



PLC HOTEL

RAW URBAN BASE POINT OF DIFFERENCE



Guestrooms
Typical Floor Plans



Standard King Room
26 sqm
(Option 01 Type A)

Standard Twin Room
26 sqm
(Option 01 Type A)

Spa King Room
26 sqm
(Option 02 Type A)

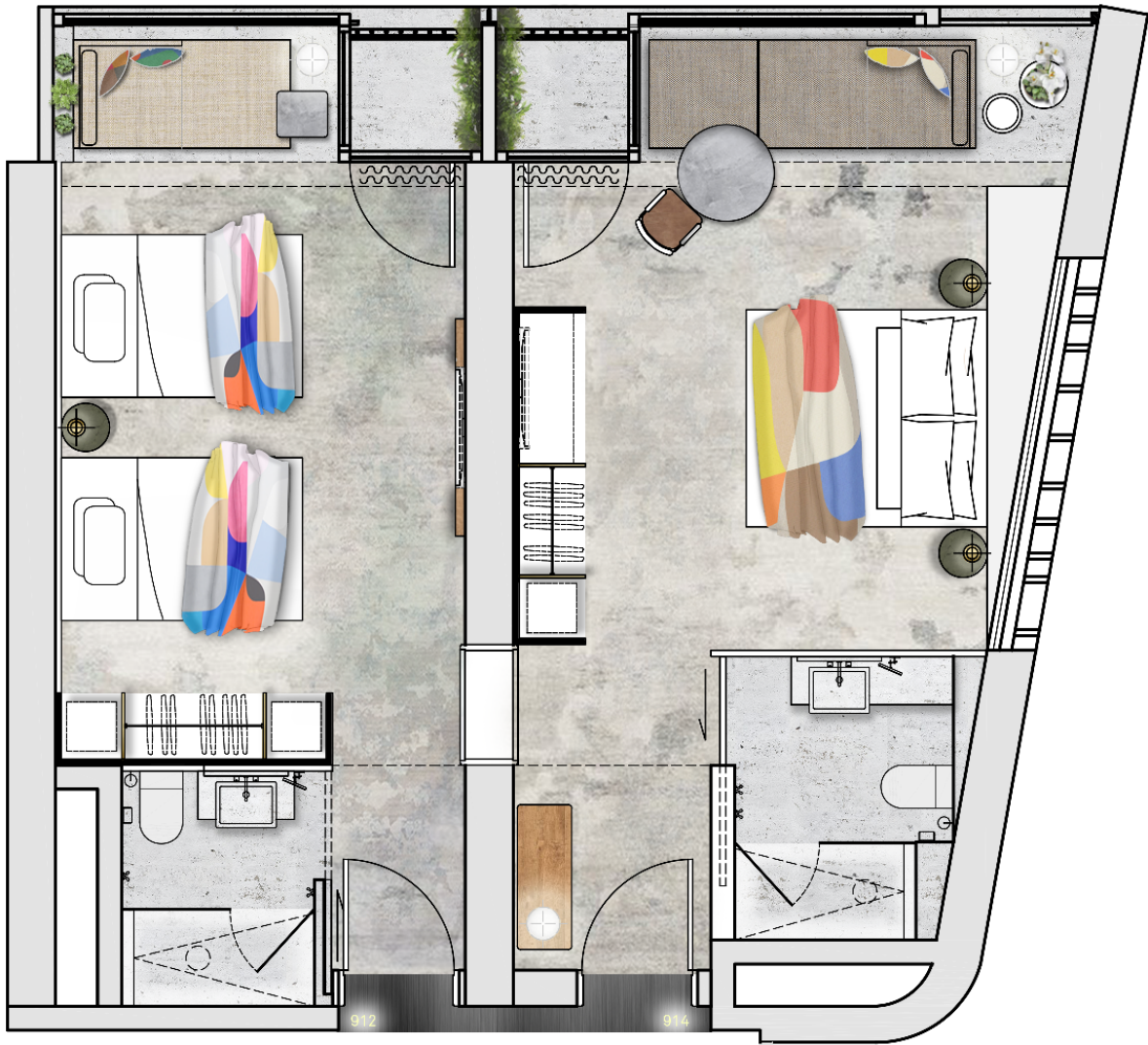
SpaTwin Room
26 sqm
(Option 02 Type A)

