

## Crystalbrook Collection launches Cairns Locals Appreciation Month with deals to make you go WOW

12 October 2020

Crystalbrook Collection is pleased to launch Locals Appreciation Month this October. Showcasing the best promotions across the Group's hotels, restaurants and Eléme Day Spa in Cairns, it is a chance for locals to experience everything Crystalbrook Collection has to offer, with some fantastic deals to boot.

Joel Gordon, General Manager and Area Manager, Cairns, said: "We're extremely grateful for the continued support we've received from the Cairns community. It's been a challenging year for most, and this is our way of expressing our gratitude and appreciation to our locals for sticking by us during these times."

Locals Appreciation Month also coincides with the re-opening of Bailey, a Crystalbrook Collection Hotel and Residences on 22 October 2020 and Flynn, a Crystalbrook Collection Hotel on 10 November 2020.

Crystalbrook Locals will continue to enjoy their 15 per cent savings across dining, stay and spa experiences plus a complimentary wine or bubbles with most meal and spa experiences across the five venues: Paper Crane, Rocco, CC's Bar and Grill, Boardwalk Social and Eléme Spa.

Ryan Vallve, Area Food and Beverage Manager said: "Our aim across the Group is to always exceed expectations and we hope our Locals Appreciation Month offers will do just that."

### Local Appreciation Month offers:

- \$69 *Spice by Paper Crane* set menu for two with a complimentary bottle of wine when dining on Thursday at Paper Crane
- \$49 per person *Flavours of Rocco* share-style set menu with a complimentary glass of wine or bubbles every Thursday at Rocco
- \$89 per person Savour CC's three-course meal at CC's Bar and Grill
- \$70 Graze for Days grazing platter with a growler of beer or four frozen margaritas at Boardwalk Social
- 60-minute Eléme Bliss massage and facial at Eléme Spa for \$99. Bring a friend and enjoy a complimentary glass of bubbles.

### Become a Cairns Crystalbrook Local

Enjoy 15 per cent off rooms, spa, food and drink at any Crystalbrook Collection hotel or resort in Tropical North Queensland by becoming a Cairns Crystalbrook Local. Sign up online at [crystalbrookcollection.com/local-cairns](https://crystalbrookcollection.com/local-cairns) (it's free to join and takes less than a minute!)

– ENDS –

### 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
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland
- 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 Superyacht Marina in Port Douglas along with 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: [crystalbrookcollection.com/mindfully-safe](https://crystalbrookcollection.com/mindfully-safe)

### 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.

### **Belinda Danks-Woodley, Area Marketing and Communications Manager**

Crystalbrook Collection

m +61 436 609 552

e [belinda.danks-woodley@crystalbrookcollection.com](mailto:belinda.danks-woodley@crystalbrookcollection.com)

### **Claudia Liebenberg, Marketing Manager**

Crystalbrook Collection

m +61 436 927 475

e [claudia.liebenberg@crystalbrookcollection.com](mailto:claudia.liebenberg@crystalbrookcollection.com)