

Crystalbrook Collection Appoints Melissa Gruse As New Group Marketing Director

Sydney, Australia – 13 February 2023: Crystalbrook Collection, Australia’s largest independent five-star sustainability-led hospitality company, has appointed creative marketing leader Melissa Gruse as their new Group Marketing Director, to build on the Crystalbrook brand.

Gruse joins Crystalbrook with over 20 years’ experience working for innovative brands across travel, entertainment, and financial services, both in Australia and the UK. More recently Gruse was Chief Marketing Officer at Nano Digital Home Loans, and prior to this was Senior Marketing Manager at Hamilton Island Enterprises. Gruse is also a dedicated educator, serving as a Marketing Lecturer at the International College of Management, Sydney.

Geoff York, Chief Executive Officer of Crystalbrook Collection said, “We are thrilled to have Melissa Gruse on board with us at Crystalbrook Collection. She brings a wealth of knowledge and experience, alongside a true passion for progressing the sustainability focus of our business.

“As we continue to expand in Australia and abroad, Melissa’s extensive experience in marketing and developing high performance teams makes her the perfect fit as we reimagine new developments and continue to develop the Crystalbrook story”.

Melissa Gruse states, “Though a relatively young hospitality company, Crystalbrook Collection has developed a strong presence in the Australian hotel market. I’m excited to be part of a team that shares the same values, as we grow towards being a global leader in sustainable luxury travel”

“We’re passionate about celebrating what makes our hotels unique, elevating incredible local experiences, and showcasing how choosing luxury travel need not be at the cost of our planet.”

[Click here for high resolution 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 –

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, 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 sixteen restaurants and bars, three spas, and Crystalbrook Superyacht Marina in Port Douglas.

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)
- 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 sugar cane and corn starch.

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is part of Ghassan About Group promoted by international entrepreneur and philanthropist Ghassan About. 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.

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