

Crystalbrook Collection

Hospitality leader joins Crystalbrook Collection in Byron Bay

Jordan Rodgers appointed as General Manager for Byron at Byron

Australia – October 2020: Crystalbrook Collection, one of Australia’s leading sustainable hospitality companies, has appointed Jordan Rodgers as General Manager of Byron at Byron, a Crystalbrook Collection Resort.

Jordan brings over 20 years of experience to the role, having held senior leadership positions across the hospitality industry in Australia, most recently as General Manager for Thredbo ski resort.

Speaking on his appointment, Jordan said: “I love the brand and its responsible luxury positioning. To join a group of people who like to do things a little differently and most of all have a bit of fun was very appealing to me and Byron Bay, it’s a dream destination.”

In his new role, Jordan will lead the operation of the recently re-furbished 92-suite resort including the newly opened restaurant Forest, where 80% of all ingredients are sourced within a three hour drive from Byron Bay, and Eléme Day Spa, which will be unveiled in December.

An experienced leisure and hospitality leader, Jordan has delivered exceptional results as General Manager of Thredbo, Director of Operations for QT Hotels & Resorts, and General Manager of Intercontinental Sydney. He has a background in hotel development and his career includes five years as CEO of AMF Bowling for Macquarie/Ardent Leisure group.

“Jordan is a highly experienced hospitality leader who embodies an enthusiasm to animate the Crystalbrook brand values and deliver remarkable experiences for our guests,” said says Geoff York, Interim CEO and Group Director, Hotels at Crystalbrook Collection.

Byron at Byron recently completed a \$6 million refresh to ensure its ongoing commitment to sustainability and seamless integration with the surrounding environment, in line with Crystalbrook Collection’s approach to responsible luxury and sustainable travel.

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About Byron at Byron, a Crystalbrook Collection Resort

Nestled in 45-acres of magical subtropical rainforest, Byron at Byron, a Crystalbrook Collection Resort, is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear verandah, the resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring new signature restaurant, Forest, Eléme Day Spa (opening December 2020), daily yoga classes, tennis court and infinity pool, Byron at Byron is proud to offer sustainable luxury loved by locals and travellers alike. In line with Crystalbrook Collection’s commitment to Responsible Luxury, the resort makes use of environmentally friendly, upcycled, recycled and locally sourced materials wherever possible. The resort has a plastic free policy (no plastic water bottles or straws) and, through the use of technology, has removed 90% of paper used by a typical five-star hotel.

About Eléme Day Spa

Byron at Byron’s spa will reopen in November as Eléme Day Spa, Crystalbrook’s signature spa brand, developed in consultation with leading spa expert Naomi Gregory.

With a philosophy immersed in nature, Eléme features bespoke facial and body therapies using the internationally-renowned Sodashi skincare range featuring ethically sourced natural ingredients. For massage therapies, Eléme has partnered with Byron Bay's Cura Co. Lab to develop custom-made eco-conscious therapeutic oils.

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 here:

<https://www.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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