

Crystalbrook Collection Hotels & Resorts, Australia's leading independent hospitality chain, to debut in the fast-growing Adelaide market

Sydney, Australia - Crystalbrook Collection, Australia's largest independent five-star sustainably led hospitality company, has been appointed to manage a new build, luxe hotel in Adelaide city. This marks an exciting and significant expansion for the group into South Australia.

Owned by the esteemed Adelaide based Samaras Group, the hotel will be known as *Crystalbrook Sam and* is due to open in 2026. Crystalbrook Sam will represent a new essence of highly unique, upscale hospitality unseen yet in South Australia's fast-growing visitor economy.

Ghassan Aboud, Founder and Chairman of the Ghassan Aboud Group and owner of Crystalbrook Collection expressed, "Crystalbrook Sam is our eighth hotel in the Australian market, enhancing our distinctive collection of properties in Cairns, Port Douglas, Byron Bay, Sydney and Newcastle. Crystalbrook Collection has invested in excess of \$1 billion in Australia where we operate close to 2,000 rooms, including those under development. We are delighted to expand our footprint into South Australia, delivering a new style of luxury, innovation and sustainably led hospitality to the state."

Geoff York, Chief Executive Officer for Crystalbrook Collection said: "Our move into Adelaide is part of a strategy to grow our footprint of sustainably led five-star hotels into key markets across Australia. Adelaide is one of Australia's fastest growing tourism markets that offers the best of food and wine, unrivalled nature experiences and an expanding cultural events program. Total visitor expenditure in Adelaide was \$5.3 billion in the year ending June 2023, marking a robust growth rate of 7%. By 2025, international tourism levels are predicted to recover post the pandemic making it the perfect time to launch a new hotel".

"Crystalbrook Sam will celebrate the spirit of the local area and community, engaging guests with its own unique style and sophistication. I am confident the hotel will become an integral part of Adelaide's hospitality scene," said Geoff York.

Owned by leading South Australian property developers, Samaras Group, known for their expertise in building multi-disciplinary commercial and industrial developments including Adelaide Convention Centre, Rod Laver Arena, Chadstone Shopping Centre and One Central Park Sydney, the 200-room hotel will be located at 15 Halifax Street, in the heart of the Adelaide CBD.

Chris Samaras, Managing Director, Samaras Group, said, "We are pleased to announce our first hotel development that will be a world-class, luxury destination offering locals and visitors unique experiences that celebrate the best of what Adelaide and South Australia has to offer. We are excited to be working with Crystalbrook Collection in delivering a flagship property for Adelaide and an asset that the Samaras Group will proudly foster for generations to come".

George I Samaras, also added "This is a fantastic step forward in our vision for not only the Samaras Group but also for Adelaide. We are excited to bring in a world class experience to this part of the Adelaide CBD".

The 13-level hotel will boast over 200 sustainably considered guest rooms, lobby with communal spaces, a unique rooftop Eleme Spa and Bath House, and restaurant and bar with breathtaking city views. Further facilities include various meeting spaces and a wellness centre.

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For more information:

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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)

Affiliate hotels:

- Sydney Harbour Hotel - George St, The Rocks

The Group also owns and operates a collection of seventeen restaurants and bars, three 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 sugarcane 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.

Samaras Group

Samaras Group is a multi-disciplinary group focused on property development, investment, heavy engineering, manufacturing and creating new opportunities for entrepreneurs. Most renowned for its heavy steel manufacturing and erection portfolio – Samaras has supplied and installed some of Australia's most iconic steel structures including the Adelaide Oval, Rod Laver Area Upgrade, Chadstone Shopping Centre just to name a few. In more recent times, the Samaras Group has shifted into property development and asset acquisition with a focus on hospitality and commercial assets.