Superior King Room
26 sqm
(Option 03 Type A)

Superior Twin Room
26 sqm
(Option 03 Type A)

Guestrooms

Typical Floor Plans



Standard Twin Room

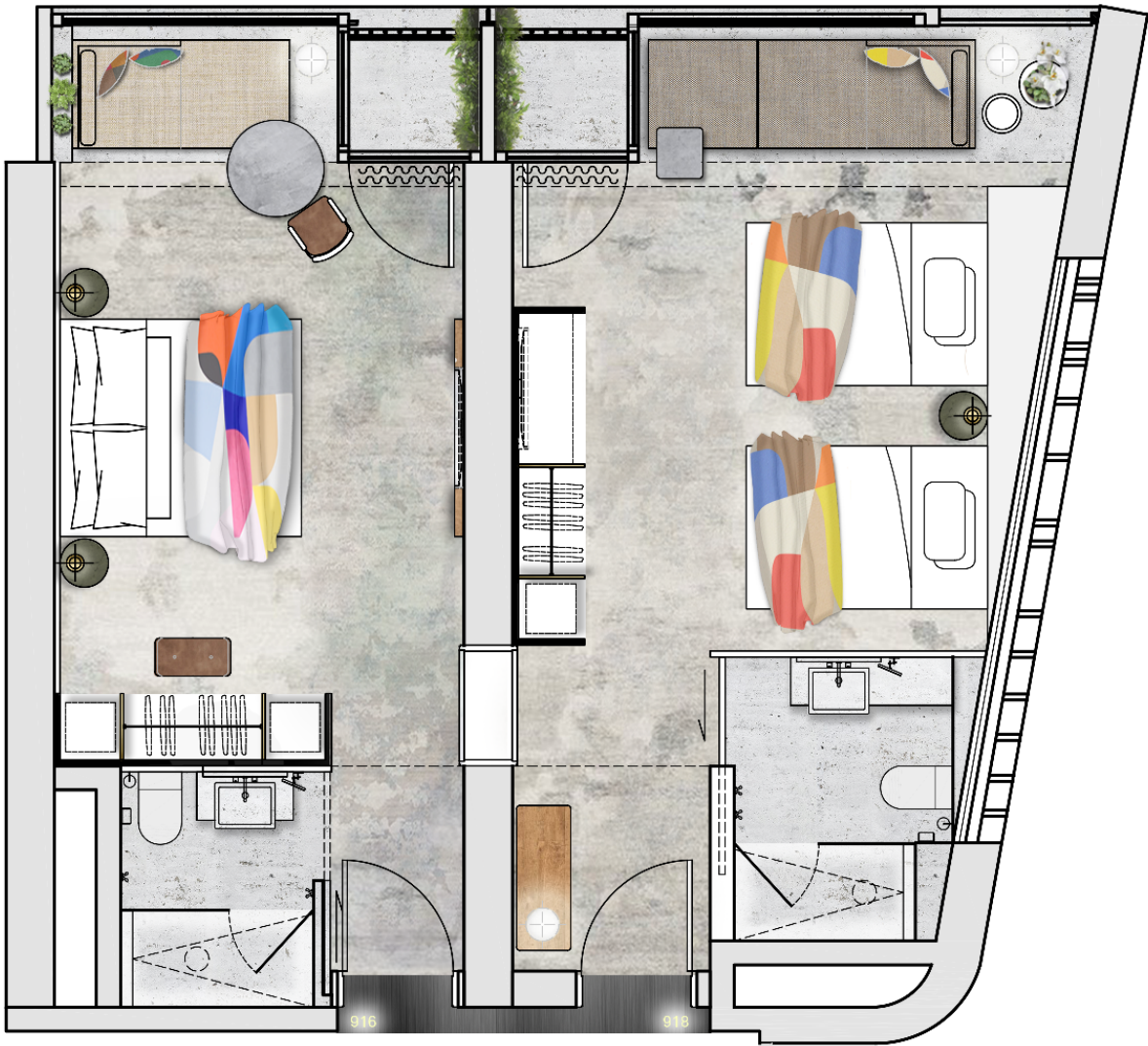
26 sqm

(Dual Key Type A)

