

## Crystalbrook Collection Introduces Riley in Cairns

***With \$100 From Each Direct Online Room Night Donated to the Environment***

**Tuesday 16 October 2018**

Five-star, Riley, a Crystalbrook Collection Resort will open its doors in Cairns on 6 November 2018. To celebrate, the group has pledged that \$100 from every room booked at [crystalbrookcollection.com](http://crystalbrookcollection.com)<sup>1</sup> for stays in the first week of operation will be donated to Citizens of Great Barrier Reef<sup>2</sup>.

Mark Davie, CEO of Crystalbrook Collection says, “As an organization hugely committed to the environment and as a *Founding Citizen* of Citizens of the Great Barrier Reef, this was a natural choice for us to celebrate this exciting opening.

“The initiative is just one way in which Riley will speak to Crystalbrook’s core value of responsible luxury,” he said.

Andy Ridley, CEO of Citizens of the Great Barrier Reef says, “Crystalbrook has been incredibly supportive of Citizens, most importantly in how they have embraced the environmental approach right from the beginning. It is great to have their support to help our efforts.”

### **Meet Riley, a Crystalbrook Collection Resort**

Centrally located at the northern end of Cairns iconic waterfront Esplanade, Riley is all about living in the moment and embracing the now. The resort features 311 stylish rooms and suites, three restaurants and bars including Cairns’ highest rooftop bar, Rocco, an expansive lagoon pool and private beach, the stunning Eléme Day Spa, functions and events spaces for up to 400 people and a 24-hour fitness centre.

#### **Riley’s Restaurants and Bars**

Rocco - Cairns’ highest rooftop bar - 42 metres above sea level and featuring 270-degree uninterrupted views of Cairns and the Coral Sea. Serving up a contemporary take on

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<sup>1</sup> \$100 from all hotel room bookings made at [crystalbrookcollection.com/riley](http://crystalbrookcollection.com/riley) for stays between 6 and 13 November 2018 will be donated to Citizens of the Great Barrier Reef.

<sup>2</sup> Citizens of Great Barrier Reef is a social movement designed to change consumer understanding of how everyday actions have an impact on the Great Barrier Reef and overall environment Spearheaded by Earth Hour founder, Andy Ridley.  
<https://citizensgbr.org/>

Mediterranean fare, along with an inspired drinks menu and a stellar Champagne list second to none.

Paper Crane - Emulating the sights and tastes of Asia, Paper Crane offers a culinary experience like no other. Taking advantage of Tropical North Queensland's fresh produce, the modern Asian inspired menu instantly transports you to the bustling streets of Asia.

Greenfields - With a focus on all things raw and simple, Greenfields embodies all aspects of healthy eating...well mainly. Think cold pressed juices by day with a splash of vodka in the evening.

## **#responsibleluxury**

Central to Crystalbrook Collection's philosophy, and that of its hotels and resorts, is the concept of #responsibleluxury whereby immersive environmental initiatives are introduced to enhance each guest's stay, without compromising on creature comforts.

Responsible luxury for Riley has many faces including a paper free check-in and out, no plastic drinking bottles or straws on premise – even the plastic guest room key cards have been replaced by 100% recycled wooden cards, and overall 90% less in-room paper than the average five-star hotel. Technology has helped to achieve this, with iPads replacing paper in-room and at check-in.

Taking the locally-sourced concept one step further, Riley serves beef directly from Crystalbrook Collection's own station, located three hours inland from Cairns. This ensures Crystalbrook can be certain of the highest levels of animal welfare. In addition, over 80% of the fresh fruit and produce served at Riley is sourced from within a three-hour drive of Cairns.

## **A new look for Cairns**

Riley is the first of three personality led sibling hotels from Crystalbrook Collection set to open in the city over the next 14 months and the first new five-star hotel for Cairns in over 20 years, conveying their confidence in the thriving tourist region.

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### **About Crystalbrook Collection**

Crystalbrook Collection is an Australian based tourism and hospitality group. Its portfolio consists of Crystalbrook Superyacht Marina, hotel and resort developments, a luxury lodge and a 90-foot motor yacht.

To date, Crystalbrook Collection has committed more than AU\$800 million in tourism investments within Australia.

### **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.

The establishment of Crystalbrook Collection in Australia marks the group's substantial investment foray in the region - notably in the acquisition, development and management of hospitality, tourism and related assets.