



ORIGINALLY & ALWAYS

PRESS RELEASE

The Largs Pier Hotel is throwing open the doors on its multi-million dollar refurbishment – a landmark event for a hotel that is quite literally a landmark.

In the 19th century, the Hotel's huge facade of arches and columns used to loom out of the sands of Largs Bay and Semaphore, serving as a navigation aid to captains of ships under sail and steam. It told them that home was on the horizon.

In 2007, when the stunning top-to-bottom refurbishment is unveiled, the Largs Hotel will again become a beacon on the South Australian shore – a place that signals real comfort, great company and over 120 years of beachside hospitality.

SAME VIEW, NEW OUTLOOK

The view from 'The Largs' hasn't changed much: same generous stretch of beach, same wooden pier with its fishermen and seabirds, same views over Norfolk pines and glittering Gulf...

But the Largs Pier is adopting a totally fresh outlook. A year-long restoration project has breathed new life into this much loved heritage building. Specialist architect Mark Folland was charged with the task of reinvigorating the old landmark, blending 19th century elegance with 21st century style.

Visitors to the Hotel will realise they're in for something special at first sight of the interior, appreciating the return of natural wood and period details rescued from years of partitioning, paint and plaster. The grand staircase leading to the accommodation took three craftsmen six weeks to restore.

Guests staying at any of the 33 boutique rooms will love the view from their refurbished balconies. But they'll also love their contemporary room décor, the earth tone fabrics, the textures of leather and suede. Bathrooms have been completely rebuilt and many feature a generous spa bath.

The signature arches of the exterior have not only been given a facelift, they've been given a new purpose. Now visitors can eat and drink al fresco on The Deck, spicing their dining with sea-breezes or raising a glass to the bustle of The Esplanade.

The enormous Largs Bar has undergone complete restoration and refit. The same ornate 'rose' mouldings are pressed to the lofty ceilings and original Baltic timbers have been polished underfoot; but the ambience is now boosted by a state-of-the-art Boston music system and high-definition plasma screens. (There's even wi-fi if you like a cold one beside your keyboard...)

The Gaming Room is now at the rear of the Hotel, an expanded space that's vibrant but open, enjoying the same attention to detail and regard to comfort.

In May, the new restaurant named "The Pier" started serving excellent food in a cool, elegant atmosphere filled with natural light and green plants.

Our wine list? Expanded of course.

Staff? We're boosting numbers to give a terrific staff/guest ratio and offer top service.

G R E A T P U B S A R E A B O U T G R E A T P E O P L E

Returning to a former glory, the Largs Pier Hotel will once again be drawing people from all points of the compass.

Of course there will be the locals, without whom it could never be 'The Largs'. Some of our customers have been coming here for years – like old Charlie, who's been making sails for many of the boats in the area for years. But some of our locals will be new to the pub – in fact, many of them new to Largs Bay and Semaphore, suburbs that are riding their own tides of change.

There will also be people joining us from out of town. We will be seeing an increase in the number of yachties and weekenders, people coming to stay with us for a well-earned break in a seaside suburb with old-world charm. And our connection with the maritime industries will remain: we're already welcoming men and women from the defence industry – South Australians, out-of-staters and internationals among them – who are working on the Collins Class submarines and Air Warfare Destroyer at Osborne; and of course there will be the time-honoured 'Port people', the captains, crews and dockworkers.

Wherever they're from, whoever they are, they'll all be enjoying the same thing: a great experience in a well-loved Australian port of call – originally and always, the Largs Pier Hotel.