

Crystalbrook Collection

WIN the ultimate two-night Byron Bay resort experience

Sustainability meets luxury as Byron at Byron partners with local brands for major giveaway

Byron Bay, New South Wales – 25 September 2020: Ready to live like a Hemsworth? Byron at Byron, a Crystalbrook Collection Resort, is celebrating the completion of its \$6 million refresh with a giveaway only the world-famous coastal town could deliver.

The beloved Northern Rivers resort has partnered with local sustainable brands St. Agni, Sulis Lifestyle Salon and Spa, and Brookie's Gin for a weekend that pulls out all the stops – from delicious rainforest dinners and pampering spa treatments, to boutique shopping sprees and craft gin tastings.

One lucky winner and their guest will spend two luxurious nights in one of the Resort's brand new Luxe Suites, set amongst sub-tropical rainforest with outdoor showers, freestanding deep soak bathtubs and separate living areas.

Enjoy a complimentary dinner from the Resort's new sustainable restaurant, Forest. The locally sourced menu features classic Australian fare such as poached Ballina king prawns with avocado, green apple and coriander; or Paroo kangaroo tartar with lemon myrtle mayo, line caught Jewfish with Windaboo mushrooms.

Don't slip into a food coma just yet. Staff at the Resort's new Eléme Day Spa are on hand to help you forget all your troubles with two treatments included in your stay.

With a philosophy immersed in nature, Eléme features bespoke facial and body therapies using the internationally-renowned Sodashi skincare range using ethically sourced natural ingredients. For massage therapies, Eléme has partnered with Byron Bay's Cura Co. Lab to develop custom-made eco-conscious therapeutic oils.

Feeling suitably rested and refreshed the following morning, your private Byron Bay Luxe Limousine will whisk you away to St. Agni's Byron Bay boutique.

The sustainable Byron Bay fashion label has partnered with Byron at Byron to design the eco-friendly uniforms for the Resort's front-line staff. To celebrate this new partnership, St. Agni is giving away \$1,000 to burn on an outfit of your choosing.

Founded by Byron Bay locals Lara and Matt Fells in 2014, St Agni creates timeless designs in fine materials that are gentle to the environment and are made to last.

Supporting the recent rise of slow fashion, the brand only creates pieces to meet demand, to ensure effective waste management and encourage slower consumption habits amongst their customers.

Once you're dressed to the nines in biodegradable fabrics made to last, the next stop is Sulis Lifestyle Salon and Spa, a certified Sustainable Salon of Australia, for a hair treatment using eco-friendly Aveda products. You'll be looking and feeling your best from head to toe.

To top it all off, don't forget to enjoy a local gin tasting experience with Brookies at the Cape Byron Distillery, showcasing the unique terroir of the Northern Rivers. The brand is committed to sustainability and giving back to the region having recently transformed a rundown dairy farm into a rainforest with over 35,000 subtropical trees planted.

"Byron at Byron has chosen to partner with these local brands because of their commitment to offering sustainable products and ongoing consideration of the environment. As a team we are proud to highlight local brands that share our values," says Jordan Rodgers, General Manager of Byron at Byron.

If this sounds like your dream holiday, head to crystalbrookcollection.com/win and enter before 9 October 2020. The prize can be redeemed for travel dates between 1 February and 8 December 2021, excluding black out dates and public holidays.

– ENDS –

Notes to Editor

The competition prize includes:

- Two-night stay in a Luxe Suite at Byron at Byron
- Dinner for two at Forest Byron Bay
- Two Eléme Day Spa massages
- A \$1,000 St. Agni shopping spree
- A Brookie's Gin tasting and rainforest tour at Cape Byron Distillery
- Botanical Repair Hair Spa Treatment from Sulis Lifestyle Salon and Spa
- Transport to the Cape Byron Distillery and St. Agni with Byron Bay Luxe Limousines

Entries open to all Australian residents. Prize is redeemable from 1 March 2021 to 8 December 2021. Prize is not redeemable over blackout dates, school holidays and public holidays. Byron at Byron, a Crystalbrook Collection Resort stay valued at \$1200, dinner at Forest valued at \$260, Eléme Day Spa treatments valued at \$300, St. Agni shopping spree valued at \$1000, Brookie's Gin tasting valued at \$250 and Sulis Lifestyle Salon and Spa treatment valued at \$240. Winner will be announced on social media and crystalbrookcollection.com/win on Monday, 12 October 2020.

About Byron at Byron, a Crystalbrook Collection Resort

Nestled in 45-acres of magical subtropical rainforest, Byron at Byron, a Crystalbrook Collection Resort, is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear verandah, the resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring new signature restaurant, Forest, Eléme Day Spa (opening November 2020), daily yoga classes, tennis court and infinity pool, Byron at Byron is proud to offer sustainable luxury loved by locals and travellers alike. In line with Crystalbrook Collection's commitment to Responsible Luxury, the resort makes use of environmentally friendly, upcycled, recycled and locally sourced materials wherever possible. The resort has a plastic free policy (no plastic water bottles or straws) and, through the use of technology, has removed 90% of paper used by a typical five-star hotel.

Byron at Byron recently completed a \$6 million refresh to ensure its ongoing commitment to sustainability and seamless integration with the surrounding environment, in line with Crystalbrook Collection's approach to responsible luxury and sustainable travel.

Phase one of the refresh was unveiled on 1 September 2020, including Forest, where 80% of all ingredients are sourced within a three hour drive from Byron Bay. Phase two will include updated guest suites and a new Eléme Day Spa, which will be unveiled in November.

About Crystalbrook Collection

Crystalbrook Collection 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 Collection is an Australian tourism and hospitality group. Its portfolio includes:

- Riley, a Crystalbrook Collection Resort, Cairns, Queensland
- Little Albion, a Crystalbrook Collection Boutique Hotel, Sydney, New South Wales
- Byron at Byron, a Crystalbrook Collection Resort, Byron Bay, New South Wales
- Bailey, a Crystalbrook Collection Hotel and Residence, Cairns, Queensland
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland – opening March 2021
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening April 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Station and its subsidiary pastoral businesses.

Mindfully Safe

Mindfully Safe was launched by Crystalbrook Collection in response to Covid-19. The programme focuses on reducing travel anxiety by providing mindfulness and meditation tools developed in partnership with mental-wellbeing group [The Indigo Project](#). Crystalbrook will also donate \$5 to mental support service [Beyond Blue](#) for every stay booked directly until the end of 2020. As part of *Mindfully Safe*, Crystalbrook Collection is Australia's first cash-free hospitality company.

Learn more here:

<https://www.crystalbrookcollection.com/mindfully-safe>

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan About. Ghassan About Group is a multi-business conglomerate engaged in automobiles, real estate, 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, China, Jordan and Turkey.

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