



MEDIA RELEASE

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COOGEE BAY HOTEL QUESTIONS INCIDENCE FIGURES

Coogee Bay Hotel is one of NSW's icon venues. For 135 years, Coogee Bay Hotel has been a popular destination for both locals and visitors to the Coogee basin. In 2007, over 480,000 patrons visited the hotel, enjoying the casual atmosphere across from Coogee Beach, dining in the Brasserie, enjoying a beverage in the Beer Garden or one of seven bars, watching the big game in the Sports Bar, or staying in one of Coogee Bay Hotel's 80 rooms of quality affordable accommodation.

On some nights at Coogee Bay Hotel, it is not uncommon to have several thousand patrons on the premises. Responding to an article in the Sydney Morning Herald this morning, Group Marketing & Communications Manager for Coogee Bay Hotel Gil Avenaim said " We are a large hotel with over 480,000 patrons a year. While we question the accuracy of the incident data compiled for the article, 41 incidents out of 480,000 patrons only represents a 0.0085 percent incident rate. Putting things in perspective, it stands to reason the more popular you are, the more patrons you attract to the hotel and therefore the chances of the odd incident occurring increases. That doesn't automatically make us a "violent" pub".

Coogee Bay Hotel has been an industry leader and model to other hotels on responsible service of alcohol, restricting entrance to intoxicated persons, security procedures and many other drinking related issues. During 2007, Coogee Bay Hotel developed a number of initiatives aimed at lessening any chance of drink related incidents including **Designated driver** (free soft drinks for the driver), **Smart Shout** (stopping bar service for 5 minutes and serving free water bottles to all nightclub patrons at 11pm and 1am on Saturday nights), **Pumpkin Bus** – a free bus service to get everyone home between 12.45am till 3.45am and many more.

Coogee Bay Hotel contributes over \$250,000 per year to local community initiatives and sponsorships including the Coogee Surf Lifesaving Club and has raised over \$1,000,000 for the Sydney Children's Hospital to date.

Avenaim continued "We are proud of what we have achieved here at Coogee Bay Hotel. We strive to provide a safe and fun environment for all our patrons. The reason we are so popular and busy on most nights is because we offer such a great entertainment and hospitality experience. 480,000 people a year can't be wrong!"

For further information on any of Coogee Bay Hotel's Community Service Programs please contact Gil Avenaim Group Marketing & Communications Manager Coogee Bay Hotel on 02 9665 0000 or email gavenaim@coogeebayhotel.com.au .