

# Crystalbrook Collection

## Crystalbrook Collection's Mindful Approach to Post-Covid Travel

*While also becoming Australia's first cashless hospitality company*

**Australia – 5 June 2020:** Crystalbrook Collection, one of Australia's leading sustainable and independent hotel and resort companies, is launching *Mindfully Safe* in response to Covid-19. *Mindfully Safe* includes heightened hygiene measures and a focus on reducing travel anxiety by encouraging mindful stays. The programme will launch 1 July 2020\*.

### **Mindfulness with The Indigo Project and Beyond Blue**

Recognising that travel anxiety is at an all-time high for many Australians, the Group has teamed up with The Indigo Project, a progressive psychology practice based in Sydney's Surry Hills, to offer a series of Spotify playlists and relaxation-inducing meditations available on in-room iPads at each of Crystalbrook's six hotels across Australia.

Crystalbrook Collection has also partnered with mental health support organisation Beyond Blue to donate \$5.00 from every direct booking made until the end of 2020 to help Australians in need.

All Crystalbrook hotels will also offer in-room (via i-Pad) yoga, barre, Pilates and art classes along with access to free yoga mats to help destress.

### **Australia's First Cashless Hospitality Company**

From 1 July 2020 all Crystalbrook hotels, resorts, restaurants, bars and spas will be cashless.

Why? Once a valued treasure, cash has been thrust into the spotlight as a haven for germs. We're talking E. coli, Vibrio spp., Salmonella spp., and about 26,000 other bacteria. Even the Australian Government recommends you opt to pay by card where possible.

### **Touch-less, clean-more**

Crystalbrook Collection will also be offering contactless and paperless check-in and check-out and optional complimentary face masks along with a host of other [deep cleaning measures](#).

All bookings can be made directly through <https://www.crystalbrookcollection.com/>

*\*Little Albion, a Crystalbrook Collection Hotel implementation of programme late July 2020.*

– 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, Cairns, Queensland
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland – opening October 2020
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening Q1 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Station and its subsidiary pastoral businesses.

*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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