

Crystalbrook Collection Fortifies Sustainable Tourism with EarthCheck Certifications

Embracing #ResponsibleLuxury, Crystalbrook Collection sets the pace for sustainable travel that protects the planet and enhances the guest experience.

Sydney – 25 September 2023 – In another step towards creating a more sustainable tourism industry, Crystalbrook Collection has further strengthened its partnership with EarthCheck, the world's leading scientific benchmarking, certification and advisory group for sustainable travel.

The sustainably-led luxury hotel group has achieved EarthCheck recognition across six of its major properties in Australia. Crystalbrook's three Cairns hotels - Crystalbrook Flynn, Crystalbrook Riley and Crystalbrook Bailey - and Brisbane hotel Crystalbrook Vincent, have been Silver Certified, while Crystalbrook Byron and Crystalbrook Kingsley have been Bronze Benchmarked.

"We are extremely proud of our achievements to date in sustainability. Our EarthCheck certification demonstrates Crystalbrook Collection's commitment to environmental and sustainable practices and reinforces the incredible initiatives across our portfolio that help us pave the way in this space", said Geoffrey York, Chief Executive Officer of Crystalbrook Collection Hotels & Resorts.

"Our partnership with EarthCheck allows us to take a huge leap forward in enhancing sustainable stays, ensuring that every guest who stays with us can feel good knowing they are travelling with a lighter footprint."

EarthCheck is a rigorous, science-backed, people-focused sustainability certification process that helps businesses collect data, measure their impact and make decisions that save money, resources and the planet. EarthCheck's criteria cover key performance indicators like energy consumption, water use, carbon emissions, chemical usage, and social factors like community engagement and employee well-being. Each hotel has also had to consider paper consumption and waste management. These indicators are tracked and compared year-on-year to ensure continuous progress and improvement.

"At Crystalbrook Collection, we are always measuring our progress and challenging ourselves to improve and grow, particularly in sustainability, which is at the heart of what we stand for. Through EarthCheck, we have a platform to measure our progress and continue to make strides towards an even more sustainable future", said Geoffrey York.

"Crystalbrook Collection's robust commitment to sustainability aligns perfectly with EarthCheck's mission to drive responsible tourism. The EarthCheck certification across Crystalbrook's key properties in Australia stands as a testament to their environmental stewardship and a benchmark for the entire industry. It's a partnership that promises to set new standards in responsible luxury, making every guest's stay a step forward for a sustainable future," said Stewart Moore, CEO and Founder of EarthCheck.

Crystalbrook Collection is one of Australia's leading sustainably focused and innovative independent tourism and hospitality companies. At Crystalbrook Collection, environmental change is embraced to enhance, not compromise, the quality of the guest experience. Crystalbrook endeavours to always think and operate in a responsible and modern way that exceeds the environment's and customers' demands.

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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 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.

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