



Media Release

Hijinx Hotel's fantastical game rooms are launching in Brisbane

Funlab is bringing its highly anticipated multi-room interactive game experience to Brisbane's Westfield Chermside

23 February 2023 – Brisbanites will soon be transported into the magical world of Funlab's Hijinx Hotel, launching in Westfield Chermside on March 31, 2023. Fun-seekers can now book to experience the wondrous venue, which features ten immersive game rooms, a quirky new-york hotel themed bar serving eclectic cocktails, and a gourmet kitchen with mouth-watering eats.

Opening alongside Funlab's putt-tastic Holey Moley, with 18 mini-golf holes and the iconic Caddyshack bar, the 350-occupancy precinct is set to elevate the city's competitive socialising offerings.

Following the launch of the popular Surfers Paradise venue in 2022, Westfield Chermside's Hijinx Hotel will be Queensland's second, bringing the game room extravaganza to the heart of Brisbane.

The wondrous Hijinx Hotel

From the moment guests walk through the door, they will be transported to a frenzied, fantastical, Instagrammable experience. A world where Wes Anderson and Willy Wonka combine with a New York-style hotel, to create an explosion of wonder, excitement and fun.

No ordinary 'hotel', instead of staying the night guests will jump into immersive quick play game rooms, from a life-sized piano, to ball pits, and giant scrabble. Chermside will also play host to two never-before-seen game rooms: Battleship; a submarine-themed room where guests try to sink ships for points, and Cute as a Button; a re-inspired adaptation of Hijinx Hotel's popular *Who Meme* game, where guests solve cartoon puzzles featuring their favourite childhood characters to get the highest score.

Each room draws from nostalgia and is uniquely designed for between two and six players to work together to complete challenges in a four-minute window to score points on a leaderboard. In between games, guests can head to the bar and enjoy a range of cocktails, including the Instagram-worthy Bubble and Pop cocktail, and the Penthouse Party cocktail, made to be shared with friends, or savour all the classics with a selection of non-alcoholic options and food items.

Funlab CEO Michael Schreiber said opening Hijinx Hotel in Westfield Chermside's bustling centre was always top-of-mind for the company, ensuring Brisbanites are able to enjoy extraordinary levels of fun.

"Everything we do at Funlab, is for the fun of it. Our venues are the sort of fun that aren't just entertaining, they're fun you need to experience first-hand to realise it could even exist. And that's

why we're adding to what is already an extraordinary fun experience with Holey Moley, to bring the fantastical Hijinx Hotel to the city.

"We have Strike, Holey Moley, and B. Lucky and Sons in Brisbane, so it's only fitting to continue to build the competitive socialising offerings in a city that has always embraced a bit of competitive fun, mixed in with socialising, sport, drinks and food," said Mr Schreiber.

A par-fect match with Holey Moley

Holey Moley Chermside sets the par high already. Opening in November 2022, the popular venue enables guests to putt their stuff around 18 uniquely themed holes, four of which have been exclusively tailored for the venue: Surfs Up, Dart Board, Moonshot and the Mini Sonic Loophole.

Win or lose, the fun doesn't stop at mini golf! Once the putters are put down, guests can enjoy a drink at the Caddyshack Bar - a nostalgic 80s and 90s themed bar with signature cocktails and eats, perfect for all the off-the-green needs.

Scentre Group, Queensland Regional Centre Experience Manager, Mark Shaw said: "We're always looking at how we can evolve our offering to create dynamic destinations for friends and families to come together. Holey Moley has been exceptionally popular with our customers, and the opening of Hijinx Hotel is a fantastic addition to Westfield Chermside's entertainment precinct."

Hijinx Hotel Chermside will join 14 Funlab venues in Queensland, other venues include Holey Moley, Strike Bowling, Archie Brothers, and B. Lucky & Sons.

Pricing for Hijinx Hotel is \$25 for Adults (over 18), and \$20 for kids.

For pre-booking and more information on Hijinx Hotel, visit <https://www.hijinxhotel.com.au/locations/chermside>.

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About Funlab:

Funlab is Australia's premiere creator of competitive socializing experiences.

From arcades, bowling alleys, mini-golf and much more, Funlab believes in taking familiar concepts and transforming them into immersive worlds of fun where people can connect in real life.

Magnifying every small detail to create extraordinary experiences, Funlab operates 40 venues across 9 brands and over 2000 employees.

Venue List:

QUEENSLAND

Strike

- Brisbane City
- Cavill
- Sunshine Coast - Maroochydore

Holey Moley

- Brisbane City
- Cavill
- Chermside
- Fortitude Valley
- Sunshine Coast – Maroochydore
- Surfers Paradise

Archie Brothers

- Sunshine Coast – Maroochydore
- Surfers Paradise

B. Lucky & Sons

- Fortitude Valley

Hijinx Hotel

- Chermside
- Surfers Paradise