

For Immediate Release  
Wednesday 2nd December 2020

## **A WORLD-CLASS LIFESTYLE AND ENTERTAINMENT PRECINCT IS SET TO OPEN IN AUSTRALIA!**



### **CALI BEACH CLUB WILL DELIVER THE FIRST ELEVATED LUXURY BEACHSIDE PRECINCT ON THE GOLD COAST AND IS CERTAIN TO CAPTURE THE NATION'S ATTEN- TION...AND BEYOND!**

One of the Gold Coast's best kept secrets has been revealed today. Artesian Hospitality has just announced that it is bringing an international mega lifestyle and entertainment rooftop precinct to Australia's premier holiday destination hotspot, the Gold Coast. Scheduled to open in early 2021, Cali Beach Club is unlike any other venue in Australia and is certain to entice and delight both locals and tourists. The Gold Coast will soon boast a slick, sophisticated and sassy new playground capturing all the best features of our unique city. Luxe poolside cabanas, a world class restaurant and multiple premium dining outlets, multiple bars, sports facilities and even an outdoor cinema. Welcome to Cali Beach Club!

Rumours have been rife about a new luxe precinct coming to Australia, but until today the location has been a tightly kept secret. Cali Beach Club will be located in the heart of the Gold Coast in Surfers Paradise, on corner of Surfers Paradise Blvd and Elkhorn Avenue. The brand-new entertainment destination is four stories above street level and boasts a spectacular outlook over Surfers Paradise beach and unparalleled views of the Surfers Paradise skyline. Day or night, it is simply breathtaking! Cali Beach Club boasts an impressive footprint of over 5000 sq. metres.

*“Cali Beach Club marks the start of something special for entertainment offerings of its kind in Queensland, and Australia in general. As a company, we have a mantra to lead, not just follow. Cali Beach Club is a complete testament to our commitment to bring unique venues to life that will ensure our customers expectations are not just met but exceeded”.*

*“Our aim is to deliver a luxury hospitality experience that will surpass anything currently available in Australia and I am totally confident in announcing today that we will achieve that aim. Australia, come relax, eat, drink, play and embrace life at Cali Beach Club.”* said Matthew Keegan, Managing Partner, Artesian Hospitality.

Cali Beach Club is also certain to cement its place on the international stage as one of the best premium beachside lifestyle and entertainment precincts. The Gold Coast’s pristine beaches are the backdrop and Cali Beach Club is the star of the show. A marriage which celebrates Australia’s tourism mecca. Sun, surf, sand all mixed with sophisticated social sass.

Upon entry via an impressive 26-person glass elevator from street level on Elkhorn Avenue, once the brand-new elevator doors open, guests will be greeted by a new precinct that oozes style and sophistication... Queensland style. Welcome to your new playground.

As you exit the glass elevator that even Wonka himself would approve, an impressive rooftop sand covered volleyball court catches your eye. As you walk towards an impressive over pool bridge, you see a slick restaurant boasting unobstructed ocean views. This is just your entry.

Stop, turn left and then you will truly appreciate Cali Beach Club in all its glory. Not one, but three large beach-edged pools, endless sunlounges and daybeds, bars, exercise areas, open air luxe showers...and VIP Cabanas.

The luxurious and sophisticated precinct will open early 2021 and is certain to become a national notable open-air destination of choice.

After absorbing the volleyball court, fine dining restaurants with ocean views, four luxury pools and multiple bars, as you turn to catch a view of the sand and surf, another gem is spotted. Cali Beach Club will also boast a beachside outdoor cinema that will rate as one of the best in Australia and beyond. You will hear the surf roll in, smell the salt in the air all whilst you watch a movie. Margarita please! An impressive menu, beverage list and friendly Cali Beach Club team members will be ready to serve, the cinema experience has been redefined.

*“This is exactly what Surfers Paradise, and our city needs!”*

*“I applaud the team behind this development as it will be a beacon for locals and visitors. I look forward to seeing the evolution of Cali Beach Club into one of those must-visit destinations year-round.”* Said Mayor Tom Tate.

Cali Beach Club by Artesian Hospitality. Landing early 2021!

## **ABOUT ARTESIAN HOSPITALITY**

Artesian Hospitality is one of Australia’s largest hospitality groups. With over 15 years’ experience, the group owns and operates a portfolio of hospitality and entertainment venues.

Artesian Hospitality employs over 350 staff, and welcomes in excess of one million people each year to their impressive venues! Artesian has a mantra of leading with cutting edge offerings, and relishes in the opportunity to deliver an unforgettable experience for their guests.

Over the last 15 years, Artesian Hospitality has established an impressive array of entertainment and hospitality partners, including Tier 1/Regional Priority Account status and support from world-leading brands such as Diageo, Schweppes Asahi and RedBull (Top 5 / Top 10 group in the country).

**For more information or images.**

Andrew Meadowcroft  
Squirrel House  
andrew@squirrelhouse.com.au  
0428 724 420

