

Crystalbrook Collection Wins Global Luxury Hotel Award

Australia – 13 November 2020

Crystalbrook Collection, one of Australia's leading sustainable hospitality companies, has won four major accolades at the prestigious 2020 World Luxury Hotel Awards.

“Established in 2006, World Luxury Hotel Awards is the pinnacle of achievement in the luxury hotel industry offering international recognition as voted by guests, travellers and industry players alike.”

The Awards are globally recognised as a prestigious accolade for hotels and resorts providing world class facilities and service excellence.

Crystalbrook Collection wins

Global wins

Luxury Hotel Group – Crystalbrook Collection

Regional wins

Luxury Architecture Design Hotel Australasia – Little Albion, a Crystalbrook Collection Boutique Hotel

Country wins

Luxury Eco Resort – Riley, a Crystalbrook Collection Resort

New Luxury Hotel – Bailey, a Crystalbrook Collection Hotel and Residence

Winners are chosen by over 300,000 travellers who vote during a four-week period.

Speaking on the Company's achievements, Interim CEO and Group Director, Hotels, Geoff York said:

“We are delighted and feeling especially proud to be recognised in these Global awards. To be recognised as the global luxury hotel group leader in just year three of operation is fantastic.

Recognition for our commitment to Responsible Luxury, our approach to sustainability, and our efforts to improving the unique local environments that surround each of our properties is truly rewarding and humbling.”

- 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 – opening March 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. As part of *Mindfully Safe*, Crystalbrook Collection is Australia's first cash-free hospitality company.

Learn more: 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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