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Belmo Group expands with luxury Hunter Valley hotel

Bespoke hotel management specialist Belmo Group has expanded its diverse portfolio to the Hunter Valley with the appointment by HVL Hotels to manage Laval, a landmark luxury hotel with one of the most advanced longevity spas in Australia.

Set to open in the second half of 2027 on the historic Ben Ean Estate in Pokolbin, Laval is the first new luxury development of this scale to be built in Australia's oldest wine region in more than 25 years.

Set on a 165-acre estate with immersive 360-degree views of vineyards and the Brokenback Range, the 65-room property has a thermal spa and doctor led rejuvenation centre, an adaptable event space for up to 150, a Mediterranean-style restaurant, and a poolside cocktail bar that transitions from daytime retreat to evening destination.

Belmo Group Chief Executive Officer David Assef said the appointment marked a defining moment for Belmo Group as it expands into the premium luxury hotel management sector.

"Over the past 15 years the Belmo Group's success as a premier provider of bespoke management services for corporate and leisure hotels and premium residential developments is embedded in our tailored approach to each property's distinctive brand identity," he said.

"Laval is a once-in-a-generation property. The Hunter Valley hasn't seen a luxury hotel of this calibre open in a quarter of a century and Laval changes the conversation entirely.

"Combining world-class design, an extraordinary natural setting, and a bold cultural vision, Laval will put the Hunter Valley firmly on the map for discerning travellers.

"We are deeply proud that HVL Hotels has entrusted Belmo Group with bringing their vision to life through our operational expertise, and we are committed to delivering an experience that matches the ambition of this remarkable project."

Under the hotel management agreement, Belmo Group will be responsible for all aspects of hotel operations including guest experience, revenue management, food and beverage, spa operations, sales and marketing, and team recruitment and culture.

The appointment draws on Belmo Group's integrated approach to hotel management and its growing reputation for delivering strong commercial outcomes while preserving each property's distinctive identity.

Founded in Brisbane in 2011, Belmo Group's senior leadership team brings together more than 60 years of collective experience across luxury hotels, resort operations, property development, and asset management throughout Australia and New Zealand.

For more information visit belmogroup.com

Belmo Group

Belmo Group is a premier provider of bespoke management services for luxury hotels, high-end residential developments and short-stay accommodations across Australia operating through its two divisions, Belmo Hotels and Belmo Living. The group is an operator, owner and investor with a portfolio of carefully curated properties spanning corporate and leisure hotels and premium residential developments.

Founded in Brisbane in 2011, Belmo Group (previously known as Prestige Residential) has grown from its initial acquisition of management rights to Republic Apartments into a diversified portfolio. The senior leadership team is committed to delivering outstanding results by combining proven industry expertise with cutting edge technology for a tailored approach to each property's distinctive brand identity. Together, the Belmo Group team combines the agility of an owner-operator with the operational depth typically found in much larger hospitality groups.

Laval

Laval is a landmark luxury resort opening in the Hunter Valley in 2027. Featuring 65 villas within a commercial vineyard, the resort brings together world-class dining, longevity spa and cultural experiences, shaped by a philosophy of intentional collisions and delivered with a warm, approachable hospitality ethos. Laval features one of the world's largest collections of Gillie and Marc sculptures - with 13 major works, in-room pieces and digital artworks to discover at leisure or on curated art tours. Laval's culinary program by Justin North is defined by intentional contrasts, generous hospitality and the joy of experiencing something new - from Vallery's Mediterranean style menu, to vibrant day-to-night poolside bar La Vida, and the resort's social heartbeat - Lobby Bar. A highly drinkable wine program curated by Jon Osbeiston spans a 10,000-bottle cellar and 1,000-strong list celebrating Hunter Valley heritage and global producers - featuring rare private collections, Coravin by-the-glass access, and an emphasis on local Shiraz and Semillon. A world-class 1000 sqm longevity spa anchors the wellness offering, introducing a new level of technology that hasn't been seen before in Australia.

For more information, visit belmogroup.com

For media enquiries, please contact:

Belmo Group
Email: kylie@belmogroup.com
Phone: +61 413 580 111
Web: belmogroup.com