

# CHOOSE CHAPEL STREET



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EXPLORE MELBOURNE'S MOST ICONIC PRECINCT

## INTERSTATE HOLIDAYS!? NO THANKS, SAYS 56% OF VICTORIANS

**EMBARGOED TO DECEMBER 6:** After being locked up for so long, you'd think Victorians would be chomping at the bit to fly and holiday *anywhere* but Melbourne – but the opposite is true. Proving there's no place like home, just released research\* of 1003 people living in Victoria has revealed 56% believe a local hols-stay is the best way to unwind over Summer – especially given international travel is on hold and some states borders are still so volatile.

To satisfy the local domestic market, Australia's largest retail and lifestyle destination, Chapel Street Precinct, has launched a massive destination marketing assault with a [Choose Chapel](#) campaign that highlights a myriad of what's on offer, including a Classy Adventure, Urban Adventure, New Gen Adventure, Romantic Adventure, Empty Nesters Adventure and the COVID necessity - Budget Adventure! Whether you want to wet your whistle, empty your wallet, glam up, wind down or roam free, there's a little summin' summin' for everyone in the most famous retail destination in Oz.

"As we release ourselves from the shackles of the last year and kiss our lounge-bound desks goodbye, it's time to revel in the warmer weather and our newfound freedom on Chaps," said Chrissie Maus, General Manager of Chapel Street Precinct. "And what better place to do it than on Melbourne's most famous strip – Chapel Street. Home to not one but three adventure-packed iconic suburbs, our precinct is the perfect place to call home over summer and to make new memories."

**The research also unearthed a possible reason why so many Victorians do not want to travel interstate for a holiday** - and it has to do with all the 'everyday' things they missed most during their harsh lockdown. With each respondent being able to nominate three local activities; the top entries included eating a meal at a cafe (55%), going out to the movies/live entertainment (50%), drinks with friends in a bar (27%), trying on clothes (20%) and having a dinner with friends (43%).

"When people are denied something they are used to, they crave it even more; because you don't value what you take for granted until it is taken away. During lockdown I was desiring the most mundane things. Once we were finally released from lockdown, I felt like Dorothy waking up from a nightmare – there really is no place like home. Melbourne's Chapel Street is Australia's true Emerald City and we should never take our local businesses for granted.

"That's why all our [Choose Chapel](#) adventures take into account all the things people missed most. We are expecting a boom time for our precinct and want all of Victoria to come along for the ride - just follow the yellow brick road, *oops, I mean - Chapel Street*," said Ms. Maus.

"For those lucky enough to live near our iconic precinct, you all know how great it is to once again be able to go out for a meal, meet up with friends at a bar, or do some retail therapy (actually try on new clothes). **For those that were locked out of Melbourne in regional Victoria, there is no better place to holiday in Melbourne than the iconic Chapel Street Precinct with such a variety of options on our doorstep.** You will be welcomed with open arms from all our many unique businesses and world-class stays," said Justin O'Donnell, Chairperson of the Chapel Street Precinct.

*\*Polling by PureProfile: 1003 people of metropolitan Melbourne, 19 November 2020: proportionately weighted according to age, income and gender demographics.*

## MEDIA INFORMATION - Drew Lambert 0425 200 606

To help you plan your next day trip or hols-stay in Chapel Street Precinct, we've curated a selection of adventure-packed itineraries. So don't choose boring – [Choose Chapel](#).

### CLASSY ADVENTURE

- The Olsen (South Yarra)
- Atlas Dining (South Yarra)
- Ines Wine Bar or Lady Nelson's (Windsor)
- MARS Gallery (Windsor)
- Dior Beauty (Capitol Grand South Yarra)
- Chez Mademoiselle (Prahran)
- Le Louvre (South Yarra)

#### **URBAN ADVENTURE**

- The Cullen Hotel (Prahran)
- Leonards House of Love (South Yarra)
- Yellow Bird Cafe (Windsor)
- Artists Lane Art Walk (Windsor)
- Greville Records (Prahran)
- Union Heights (Windsor)
- Brother Wolf Barber (Prahran)
- Coffee from Market Lane (Prahran Market)

#### **UBER CLASSY ADVENTURE**

- Como Hotel (South Yarra)
- Dan Murphy's Downstairs Cellar (Prahran)
- Dinosaur Designs (South Yarra)
- South Yarra Art House Gallery (South Yarra)
- Omnia Bistro (Capitol Grand)

#### **EMPTY NESTERS ADVENTURE**

- Cooking Class at Essential Ingredient (Market)
- Quest Prahran Hotel
- Palace Cinemas (South Yarra)
- Golda Restaurant (Prahran)
- Connection (Prahran)
- Chapel Off Chapel (Prahran)

#### **NEW GEN 18-24 Y/O's ADVENTURE**

- AKOM (Prahran)
- Design a Space (Windsor)
- Plant Space (Prahran)
- Taco Bell (South Yarra)
- The Space Dance & Arts (Prahran)
- Fonda Mexican (Windsor)
- Storehouse Thrift (Windsor)
- Rustica (South Yarra)
- The MC Showroom (Prahran)

#### **GROUP ADVENTURE**

- The Osborne Rooftop) or The Emerson (South Yarra)
- Soak Bar & Beauty (South Yarra)
- The Windsor Workshop (Windsor)
- The Smith or Prahran Hotel (Prahran)
- Melbourne Bowling Club (Prahran)
- The Boulder Project (Prahran)

#### **ROMANTIC ADVENTURE**

- Galah (Windsor)
- Tokyo Tina (Windsor)
- Trupp Cooking Class (South Yarra)
- Honeybee & Blossom (Prahran)
- Jungle Boy (Windsor)
- Lover (Windsor)
- Pidapipo (Windsor)
- Ines Wine Bar (Windsor)
- Chapel Street Bazaar (Prahran)

#### **PAMPER ADVENTURE**

- Herbario Clinic (Prahran)
- Kala Body (Windsor)
- Chumba Concept Hair Salon (Windsor)
- H Nail Garden (Prahran)
- IV Health (South Yarra)
- Laser Clinics Australia (Prahran)
- Brow & Lash Corner (South Yarra)
- Beyond The Palms (Prahran)
- Deciem The Abnormal Beauty Company (South Yarra)