Standard King Room

32 sqm

(Dual Key Type B)



Standard King Room

26 sqm

(Dual Key Type A)

Standard Twin Room

32 sqm

(Dual Key Type B)

Guestrooms
Typical Floor Plans



Standard King Room
26 sqm
(Dual Key Type A)

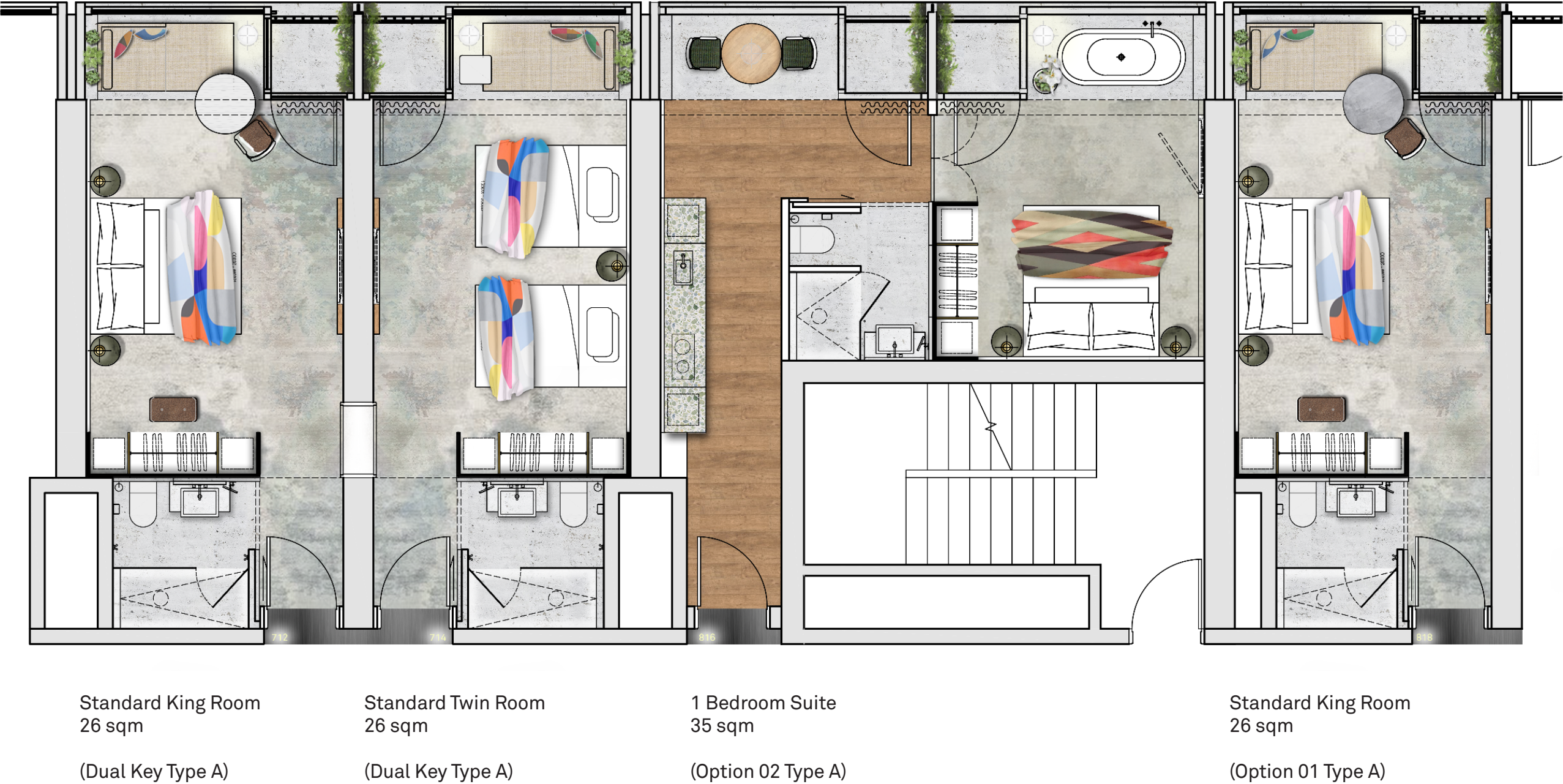
Standard Twin Room
26 sqm
(Dual Key Type A)

