



Building business: Vision Hotels and Resorts general manager Craig Biber at The Lakes Resort.

Picture: MICHAEL WATT

# Lakes success to be emulated

A NEW name is about to join the resort accommodation market boards, centred around Cairns.

The H & S Vision Group has launched its own tourism accommodation brand, Vision Hotels and Resorts.

Heading up the brand will be the award-winning The Lakes Cairns Resort and Spa.

It will be joined under the new name later this year as accommodation precincts are opened at Paradise Palms Resort and Country Club at Palm Cove.

Third on the list will be the inner-city hotel project being developed by H & S Vision, the 258-room Central Park Cairns, scheduled to open in 2010.

Vision Hotels and Resorts general manager Craig Biber said the move was part of a big picture with the company's expansion of its North Queensland resort and hotel portfolio in the



next two years. "H & S Vision Group has proved its ingenuity in many fields, not the least of which is accommodation development and management," Mr Biber said.

From a base in Cairns, the company's development mantra of absolute professionalism, innovation and integrity has been the secret behind the runaway success of The Lakes Cairns Resort and Spa.

Mr Biber said while The Lakes Cairns Resort and Spa's management style would be emulated for Paradise Palms Resort and Country Club and Central Park Cairns, each would be tailored to suit their specific

identities. "There are a number of factors for each property that will dictate individual management processes.

"However, the fundamentals will be the same to ensure a consistent and superior level of professionalism, facilities and service.

"And while each operation will do so under its own name, the Vision Hotels and Resorts brand will be standard to all," he said.

Synergies between each of the properties would give Vision Hotels and Resorts the ability to attract a wider base of domestic and international business.

Paradise Palms Country Club will provide a complete destination-style experience following its multi-million dollar transformation spanning golf, residential, accommodation and a range of lifestyle facilities.