



MEDIA RELEASE

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Belmo Group ushers in a new era with the launch of Chester Hotel

Belmo Group has announced a new chapter for one of Brisbane's best-known boutique accommodation properties located at 959 Ann Street, Fortitude Valley, with the property officially relaunching as Chester Hotel from 11 August 2026 under Belmo Group management.

The rebrand marks the evolution of the property into a new identity inspired by its Chester Street location and future vision, while preserving the personalised guest experience and trusted hotel team that guests have come to know.

The transition reflects Belmo Group's approach to creating place-led hospitality experiences that preserve a property's strengths while positioning it for long-term growth. Belmo Group Chief Commercial Officer Kylie English said the rebrand represented an exciting opportunity to build on the strong foundations established at the hotel while introducing a new identity designed for the future.

"The hotel has built strong recognition and a loyal following over many years, and our focus has been on ensuring we honour that history while introducing a new chapter for the property," she said. "Chester Hotel is a considered evolution; one that feels grounded, timeless and deeply connected to place."

"Importantly, while the hotel name is changing, the people behind the guest experience remain the same. Guests will continue to see the familiar team they know and trust delivering the same personalised service that has made the property so successful."

The property has built a strong reputation among both corporate and leisure travellers, becoming known for its spacious apartment-style accommodation, personalised service and convenient inner-city location.

Belmo Group assumes full responsibility for all aspects of the hotel including guest experience, revenue management, sales and marketing, and operational performance as the property enters its next phase. The Chester Hotel identity takes inspiration from the surrounding Chester Street precinct and reflects a more enduring approach to premium hospitality; one designed to evolve alongside the property's future vision.

The transition will include refreshed branding and guest touchpoints across the hotel experience, with rollout across digital and physical channels over the coming months. This new addition further strengthens Belmo Group's growing hospitality portfolio and reflects the company's commitment to delivering long-term value while preserving each property's distinctive identity.



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.

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