth) by 2022. And in just the past few months alone, the country welcomed at least four new lifestyle hotels, including Spicers Retreat & Veriu Broadway in Sydney, as well as the Tribe and Aloft in Perth. Guided by this growing demand, Ovolo has made Australia the focal point for its future development.

Mr. Dave Baswal, Chief Operating Officer for Ovolo Hotels in Australia notes: "Lifestyle-based accommodation demand in Australia, much like the rest of the world, has been fuelled by the growing desire for the genuine and personal. Places that provide an effortless experience rich in culture from the property's surroundings are what Australian travellers are increasingly choosing for accommodation. One just has to visit TripAdvisor to view this – approximately 8 of the top 20 hotels in Sydney, Melbourne and Brisbane on TripAdvisor are lifestyle-based properties **(3)**." Through its current Australian hotels, Ovolo Woolloomooloo & Ovolo 1888 Darling Harbour (Sydney) and Ovolo Laneways (Melbourne), Ovolo has delivered the lifestyle hospitality experience Australians as well as overseas visitors prefer, and the future is appearing even more promising for the brand.

Sharing his thoughts on Ovolo's Australian future, Mr. Dave Baswal **(4)** notes: "Ovolo is really only just at the beginning of our future growth in Australia. The lifestyle hotel concept has proven its value to travellers. My goal is to uncover the next great Ovolo success story in the country. Our current focus will be bringing our newly acquired Brisbane property (currently The New Inchcolm Hotel & Suites) online by the end of 2017, but I'm excited to bring more of our concept to Australian travellers."

– End –

1. [TripAdvisor's Travellers Choice Awards 2017](#) ranked Ovolo Woolloomooloo & 1888 Darling Harbour as AU's #2 & #5 hotels
2. Source: AirDNA Data Analysis
3. Source: See Appendix
4. Interviews with Dave Baswal are available upon request



**Ovolo Australian Hotel Photos:** <http://bit.ly/1VTQE7F>

**About Ovolo Hotels**

Founded by Girish Jhunjhnuwala in 2002, Ovolo Hotels has become one of Hong Kong's largest independent owner, operator hospitality firms, by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused all-inclusive service and cutting-edge ensuite technology, all done in Ovolo's signature style. A proud Hong Kong brand, Ovolo remains a family-owned and privately-operated business with a charitable core. The company now runs four hotels and a service apartment in Hong Kong, and four hotels across Sydney, Melbourne and Brisbane.

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