

Crystalbrook Collection[©]

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Crystalbrook Collection Unveils Branding and Names of Three Cairns Hotels

Australian tourism and hospitality group, Crystalbrook Collection, has announced the names of its first three properties. Meet Riley, Bailey and Flynn.

Crystalbrook Collection CEO, Mark Davie, explained that while all hotels would share the Crystalbrook Collection DNA, they would each have their own unique character and personality. “All of our hotels share an appreciation for modern luxury, they are environmentally conscious, locally immersed, curious and a little bit witty. However, we don’t want our hotels to be constrained by traditional hotel formulas whereby they end up ‘cookie-cutter’ – looking the same, feeling the same, sounding the same.”

“We like to compare Crystalbrook Collection to a family. Our hotels share the same parents but each has its own personality. There’s the playful one, the thoughtful arty one and the wild child. As Crystalbrook grows with new hotels, this positioning allows us to develop more unique hotel characters and really embrace different audiences as well as the individual hotel’s architecture, environment and neighbourhood,” he said.

MEET THE CRYSTALBROOK COLLECTION FAMILY

Riley, a Crystalbrook Collection Resort

137 The Esplanade, Cairns

Opening in 240 days, Riley offers the perfect great escape. Riley is a sophisticated character with a playful outlook on life and a passion for the resort lifestyle. The kind of character you’ll find poolside in the sun or relaxing with the perfect herb infused cocktail at the bar. Riley has a constant twinkle in the eye and is always up for a splash of fun.

Fast facts on Riley

- Opening 1 August 2018
- Five-star hotel featuring 311 suites and rooms
- Four restaurants and bars including the rooftop tower bar 42 metres above sea level

- 1,037 square metre lagoon pool with private beach
- Exquisite day spa and 24-hour fitness centre
- Meeting spaces for up to 400 people

Bailey, a Crystalbrook Collection Hotel

163 Abbott Street, Cairns

Considerate and thoughtful, Bailey is modern, innovative and has a true appreciation for all the arts. Bailey chooses the path less travelled. The type of character you'll find at the local farmer's market rather than a supermarket or exploring the latest exhibition at the museum rather than at a rock concert. Bailey loves originality, individuality and attention to detail. Staying at Bailey's, you'll be sure to leave enchanted and enriched.

Fast facts on Bailey

- Opening mid 2019
- Five-star hotel featuring 217 rooms
- Five restaurants and bars including a signature Crystalbrook Station steakhouse and Parilla grill
- 24-hour fitness centre
- Meeting spaces for up to 150 people

Flynn, a Crystalbrook Collection Hotel

85 The Esplanade, Cairns

Clearly the wild child, Flynn, as the younger sibling to Riley and Bailey likes being at the centre of attention and has a bit of a tendency to show off. Flynn likes to let go a little and is friends with the best musician and DJs – yes, you'll be sure to see them around. Flynn knows all the very best Instagram spots and how to strike that perfect pose. Staying with Flynn is a stimulating experience, prepare to be entertained.

Fast facts on Flynn

- Opening early 2020
- Five-star hotel featuring 303 suites and rooms
- Six restaurants and bars over three floors
- Two glass swimming pools
- Luxurious day spa and 24-hour fitness centre
- Meeting spaces for up to 120 people

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About Crystalbrook Collection

Crystalbrook Collection is an Australian based tourism and hospitality group. Its portfolio consists of Crystalbrook Superyacht Marina in Port Douglas, Crystalbrook Collection Hotels and Resorts, Crystalbrook Lodge and MV Bahama, a luxury 90-foot motor yacht.

To date, Crystalbrook Collection has committed more than AU\$700 million to 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 groups substantial investment foray in the region - notably in the acquisition, development and management of hospitality, tourism and related assets.