

Crystalbrook Collection Announces Partnership with EarthCheck Strengthening Commitment to Responsible Luxury

Australia, 27 October 2021 – Crystalbrook Collection, Australia’s largest independent sustainably-led five-star hospitality group, has partnered with EarthCheck as part of an ongoing commitment to creating a more sustainable tourism industry.

EarthCheck, one of the world’s leading scientific benchmarking, certification, and advisory groups, will work with Crystalbrook to reduce greenhouse gas emissions, improve energy efficiency, minimise waste, and enhance ecosystem conservation.

“Responsible Luxury, the ability to combine sustainability with luxury, is at the core of our business. Every action and decision we make will impact our environment. That’s a big responsibility.” says Crystalbrook Collection CEO Geoff York.

“This partnership will allow us to take a huge leap forward in enhancing sustainable stays, ensuring that every guest that stays with us can feel good knowing they are travelling with a lighter footprint,” he said.

Existing sustainability initiatives at Crystalbrook Collection include operating a single-use plastic-free environment, sourcing at least 80% of restaurant produce from within a three-hour drive of each hotel, implementing technology to create paperless user experiences, and using recycled upcycled materials.

EarthCheck Founder and CEO Stewart Moore noted that “EarthCheck is excited to be working with the Crystalbrook Collection to support its long-term commitment to Responsible Luxury. In a post COVID environment, today’s travellers are seeking transformational experiences that are safe and sustainable.”

In October this year, Crystalbrook Collection launched Sustainability Month to shine the spotlight on additional environmental innovations from using food sources that would be wasted, distilling a signature gin with locally foraged botanicals, and planting a tree for each guest stay along with honey harvesting and bee education.

Editor's Notes - What's in a name? Well, all of 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 Byron
- Crystalbrook Flynn
- Crystalbrook Kingsley
- Crystalbrook Riley
- Crystalbrook Vincent

-ENDS-

About Crystalbrook

Crystalbrook 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, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

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 experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sweetcorn

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, 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, Jordan and Turkey.

For further information:

Katie Malone, Group Director, Marketing

Crystalbrook Collection

M: +61 424 927 964

E: katie.malone@crystalbrookcollection.com

Sophia Bakopanos, Marketing Manager

Crystalbrook Collection

M: +61 436 632 210

E: sophia.bakopanos@crystalbrookcollection.com