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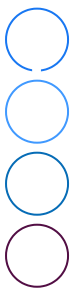
Cup Week 2024: An Endless Summer at Cable Beach Club Resort & Spa

Katya Minns Broome Advertiser

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Cable Beach Club 2024 Cup Week Credit: Pia - Queen Tide Creative



It's the busiest time of the year in Broome with Shinju Matsuri festivities in full swing and an influx of travellers visiting for the final race of the season.

But further down the coastline overlooking the 22-kilometre stretch of white sand and turquoise waters is a tropical paradise where natural beauty meets luxury and leisure.

Endless Summer at Cable Beach Club

Cable Beach Club Resort & Spa, renowned for its relaxing atmosphere and world-class accommodations, transformed itself into the heart of celebrations for one of

the most exclusive events in Broome.

2024 Cup Week kicked off on August 22 with The Pony Club Sundowner at the Amphitheatre, where resort guests put on their best outfits with a ‘touch of pink’ and sipped on signature cocktails while absorbing the stunning sunset over Cable Beach.



📷 Pony Club Sundowner at Cable Beach Amphitheatre. Credit: Pia - Queen Tide Creative

Typically set on the sandy shores, the sundowner event had to relocate to the grassy area this year, thanks to the foreshore construction and a forecasted 10-metre tide in classic Broome style.

The resort’s chefs pulled out all the stops, serving up a delightful array of canapés inspired by local flavours and paired with Leeuwin Estate wines for guests to enjoy while DJ Lukie set the mood with fitting tunes.



📷 Cable Beach Club staff at the Pony Club Sundowner. Credit: Pia - Queen Tide Creative

Cable Beach Club guests Amy Gibbs and Lara Donaldson flew from Perth to Broome for Cup Week to spend time with family and friends while revelling in what the resort has to offer.

“You can come up here for two nights and it feels like you’ve been here a week... you’ve got great food, great pools and the staff are amazing - so friendly and welcoming,” Ms Gibbs said.



 Amy Gibbs and Lara Donaldson at the Pony Club Sundowner. Credit: Katya Minns

Ms Donaldson echoed the sentiment, saying she booked her flights after Ms Gibbs suggested they come to the coastal town for the celebrations.

“I’m very happy to have come up, no regrets at all to come back and experience this and the races - the atmosphere has been amazing,” she said.



 Russ' Rosé Bar complete wit villa AIX Rosé. Credit: Pia - Queen Tide Creative

After a successful start to the weekend of events, guests slipped into their finest poolside attire the next day for a fun-filled party at The Kimberley Pool, complete with a Villa AIX Rosé bar and a 'Fashions on the Pavement' sponsored by Allure South Sea Pearls.

In a twist on traditional horse racing, a select few guests also volunteered to hop on inflatable horses and race across the pool as the crowd cheered on from the sidelines.



 Inflatible horse race at the Kimberley Pool. Credit: Pia - Queen Tide Creative

Conference and Events manager Courtney Thomson said the pool pony race was a new addition to the Cup Week itinerary, which has something different each year.



📷 Conference & Events manager Courtney Thomson. Credit: Pia - Queen Tide Creative

“It was received really well with the guests, it just creates a bit more fun,” Ms Thomson said.

“It’s not a serious event because people can just let loose, be silly and have a good time.”

Ms Thomson said many of the attendees were returning guests who have already booked their next trip for this time next year for Cup Week.

“We’ve got a couple that come over from Melbourne who have been coming every year for the last 10 years as they really enjoy the camaraderie that comes from meeting people by going to these different events,” she said.

“Our pool terrace rooms are already fully booked for next year because people come back and they just have the best time.”

In the last financial year, Cable Beach Club welcomed 33,000 guests, contributing 12 per cent of total visitors to Broome and catering to an influx of travellers coming exclusively for the highly anticipated Broome Cup.



 Cable Beach Club's Cup Week Pony Club Sundowner. Credit: Katya Minns

Thousands flocked to the Broome Turf Club on August 24, as punters and fashion lovers spent the day cheering on their favourite horses and jockeys.

Cable Beach Club guests had the option of viewing the races on the big screen at Sunsets Bar & Grill, with food stations and signature beverages being served against the picturesque backdrop of Cable Beach.



Adam Lamond, Tonia Lamond and Sharon McNeill. Credit: Katya Minns



Ray Ferris, Craig Barber and Joe Heius. Credit: Katya Minns



📷 Willis Morrow, Alicia Anderson and Michelle House. Credit: Katya Minns



📷 Deb Bettridge and Bridie Kibby. Credit: Katya Minns



📷 Carolyn Nankervis and Lyn Were. Credit: Katya Minns



📷 Abby Brierly, Tessa Kelly, Sophie Kelly and Rosy Brierly. Credit: Katya Minns



 Calvin Dart and Thisuni Ranasinghe. Credit: Katya Minns



 Donna Beckley, John Allen and Donald Ward. Credit: Katya Minns



 Bridie Kibby, Tim Kibby and Deb Bettridge. Credit: Katya Minns



 Steve Lally, Christine Lally, Dave and Annette di Virgilio. Credit: Katya Minns



 Mitch Boulton, Ash Elliott, Riley Boulton, Zane Fraser and Wyatt Holmes. Credit: Katya Minns



 Pat Hahn and Kristine Holmes. Credit: Katya Minns



 Lisa and John Pryor. Credit: Katya Minns

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