**ADINA APARTMENT HOTEL MELBOURNE NORTHBANK UNVEILS FRESH NEW LOOK**

**28 February 2019:** TFE Hotels’ Adina Apartment Hotel Melbourne Northbank has unveiled a stunning new look following a multi-million-dollar refurbishment. Located in Melbourne’s CBD, the Adina Melbourne Northbank has been thoughtfully designed with the modern traveller in mind.

In true Melbourne style, a playful combination of historical décor and contemporary art has been integrated throughout, with designers ‘In Design International’ seamlessly merging the style and sophistication of the city with all the modern luxuries of home.

Adina Melbourne Northbank’s public areas and 108 guest rooms have also been transformed with a contemporary look and feel, and layouts have been reconfigured to maximise space. The use of semi-industrial furnishings including elements of concrete, black steel and timber give the hotel a comfortable yet urban feel, and pops of deep navy and vibrant honey add texture and colour.

The unveil also provides guests with first-rate facilities to stay connected including; Samsung Smart TVs, high-speed WiFi, digital headend, and the addition of the new lobby’s working hub - an ideal place for guests to connect to high-speed internet whilst relaxing in the “lounge”.

“The precinct is a prime location for business or leisure,” TFE Hotels Chief Operating Officer, Chris Sedgwick, said. “And the transformation of the Adina Apartment Hotel Melbourne Northbank is the perfect way for guests to enjoy the very best Melbourne has to offer, with all the modern comforts of home.”

A choice of 108 spacious contemporary studio rooms, or generous one or two-bedroom apartments make it the perfect base for travellers looking to explore the best that Melbourne has to offer. The hotel is just a short walk to Melbourne’s finest attractions including the MCG, Rod Laver Arena, Melbourne Convention Centre, shopping precincts, and is close to public transport.

Melbourne’s famous laneway culture and world-class eateries including Attica and Vue de Monde are just a stone’s throw away. For those who prefer to kick back and enjoy a night in, the apartment hotel comes complete with a fully-equipped kitchen, in-room laundry, private balconies and ample living space to unwind. The hotel also features an indoor heated pool, jacuzzi, sauna and gymnasium.

To book, visit adinahotels.com.

Ends.

**FOR MORE INFORMATION CONTACT**

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**ABOUT ADINA APARTMENT HOTELS**

Adina Apartment Hotels offers the modern explorer apartment living with space to stretch out in the heart of a neighbourhood, with do-it-yourself experiences and the ease of hotel services. Contemporary living and working spaces with kitchens and laundries encourage guests to enjoy a truly local experience with the help of knowledgeable and friendly hotel teams. One-bedroom and two-bedroom apartments or studios with kitchenettes offer stylish and comfortable spaces in which to entertain, unwind, work or relax. Facilities such as 24-hour reception, room service, fully equipped gyms and boutique meeting facilities deliver a full-service apartment hotel.

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