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The Roosevelt Hotel Bringing Hollywood Glam to Asian Gambling Hub Macau



by Clifford Coonan
2/27/2015 6:56am PST

The Roosevelt Macau, being developed in the style of its

Hollywood namesake, is set for a 2016 opening.

The icon of Hollywood's Golden Era, **the Roosevelt**, is coming to Macau, as the Asian gambling hub seeks to add revenue streams other than gaming, with income from mainland China slowing fast.

Macau's gaming revenues are seven times higher than those in Las Vegas, but the former Portuguese colony has suffered from a downturn in the economy in China, as well as a crackdown on corruption, both of which have led to a drop in visitors from mainland China. Macau will host this year's Asian Film Awards in late March.

The Roosevelt Macau is being developed in the flamboyant style of its Hollywood namesake: The CEO of GCP Hospitality, which will manage the hotel, says the hotel will have "a modern take on Hollywood glam with a 1950s retro twist."

GCP Hospitality currently has a portfolio of 18 properties in Asia and the U.S., including flagship hotels G in Bangkok and Pattaya in Thailand, Hong Kong, San Francisco, Suzhou, Shenzhen and Beijing, as well as the Strand Hotel in Yangon, in Burma.

GCP Hospitality CEO **Christophe Vielle** said at this month's topping out ceremony that the nature of tourism in Macau was changing.

"With the thousands [of] new room[s] opening in Macau in the next years, the shift in the tourist profile visiting Macau – more entertainment, sports and family driven – we believe the developer of the project has thought out of the box and made the right decision in choosing a lifestyle hotel concept for Macau," said Vielle.

"The Roosevelt Hotel will bring elegant and glamorous experiences perfectly complementing Asia's dynamic entertainment capital," he said.

The Roosevelt, which was built in Spanish colonial style on Hollywood Boulevard, famously hosted the first Academy Awards in 1929, and counted **Marilyn Monroe** among its famous guests.

In keeping with its Hollywood heritage, the hotel will also feature a movie screening room – along with state-of-the-art recreational and meeting facilities.

The concept will include a glamorous private VIP club with its own wine bar, an exclusive wine cellar and cigar lounge, as well as a private open-air swimming pool with a bar and cabanas.

The 12-story tower Roosevelt Macau will have 373 guest rooms ranging from superior to suites, with balconies overlooking the sea and neighboring Macau Jockey Club. Guest accommodations also include four villas.

So far, one confirmed signature restaurant is Macau's Jin Yue Xuan brand, which is well-known for Japanese cuisine and Chinese hotpots.