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Latest News

- Absolut Vodka Relaunch a Runaway Success
- Event Company Recruits Former NZ Bureau Manager
- Novotel St Kilda Completes Facelift
- Blimey, London's On Sale For Under Two Grand
- Luke Mangan Launches Events Menu at Hilton Sydney
- Jose Carreras Ticket Winners Announced
- Jacob's Creek Opens Wine Bar At Australian Open
- Pullman Cairns Opens with Multi-Million Dollar Refurb
- Langham Appoints Global MICE Manager
- Hilton Adds Three Properties In French Polynesia



Hot Products



Kingsleys Melbourne To Host Steak Tasting Dinner

Kingsleys Steak & Crabhouse Melbourne is hosting its inaugural Steak Tasting Dinner on Feb 2. From Carpaccio to Wagyu, the restaurant will combine the finest beef produce with simple, professional cooking and an expert wine selection to provide guests with [more...](#)



National A LIST Guide Launches

A LIST Guide has launched its 2009 inaugural national edition, giving planners a 690-page, full-colour guide to all the leading venues, services, suppliers and activities in all major cities and regional locations across Australia. [more...](#)



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Pampering Goes Up A Class On British Airways

While some international carriers are doing away with the finer details of onboard pampering, British Airways has re-launched its

Club World business class amenity kits with a new range of luxury products from Elemis. [more...](#)



New Business Class Seats From Japan Airlines

Japan Airlines (JAL) has completed the introduction of its new Executive Class seats on flights between Tokyo and Sydney,

Absolut Vodka Relaunch a Runaway Success

[Thu 22/01/2009 10:34:20]

By Ian Neubauer

Pernod Ricard Australia has pulled-off a stellar relaunch of Absolut following the acquisition of the iconic Swedish vodka brand by its French parent company last year.

Marking its first major marketing initiative for the brand, Pernod Ricard Australia has installed a temporary day club on the rooftop pool deck of the Accor's **Swiss Grand Hotel** on Sydney's Bondi Beach as part of its '10 Summer Sunday's in an Absolut World' campaign.

Launched in the last weekend of December and extending through to March, the day club has become one of the Harbour City's most talked-about venues. It features European-style day-club styling complete with sun lounges, maxi-umbrellas, plush towels and a series of cocktail bars.



Patrons enjoy the sun at the Absolut day club

Pernod Ricard Australia marketing manager – Absolut, Laura Stephen, said the day club has proven a perfect kick-off to the next phase in the evolution of the Absolut brand.

"With four 'Summer Sundays' down and six to go, this winning concept, which has proven an instant hit, is a class expression of the Absolut brand ... a simple yet premium experience executed with creativity, wit and style," she said.

Entry to the day club is by invitation only. However, a limited number of new recruits are selected from a Facebook page has been built to showcase the various 'goings on' for all to see while keeping attendees up to date with pictures from previous weeks' parties.

Tags: [absolut](#) [accor-hotels](#) [bondi](#) [pernod-ricard](#) [vodka](#)



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Emirates Introduces Online Check-In

Emirates will introduce online check-in for Australian passengers this month, following the lead of several airlines that offer the service in Australia, including British Airways and Virgin Atlantic. [more...](#)



Sydney Caterer Offers Star Wars Function Packages

Sydney-based event caterer freshcatering has announced unique function packages in conjunction with the international blockbuster exhibition 'Star Wars: Where Science Meets Imagination' at the Sydney Powerhouse Museum [more...](#)

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