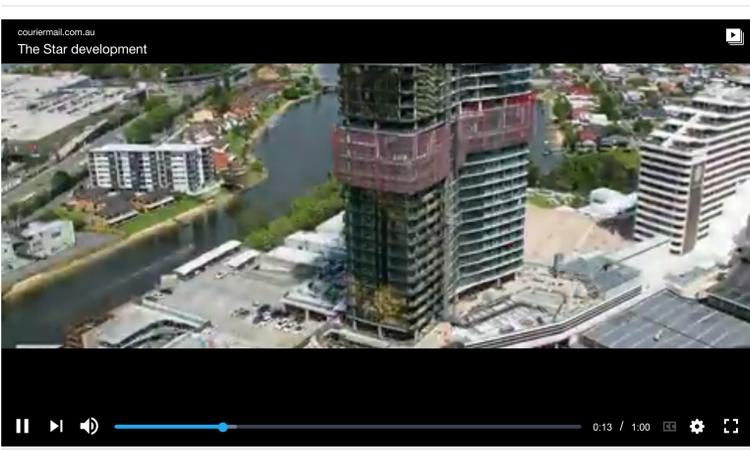


Business

Star Entertainment has launched a recruitment drive and business for the Dorset Hotel and residences

The casino group has launched a new letting business and embarked on a recruitment drive in anticipation of a post pandemic Gold coast recovery.

Chris Herde Follow @ChrisHerde 2 min read October 5, 2021 - 1:14PM The Australian Business Network



Fresh video of development of The Star on the Gold Coast.

One of Australia's leading integrated entertainment groups has gone on a recruitment drive and unveiled a tourism business managing its new hotel and residences Gold Coast in anticipation of a post Covid-19 pandemic boom.

ASX-listed Star Entertainment Group's launched the new short and long stay apartment letting program comes just three weeks after the \$400m 53-storey Dorset Hotel and The Star Residences tower reached its 178m construction peak on its Broadbeach Island precinct.

The tower is on target for an early 2022 opening with 90 per cent of the 422 residences sold while 370 apartments have already been purchased in the second mixed use tower which is due for completion in 2024.

Star Entertainment general manager hotels and residences Mark Hodge said it has been an "exciting few weeks" for Star Gold Coast.

"We expect enough apartment inventory to be placed with our letting program and available for short or long stays to complement the wide-ranging accommodation choices alongside The Star Grand and luxury all-suite hotel, The Darling," he said.

"We are all excited for the return of a revitalised tourism industry and we want to play our part to attract more people to the Gold Coast, spend more money at our local cafes and restaurants and visit our local attractions and businesses."

Recent figures from the Tourism and Transport Forum Australia show that one in five positions — representing 20,000 direct jobs — have been cut in the Gold Coast tourism industry over the past year.

Queensland Tourism Industry Council chief executive Daniel Gschwind said would-be interstate travellers needed to have more confidence before the Gold Coast recovers hopefully next year.

"There is such a great level of pent-up demand but until there is clarity about travel situation there is a hesitancy to commit," he said.



An artist's impression of the Dorset Hotel and Star Residences at Star Gold Coast.

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An artist's impression inside the Star Residences at Star Gold Coast.

Star Gold Coast's hotel and accommodation towers are being developed with consortium partners, Chow Tai Fook Enterprises and Far East Consortium, as part of a \$2bn expanded masterplan for Broadbeach Island, which includes the potential for a further three towers, resort amenities and further apartment living.

The consortium is also developing the transformational \$3.6 billion Queen's Wharf Brisbane precinct.

Star Entertainment has appointed Steve McPharlin, previously a chairman and then chief executive of Tourism Noosa, as director of hotel and residences of the group's Gold Coast holdings, while Jessica Wilkie will take on the newly created role of senior strata and asset manager.

Mr Hodge said more than 60 frontline hospitality roles will be required when the Dorset Hotel and The Star Residences tower is operational.

"In such challenging times for the Gold Coast and Queensland tourism sectors, we're proud to be creating jobs now and confidence into the future," he said.

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