

# Crystalbrook Collection

## Crystalbrook Collection Joins the Vaccination Race Against COVID-19

**Australia, 24 August 2021** - Crystalbrook Collection, Australia's largest independent sustainably led hospitality company, are offering complimentary room upgrades to fully vaccinated guests who stay before 20 December 2021.

In a bid to bring life back to the travel and hospitality industry, Crystalbrook Collection has launched the offer across their portfolio of hotels and resorts to reward Australians who are doing their part in the race against COVID-19.

"The effects of ongoing lockdowns have been devastating to hotels, restaurants and bars and to the people that work within these industries," says Crystalbrook Collection CEO, Geoff York.

"Vaccination is the key to saving our industry."

"Offering an upgrade to guests who have vaccinated themselves against COVID-19 is a small gesture of thanks so that we can revive travel and hospitality."

Crystalbrook Collection joins the likes of Qantas, Virgin Australia and Uber by implementing a vaccine incentive strategy in the hope to achieve open borders and quarantine free travel.

The sustainably led hospitality group has taken the front foot from the outset of the pandemic in ensuring the wellbeing of hotel guests and staff beginning with the *Mindfully Safe* program launched in 2020.

*Mindfully Safe* saw Crystalbrook become Australia's first cashless hospitality company. Through partnerships with Beyond Blue and The Indigo Project, the group was also able to introduce new mental health initiatives for guests such as meditation and complimentary online yoga classes.

*This offer is valid for new bookings made before 31st of October 2021, for stays before 20 December 2021. Bookings must be made through [crystalbrookcollection.com](https://crystalbrookcollection.com). To activate, guests must use the code VAXED at time of booking. Guests must show their Australian Government Covid-19 certificate on arrival. Offer subject to availability and cannot be used in conjunction with another offer.*

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*Crystalbrook Collection notes that vaccination must be undertaken on the advice of a health practitioner.*

**Editor's Notes** – What's in a name? Well, all our love, sweat and tears as we see our family of hotels grow. Please note, Crystalbrook hotel names should not be shortened or altered. E.g. Crystalbrook Vincent should not be referred to as The Vincent or Vincent.

*Correct hotel names:*

- Crystalbrook Albion
- Crystalbrook Bailey
- Crystalbrook Byron
- Crystalbrook Flynn
- Crystalbrook Kingsley
- Crystalbrook Riley

**- ENDS -**

## About Crystalbrook

Crystalbrook 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's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Superyacht Marina in Port Douglas along with Crystalbrook Station and its subsidiary pastoral businesses.

## Responsible Luxury

[Responsible Luxury](#) and sustainability is at the forefront of the way Crystalbrook thinks and operates. At a glance:

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- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Farming their own beef
- Sourcing at least 80% of produce from within a three-hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugar cane and corn-starch

## Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, 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, Jordan and Turkey.

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