

Crystalbrook Collection

Byron at Byron launches “Crystalbrook Local” for Northern Rivers residents to eat, stay and play

Raise a glass to new friendships with exclusive discounts and complimentary drinks

Byron Bay, New South Wales – 7 September 2020: Byron at Byron, a Crystalbrook Collection Resort, has today launched Crystalbrook Local, a loyalty program offering exclusive discounts to Northern Rivers residents.

Members of Crystalbrook Local will receive 15% off restaurants, bars, stays and spa experiences at Byron at Byron. Local residents who join the program prior to 7 October 2020 will also receive a complimentary drink – a gift from us to you.

Of the new offering, Julian Moore, General Manager of Byron at Byron says, “As we reopen our doors with a refreshed look, we are excited to welcome back our locals and thank them for their support through our accommodation, food and beverage offerings. We will continue our commitment to long-term partnerships across the region and contribute to the sustainable growth of the Northern Rivers area.”

Residents of the Northern Rivers area can sign up for Crystalbrook Local via www.crystalbrookcollection.com/local-byron-bay to receive exclusive deals and offers as part of the program.

Byron at Byron is in the final stages of completing a \$6 million refresh to ensure an ongoing commitment to sustainability and seamless integration with the surrounding environment. As part of Crystalbrook Collection’s approach to Responsible Luxury and sustainable travel, the resort uses upcycled, recycled and locally sourced materials.

Unveiled on 1 September, phase one includes new restaurant Forest, which offers a contemporary Australian menu with 80% of all ingredients sourced within a three hour drive from Byron Bay. Phase two, to be revealed in November, will include updated guest suites and a new Eléme Day Spa.

– ENDS –

About Byron at Byron, a Crystalbrook Collection Resort

Nestled in 45-acres of magical subtropical rainforest, Byron at Byron, a Crystalbrook Collection Resort, is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear verandah, the resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring new signature restaurant, Forest, Eléme Day Spa (opening November 2020), daily yoga classes, tennis court and infinity pool, Byron at Byron is proud to offer sustainable luxury loved by locals and travellers alike. In line with Crystalbrook Collection’s commitment to Responsible Luxury, the resort makes use of environmentally friendly, upcycled, recycled and locally sourced materials wherever possible. The resort has a plastic free policy (no plastic water bottles or straws) and, through the use of technology, has removed 90% of paper used by a typical five-star hotel.

About Crystalbrook Collection

Crystalbrook Collection is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook Collection is an Australian tourism and hospitality group. Its portfolio includes:

- Riley, a Crystalbrook Collection Resort, Cairns, Queensland
- Little Albion, a Crystalbrook Collection Boutique Hotel, Sydney, New South Wales
- Byron at Byron, a Crystalbrook Collection Resort, Byron Bay, New South Wales
- Bailey, a Crystalbrook Collection Hotel and Residence, Cairns, Queensland – opening September 2020
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland – opening March 2021
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening April 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Station and its subsidiary pastoral businesses.

Mindfully Safe

Mindfully Safe was launched by Crystalbrook Collection in response to Covid-19. The programme focuses on reducing travel anxiety by providing mindfulness and meditation tools developed in partnership with mental-wellbeing group [The Indigo Project](#). Crystalbrook will also donate \$5 to mental support service [Beyond Blue](#) for every stay booked directly until the end of 2020. As part of *Mindfully Safe*, Crystalbrook Collection is Australia's first cash-free hospitality company.

Learn more here:

<https://www.crystalbrookcollection.com/mindfully-safe>

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan Aboud. Ghassan Aboud Group is a multi-business conglomerate engaged in automobiles, real estate, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, China, Jordan and Turkey.

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