1 Bedroom Suite
35 sqm
(Option 01 Type A)

Standard King Room
26 sqm
(Option 01 Type A)

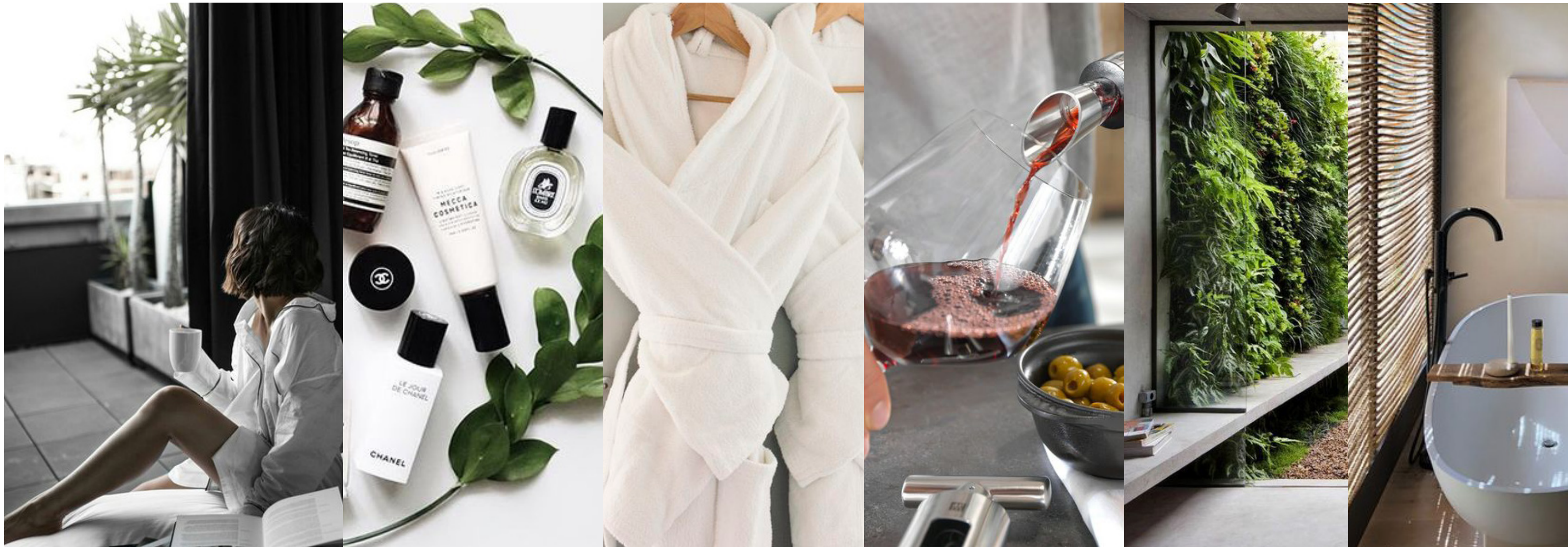
Guestrooms

Typical Floor Plans



Guestrooms

Experience



Personalising the experience from sports lovers, families and business travellers.

