



FOR IMMEDIATE RELEASE

## THE GEORGE GLENELG NOW OPEN

**SOUTH AUSTRALIA'S PREMIER BOUTIQUE HOTEL WELCOMING GUESTS TO ADELAIDE'S  
ICONIC GLENELG BEACH**

**Glenelg, South Australia (8<sup>th</sup> April 2025)** – A new era of boutique coastal luxury has arrived in South Australia. The George Glenelg is now open, welcoming guests to experience elevated beachside accommodation in one of the state's most sought-after destinations. Owned by the Taplin Group, this 60-room retreat offers a refined and sophisticated stay, just steps from Glenelg Beach and the vibrant Jetty Road precinct.

Located at 1 Colley Terrace, The George Glenelg places guests at the heart of it all. With seamless tram access to Adelaide's CBD, a 10-minute drive from Adelaide Airport, and more than 37 restaurants, cafés, and retail spots within a two-minute stroll, it delivers the ultimate blend of style, convenience, and coastal charm for both business and leisure travellers.

### A LEGACY OF EXCELLENCE

The George Glenelg is the latest venture from the Taplin Group, a South Australian family-owned company with a heritage dating back to 1932. With decades of experience in hospitality and real estate, the Taplin Group has played a pivotal role in shaping Glenelg's coastal landscape.

**Tom Taplin, Director of the Taplin Group, said:** *"We are proud to officially open The George Glenelg, a project that reflects our deep connection to Glenelg and our vision for the future of tourism in South Australia. This hotel is designed to set a new benchmark in boutique luxury, providing a sophisticated yet relaxed retreat that will attract visitors from across Australia and beyond."*

### A THOUGHTFULLY DESIGNED GUEST EXPERIENCE

More than just a place to stay, The George Glenelg has been carefully curated to balance modern comforts with refined elegance. Inspired by the natural beauty of Glenelg's coastline, each of the 60 boutique rooms has been designed to create a tranquil retreat for guests.

**Andrew Bullock, Chief Executive Officer of 1834 Hotels,** highlighted the significance of the addition to South Australia's accommodation market: *"The George Glenelg is a strategically positioned property in one of Adelaide's most high-demand tourism and business precincts. With a strong focus on commercial performance and guest satisfaction, we are confident this boutique hotel will thrive in Glenelg's competitive accommodation market. We see significant potential for The George to capture both domestic and international markets and look forward to working with the Taplin Group to shape its long-term success."*

## A BOUTIQUE HOTEL WITH A PERSONAL TOUCH

Beyond its prime location and luxurious design, The George Glenelg offers personalised service and premium amenities. Guests will enjoy:

- Seamless access to beachside walking tracks, local dining, and entertainment.
- Limited on-site parking, with additional secure parking available nearby.
- A playful nod to the hotel's namesake, George—the Taplin family's cherished dog—subtle details woven throughout the hotel add warmth and personality to the refined design.

**Peter Clark, General Manager of The George Glenelg**, shared his excitement about the hotel's opening: *"Welcoming our first guests to The George has been an incredible milestone. The response has been overwhelmingly positive, and it's rewarding to see our vision come to life. We look forward to creating memorable experiences for travellers from near and far."*

With its coastal elegance, premium finishes, and deep-rooted local heritage, The George Glenelg is set to become a destination of choice for discerning travellers.

**The George has officially opened its doors, ushering in a new era of boutique accommodation in Glenelg. Experience elevated coastal luxury and be among the first to stay. Visit [georgeglenelg.com.au](https://georgeglenelg.com.au) to book and learn more.**

Download images here: <https://tinyurl.com/TheGeorgeGlenelg>

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### About The George Glenelg

The George Glenelg is a premium boutique accommodation offering by the Taplin Group, a family-owned company with a long-standing commitment to Glenelg's hospitality and real estate landscape. Set in the heart of Glenelg, the hotel blends contemporary elegance with the region's vibrant coastal charm, delivering a refined experience for business and leisure travellers alike.

### About 1834 Hotels

1834 Hotels is Australia's premier white-label hotel management company, providing tailored management solutions for a diverse portfolio of over 60 properties. With a focus on operational excellence, revenue growth, and strategic hospitality solutions, 1834 Hotels partners with owners to optimise performance and maximise profitability. For more information, visit [www.1834hotels.com.au](http://www.1834hotels.com.au)