



MONDRIAN
GOLD COAST

MEDIA RELEASE
FOR IMMEDIATE USE

MONDRIAN GOLD COAST BRANDED RESIDENCES PROJECT SETS SALES RECORD



To download high resolution artist impressions, click [HERE](#)

Mondrian Residences Gold Coast, the first Mondrian Residences in Australia and first Mondrian Residences outside of North America, has broken sales records after developers Chris & Letitia Vitale of Vitale Property Group sold more than \$231 million worth of luxury residential apartments in just six months.

Sales contracts on all 84 residential apartments have now been signed, following an intense selling period in which demand significantly outpaced available residences. Due to the high level of interest, many interested buyers were unable to secure one of the exclusive lifestyle-branded homes.

Accor's first internationally branded residences in Australia, the design-led apartments are part of a stunning new development that includes the luxury Mondrian Gold Coast hotel, which will service the Residences and is being managed by world-leading hospitality group Accor.

Accor Pacific CEO, Simon McGrath, said: "We are honoured to partner with Vitale Property Group in debuting the first Mondrian branded residences in Australia. With its prime beachfront location at Burleigh Heads, it will pioneer new standards in residential living for the Gold Coast and Australia."

Mondrian Gold Coast is Accor's first Mondrian hotel and branded residences in Australia and is part of the Group's strategic global expansion of the Mondrian brand into some of the most exciting cultural destinations in the world.

Accor Global Chief Executive Officer, Lifestyle Brands, Gaurav Bhushan, said: "This is a very important step in the evolution of the Mondrian brand and demonstrates its global appeal to residential buyers. It reinforces our conviction that branded residences are integral to Mondrian's growth strategy here in Asia Pacific and around the world."

The 25-level residential tower, comprising 84 two, three and four-bedroom apartments, including 9 sky homes and 11 penthouses, has full access to the adjacent hotel's luxury services and amenities, including 24-hour room service,

concierge and private house car, while also enjoying the privacy of exclusive residents-only amenities which are carefully set apart from the hotel.

Mondrian Gold Coast Residences, located oceanfront at 50 The Esplanade in Burleigh Heads, achieved \$231 million in sales within six months of launching, completely selling out all apartments, with prices starting from AUD \$799,000 for two-bedroom apartments, through to AUD \$3,800,000 for three-bedroom sky homes, with four-bedroom penthouses upwards of AUD \$4,890,000, to the ultimate full-floor penthouses starting at AUD \$10,500,000.

Smashing brand residential records across the Gold Coast, sales highlights for the project included:

- Two full floor penthouses that sold for \$10,500,000 and \$11,700,000
- Two sub penthouses that sold for \$7,450,000 and \$8,500,000
- Six sub penthouses that sold for more than \$5,200,000 each
- Eight sky homes that sold for over \$4,000,000 each

Accor Senior Vice President Development Residential and Extended Stay, Jeff Tisdall, said: *"We are thrilled with the response to this luxury project and we see Mondrian Residences Gold Coast as a trendsetting, first-of-its-kind offering in Australia. It's clear to us that there is pent up demand for private residences with elevated international branding, turnkey services, and innovative lifestyle experiences."*

Strong interest in the project was received from all over Australia, with the majority of purchasers coming from Queensland (70%), and in particular the Gold Coast, which accounted for more than 60% of apartment sales. Buyers from Sydney made up 10% of the apartment sales, while the remaining 20% were from Melbourne.

Chris and Letitia Vitale of Vitale Property Group said: *"When we first visited Mondrian South Beach in Miami, we fell in love with the brand - its playful vibe and authentic lifestyle scene delivers a completely unique customer experience. Our belief from the very beginning was that the Mondrian brand would resonate well with buyers in Australia. And, suffice to say, sales results have proven that our instincts were right."*

Mondrian Gold Coast is being developed at world-famous Burleigh Heads, with 80 metres of ocean frontage offering guests and residents easy access to the signature white sands of Burleigh Heads Beach, while world-class restaurants, cafes and boutique stores, and the iconic Burleigh Heads National Park, are all within a short walking distance.

Accor's diverse portfolio of branded residences features privately owned apartments, villas and chalets which are developed, designed and serviced to the standards of one of its globally recognized brands, and typically co-located with an Accor-managed hotel. Branded residences combine exclusivity and the comfort of luxury living, with a comprehensive array of on-demand hotel services. Commonly, purchasers of branded residences may elect to rent their home through a managed rental program when not enjoying the space personally.

For more information, please contact RESIDENCES.INFO@accor.com

###

About Accor

Accor is a world leading hospitality Group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries. The Group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique Lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Over 68 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily Lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com or follow Accor on Twitter, Facebook, LinkedIn and Instagram.

About Mondrian Hotels & Residences

Mondrian is more than a hotel: it's a way of travel. Known for its groundbreaking design and progressive programming it is a "must" destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. Design is at the center of the Mondrian experience

with hotels designed by some of the world's most famous architects and designers, including Philippe Starck and Marcel Wanders. With five properties in Los Angeles, Miami, New York, Doha and Seoul, the brand is on track to more than double its footprint by 2023, with upcoming openings in London, Bordeaux, Cannes, Australia's Gold Coast and more. Mondrian Hotels & Residences is part of Accor, a world leading hospitality group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries. Learn more at [MondrianHotels.com](https://www.mondrianhotels.com).

For further media inquiries please contact:

Claire Haigh
Accor Director of Communications, Pacific
T. +61 438 681 446
E. claire.haigh@accor.com

Naomi Hammond
Accor Communications Manager, Pacific
T. +61 434 738 380
E. naomi.hammond@accor.com