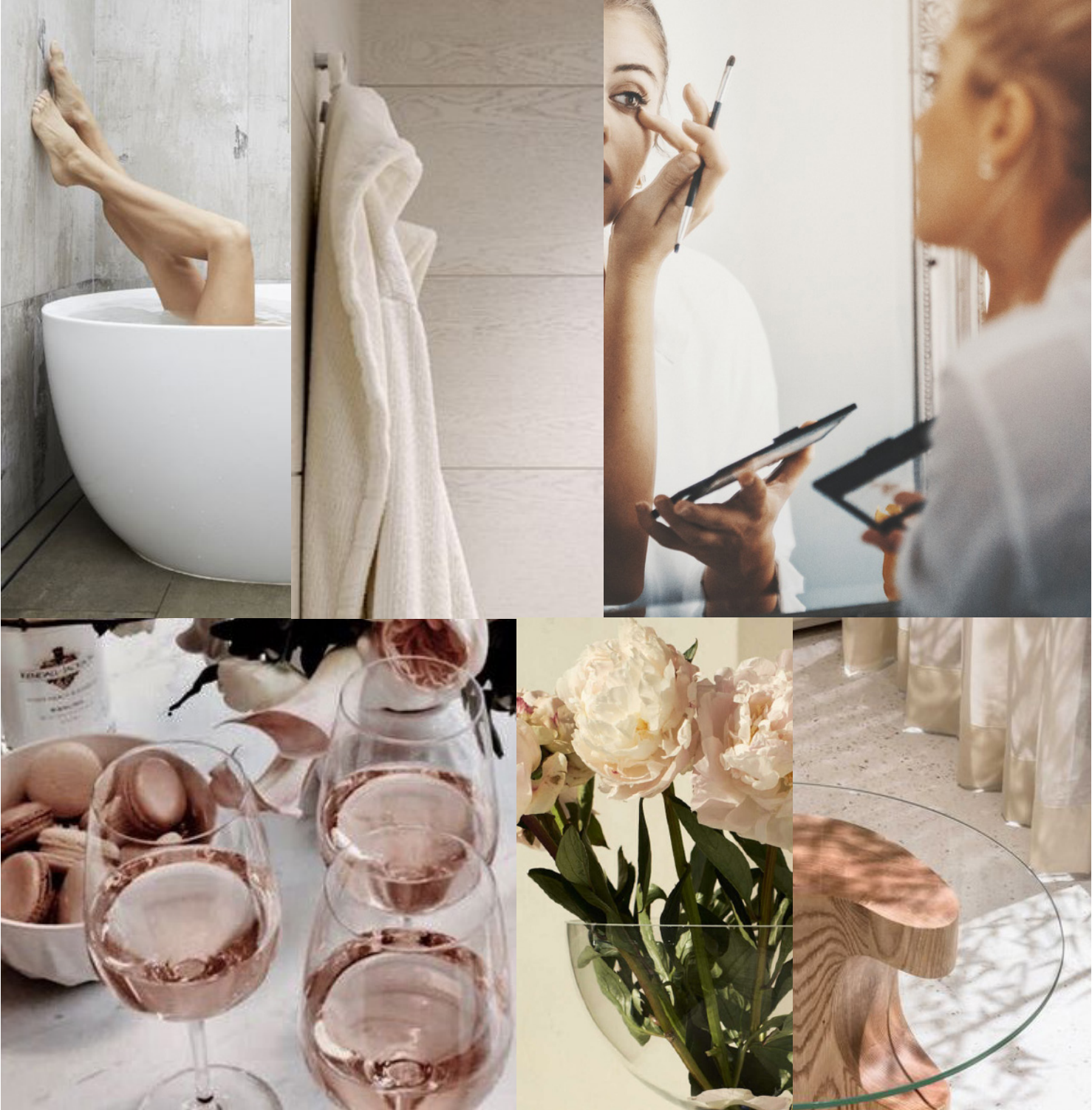
Adapting the rooms to provide memorable experiences for many different guest preferences.

We have hypothesised 3 guest experiences to determine how each room type could work for different travellers.

