

## Crystalbrook Collection Announces Four New General Manager Appointments Across its Hotel Portfolio

**Sydney, Australia - 23 January 2025:** Crystalbrook Collection, Australia's largest independent, sustainably led five-star hospitality group, is thrilled to announce the appointment of four General Managers across its hotel portfolio. These strategic appointments result from a series of internal promotions, underscoring the company's commitment to nurturing talent and maintaining excellence in luxury hospitality.

### **Scott Ratcliffe: General Manager, Crystalbrook Byron, Byron Bay**

Scott Ratcliffe joins Crystalbrook Byron with an impressive career spanning more than two decades in luxury hospitality. Most recently, he served as General Manager of qualia resort on Hamilton Island, where he led a team of over 120. Ratcliffe's professional journey includes senior leadership roles at Four Seasons Superyacht in the Maldives, Hayman Island, Lilianfels Resort & Spa Blue Mountains, and the Four Seasons Hotel Sydney. Known for his strategic vision and hands-on leadership style, Ratcliffe is poised to continue Crystalbrook Byron's status as a sought-after retreat. He commenced in his new role in late 2024.

[Click here for image](#)

### **Carl Taranto: Area General Manager, Cairns**

Carl Taranto has been a key figure within Crystalbrook Collection since 2018, bringing a deep understanding of the group's brand values. In his new role as Area General Manager for Cairns, Taranto oversees Crystalbrook Riley, Crystalbrook Flynn, and Crystalbrook Bailey. This new position builds on his previous success as Area General Manager for Crystalbrook Vincent in Brisbane and Crystalbrook Byron in Byron Bay. Taranto's tenure at Crystalbrook includes launching both Cairns' Crystalbrook Bailey and Newcastle's Crystalbrook Kingsley as opening General Manager. With over 20 years of industry experience, including leadership positions at global brands Marriott and Sofitel. He commenced in this new role in late 2024.

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### **Emma Alcorn: General Manager, Crystalbrook Bailey, Cairns**

Emma Alcorn steps into the role of General Manager of Crystalbrook Bailey, coming from nearly two years as General Manager of Crystalbrook Byron where she was instrumental in shaping the resort's guest experience and operational strategy. Prior to her role in Byron Bay, Alcorn served as General Manager of Crystalbrook Albion in Sydney, where she oversaw all aspects of the boutique hotel's operations. With over a decade of experience in management roles at prestigious properties such as One & Only Wolgan Valley and Spicers Tamarind Retreat & Spa, Alcorn has cultivated a reputation for fostering high-performing teams. She commenced her new role in late 2024.

[Click here for image](#)

## Lisa Brown: General Manager, Crystalbrook Flynn, Cairns

Lisa Brown transitions to a new role as General Manager of Crystalbrook Flynn. Since joining the group in 2019 as Executive Assistant Manager at Crystalbrook Flynn, Brown has demonstrated exceptional leadership and operational acumen. In 2020, she was promoted to General Manager of Crystalbrook Bailey, a role she has held for the last four years. Brown's 15 years of experience in the hospitality industry span roles with the Mantra and Accor groups in Kingscliff and Port Douglas. She commenced her new role in late 2024.

[Click here for image](#)

**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.*

*E.g. Crystalbrook Kingsley should not be referred to as The Kingsley or Kingsley.*

*Correct hotel names:*

- Crystalbrook Albion
- Crystalbrook Bailey
- Crystalbrook Byron
- Crystalbrook Flynn
- Crystalbrook Kingsley
- Crystalbrook Riley
- Crystalbrook Vincent

– ENDS –

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### **About Crystalbrook Collection Hotels & Resorts**

Crystalbrook is one of Australia's leading sustainably considered 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
- Crystalbrook Sam, Adelaide, South Australia (opening 2026)
- Crystalbrook Canberra, Australian Capital Territory (opening 2027)
- Affiliate Hotel: Sydney Harbour Hotel - George St, The Rocks, New South Wales

The Group also owns and operates a collection of seventeen restaurants and bars, three Eleme Day Spas, and Crystalbrook Superyacht Marina in Port Douglas.

## **Responsible Luxury**

Responsible Luxury and sustainability are 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 four million plastic bottles from entering landfill)
- 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 sugar cane and corn starch.
- Working towards a target of sourcing 80% of fresh produce from within a three-hour drive of each hotel

## **Crystalbrook Collection and Ghassan Aboud Group**

Crystalbrook Collection is part of Ghassan Aboud Group owned 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.