

Crystalbrook Collection

Byron at Byron's Multi-Million Dollar Refresh

Australia – 27 July 2020: Byron at Byron, a Crystalbrook Collection Resort, is set to reopen its doors on 1 September 2020.

The resort 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, in line with Crystalbrook Collection's approach to Responsible Luxury and sustainable travel including making use of upcycled, recycled and locally sourced materials.

Phase one will be unveiled on 1 September, including a new restaurant offering showcasing sustainable and local produce, with 80% of all ingredients sourced within a three-hour drive from Byron. Phase two will include updated guest suites and a new Eléme Day Spa, which will be unveiled in November.

Nestled within 45-acres of subtropical rainforest, Byron at Byron's new look by Barney Collins, Director at EJE Architecture and Clifford Rip, Principal at Suede Interior Design will celebrate the local environment and community. From check-in to check-out, guests will be immersed in the resort's surrounding tropical landscape.

All Suite Resort

The refreshed guest suites have been aptly named to reflect the resort's setting, from Rainforest Suite and Treetops Suite, to Rainforest Luxe Suite and Treetops Luxe Suites. The resort will extend its offering to include a two-bedroom Rainforest Luxe Suite and a two-bedroom Treetops Luxe Suite.

The Rainforest Suites on the lower level look into the rainforest while the Treetops Suites on the upper level offer elevated views of the rainforest. All suites offer fully-enclosed front and rear verandahs, rainforest showers, freestanding deep soak bathtubs and separate living areas.

In addition, 90% of all printed collateral has been removed from the resort through the introduction of touch-free paperless check-in and checkout along with in-room Apple iPad control centres.

Eléme Day Spa

Byron at Byron's spa will reopen in November as Eléme Day Spa, Crystalbrook's signature spa brand, developed in consultation with leading spa expert Naomi Gregory.

With a philosophy immersed in nature, Eléme features bespoke facial and body therapies using the internationally-renowned Sodashi skincare range featuring ethically sourced natural ingredients. For massage therapies, Eléme has partnered with Byron Bay's Cura Co. Lab to develop custom-made eco-conscious therapeutic oils.

"We are looking forward to welcoming guests back to the resort, both locals and travellers alike," says Julian Moore, General Manager of Byron at Byron. "We are pleased to be returning with a more sustainable offering that supports the local community and shines a light on one the country's most beautiful areas."

– 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 a signature restaurant, 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, Cairns, Queensland – opening September 2020
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland – opening April 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. *Mindfully Safe* also incorporates cash free transactions and heightened deep-cleaning hygiene measures.

Learn more here:

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

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan About. Ghassan About 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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