Trinity



- _Trinity is staying at the Spa King Room
- _She is a leisure traveller, a staycationer.
- _She is here to relax and to have a girl's night out with fellow WAGs
- _Needs cocktail in room and mini bar
- _Needs a relaxing bath
- _Needs a big mirror vanity and toilet amenities
- _Needs a 24 hour dry cleaning service
- _Needs a pillow menu for the night after



Guestrooms
Typical Suite_Trinity



Guestrooms
Guest Experience 2

Travis



- _Travis is staying at the Standard King Room
- _He is a business traveller
- _He is here to perform at Half time
- _Needs wifi and a lounge area to relax, eat and work
- _Needs room service dining
- _Needs big TV and coffee in room
- _Needs a nice shower but no bath
- _Needs wardrobe space and luggage rack



Guestrooms

Typical Suite_Travis



Turner Family



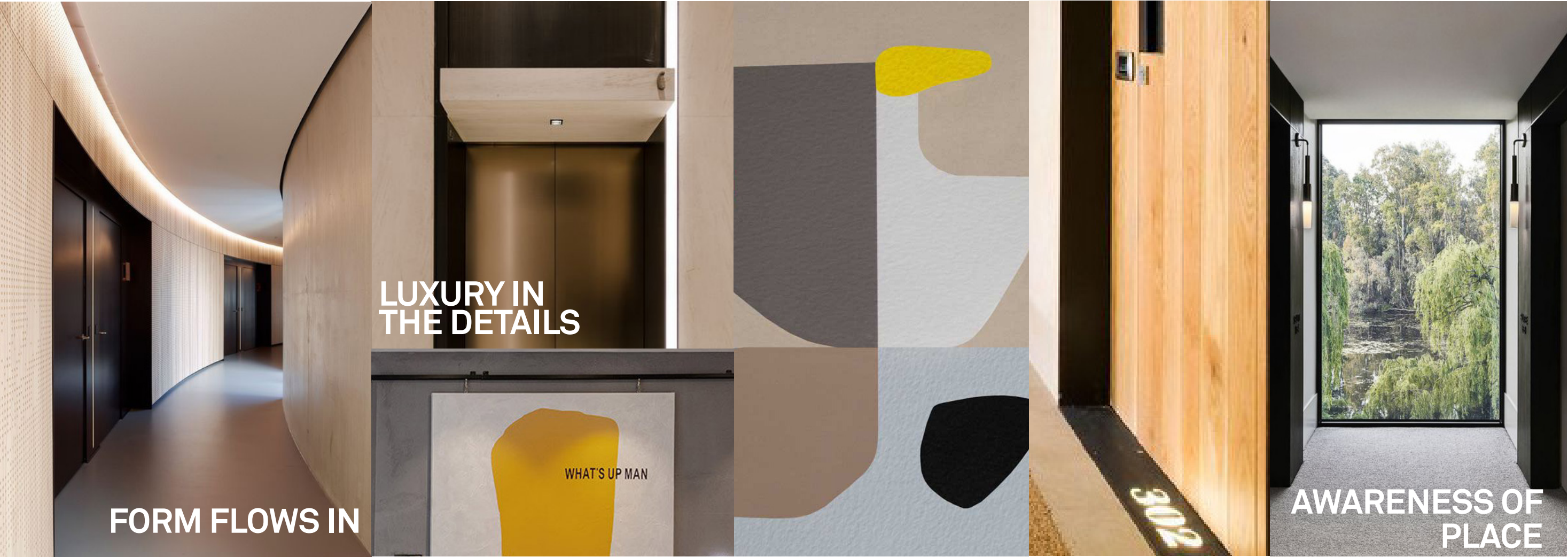
- _Tom, Trish and Tiffany are staying at the 1 Bedroom Suite
- _They are Interstate travellers
- _They are travelling from Queensland to watch the game
- _Needs a small kitchen and dining area
- _Needs a sofa bed for Tiffany
- _Needs a car hire
- _Needs wardrobe space and luggage rack
- _Needs entertainment amenities



