

Media Release

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Retail offering benefits Royal ICC

With a new vibrant retail strip coming to life on its doorstep, Brisbane's Royal International Convention Centre (Royal ICC) is continuing to attract high profile events and guests.

Since opening in March 2013, Australia's newest convention centre has hosted almost 600 events and is no stranger to the stars, with guests including Hollywood celebrity Arnold Schwarzenegger, iconic entrepreneur Richard Branson and British Royal Princess Anne.

The Royal ICC is at the heart of Queensland's largest indoor outdoor events precinct, the Brisbane Showgrounds. Its versatile range of venues allows it to host events from large equestrian competitions with stables located on ground, to five star dinner functions featuring Royal Queensland Food and Wine Show (RQFWS) award-winning produce.

Now Royal ICC guests staying on site have more dining options at their fingertips, with the first retailers on King Street recently opening. George Gregan's The George, GG's Espresso and Fat Dumpling are already proving popular with guests, with Sushi and Nori, Hello Chicken, The Lamb Shop and Italian restaurant Il Verde to also open this year.

The King Street retail activation marks another milestone in the \$2.9 billion Brisbane Showgrounds Regeneration Project, which is now in its sixth year. In February, it saw the opening of a four star Rydges hotel, offering 208 rooms, the Paddock Bar and Six Acres restaurant.

The Royal ICC's General Manager of Venue Sales and Marketing Jago Coyle said the revitalisation of the Brisbane Showgrounds precinct has brought accommodation and retailers onsite, which is convenient for Royal ICC guests.

"It's exciting times as the Brisbane Showgrounds precinct comes of age," Mr Coyle said.

"We have year-round events booked, a four star hotel on site and now a range of great dining options on King Street."

For more information about the Royal ICC and Brisbane Showgrounds click here www.brisbaneshowgrounds.com.au

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