

Crystalbrook Collection

Crystalbrook Collection Announces Stellar Line-Up of New General Manager Appointments

3 August, 2021 - Crystalbrook Collection, Australia's largest independent five-star sustainably led hospitality company, has appointed three new General Managers across their growing portfolio of hotels and resorts. **Jeremy Nordkamp** will bring his signature style to the newly acquired **Crystalbrook Vincent, Brisbane**, **Melissa Shaw** will take over at **Crystalbrook Riley, Cairns** and **Emma Alcorn** will lead **Crystalbrook Albion, Sydney**.

Geoff York, Chief Executive Officer of Crystalbrook Collection said, "It is with great pleasure that I announce these appointments across three different properties in the Crystalbrook Collection portfolio. These appointments signal the commitment of the group to continue to create unique and compelling guest experiences in key locations across Australia."

"I congratulate the General Managers on their recent appointments and look forward to working with each of them as they play a vital role in the successful management of Crystalbrook Vincent, Crystalbrook Riley and Crystalbrook Albion," said Geoff York.

"Each of the General Managers has been chosen for their leadership expertise, stand-out flair for delivering first-class guest service, commitment to sustainably-led practice and their passion for creating innovative food and beverage experiences."

Jeremy Nordkamp - General Manager at Crystalbrook Vincent, Brisbane

Jeremy has taken over the reins at the newly acquired Crystalbrook Vincent (formerly The Fantauzzo) following his recent tenure at Crystalbrook Riley, Cairns.

Jeremy is an experienced and high performing hotel General Manager, well-known for his boundary-breaking management style. Throughout his career, he has worked for many of Australia's stand-out boutique and luxury hotels including The Calile Hotel, Ovolo Laneways, Peppers Docklands and The Mantra Group. In 2016, he successfully opened the luxury Kandima Maldives resort, adding his flair for providing excellence in service and signature food and beverage experiences.

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Jeremy will apply his passion for responsible luxury and talent for creating unrivalled and enriching guest experiences to Crystalbrook Vincent in Brisbane.

Melissa Shaw – General Manager at Crystalbrook Riley, Cairns

Melissa brings a range of specialist hotel management experience to her new role at Crystalbrook Riley, Cairns. She has worked extensively in Australia and internationally with the Accor Group, holding general management positions in Bangkok and Shanghai and most recently as General Manager at Sofitel Wellington. Prior to her international tenures, she held senior sales roles at Sofitel Werribee Mansion Hotel & Spa and Sofitel Brisbane. She will take over the reins from Jeremy Nordkamp at Crystalbrook Riley Cairns, located in Queensland's tropical north.

Melissa looks forward to showcasing her extensive luxury hotel management skills while embracing Crystalbrook Collection's passion for sustainability.

Emma Alcorn - General Manager at Crystalbrook Albion, Sydney

Emma is a creative and passionate leader who has extensive experience working across a range of boutique hotel properties in Australia. She joins Crystalbrook Albion, from the luxury private residence Makepeace Island, in Noosa, where she oversaw the running of the highest standard of guest experience including private butlers and bespoke guest services. Emma's hotel career also includes time with the luxury Emirates One & Only Wolgan Valley Resort & Spa, Longitude 131 Resort, Uluru, Fitzroy Island, the contemporary boutique Brunswick Hotel and Spicers Tamarind Retreat & Spa.

Emma brings her high-level management expertise and talent for delivering exceptional guest experiences to Crystalbrook Albion. The Surry Hills hotel is known for its embodiment of contemporary style, sustainable luxury and neighbourhood feel.

Editor's Notes – What's in a name? Well, all our love, sweat and tears as we see our family of hotels grow. Please note, Crystalbrook hotel names should not be shortened or altered. Eg. Crystalbrook Vincent should not be referred to as The Vincent or Vincent.

Correct hotel names:

- Crystalbrook Albion
- Crystalbrook Bailey

Crystalbrook Collection

- Crystalbrook Byron
- Crystalbrook Flynn
- Crystalbrook Kingsley
- Crystalbrook Riley
- Crystalbrook Vincent

-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's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, Sydney, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle
- Crystalbrook Vincent, Brisbane

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.

Responsible Luxury

[Responsible Luxury](#) and sustainability is at the forefront of the way Crystalbrook thinks and operates.

At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill).
- Farming their own beef.
- Sourcing at least 80% of produce from within a three-hour drive of each hotel - Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experience.
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugarcane and corn starch.

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

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partnership with mental-wellbeing group The Indigo Project. As part of Mindfully Safe, Crystalbrook Collection is Australia's first cash-free hospitality company.

Learn more here: crystalbrookcollection.com/mindfully-safe

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.

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