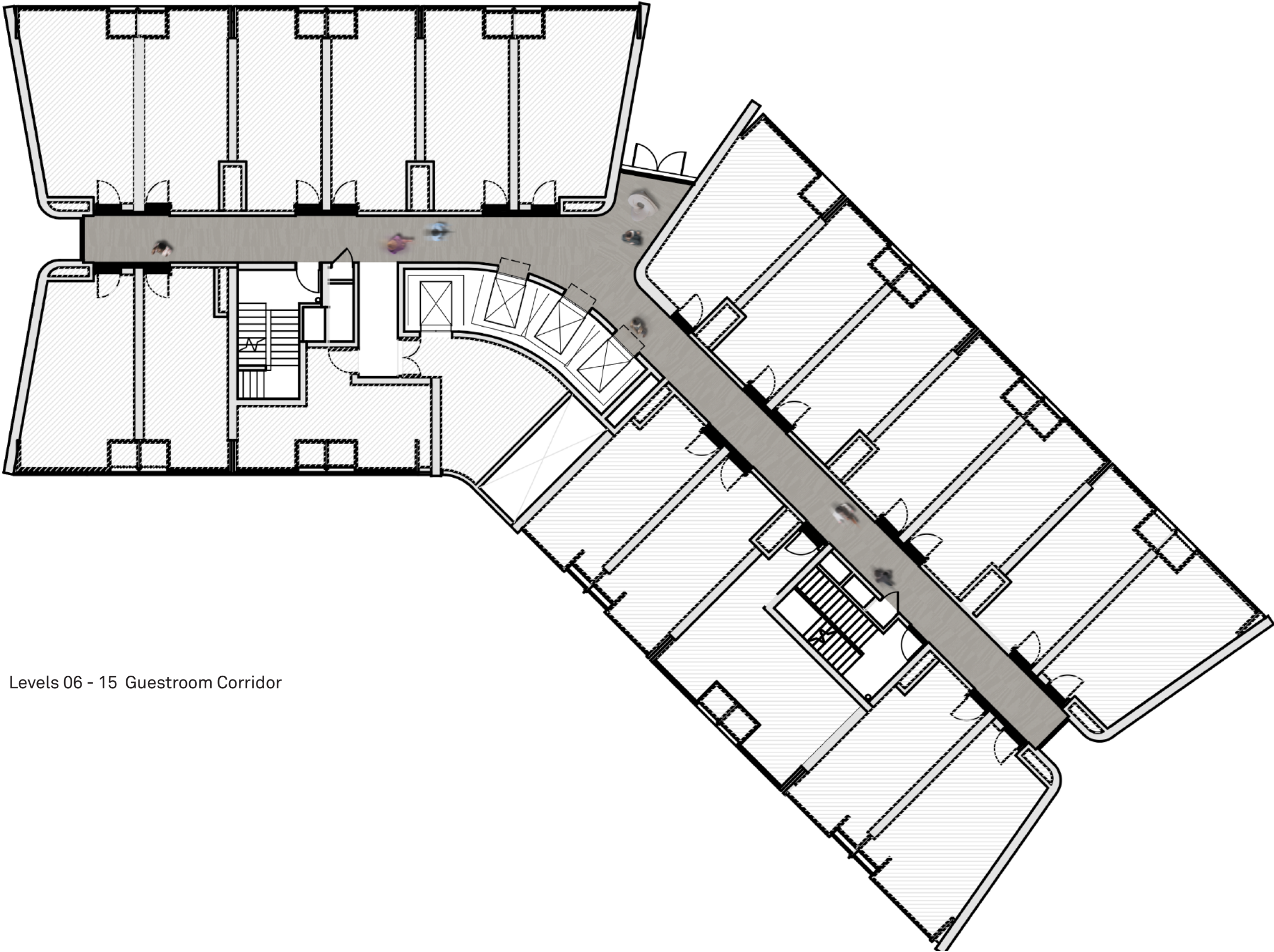
Guestrooms

Typical Suite_Turner Family





Guestroom Corridors & Lift Lobby
Typical Floor Plan



Levels 06 - 15 Guestroom Corridor



Guest Journey to Suites

Guest Arrival Point

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70 Hindmarsh Square
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