



PRESS RELEASE

**CROWN TOWERS SETS THE STANDARD FOR HOTEL LUXURY WITH ITS
MULTI-YEAR AWARD OF FORBES FIVE-STAR RATING**

For the 5th year in a row in Melbourne, and the 2nd year in Perth, Crown Towers wins the coveted international rating by Forbes Travel Guide

17 February 2021 – Melbourne, Australia – Crown Towers has today again been awarded a global gold standard by the prestigious Forbes Travel Guide for its Perth and Melbourne properties – marking it as the only hotel group in Australia to win the award for multiple hotels – firmly establishing the brand as leaders in the luxury hotel accommodation market across Australia.

Awarded to only a handful an elite group of hotels around the world every year, this year's award marks the fifth consecutive year for Crown Towers Melbourne and the second consecutive year for Crown Towers Perth.

Forbes Travel Guide is the only global rating system for luxury hotels and comprises almost 900 stringent standards, over 75% of which are related to service delivery. Great lengths are taken to record guest's preferences to create a seamless experience — with Forbes Travel Guide inspectors having stayed anonymously for two nights and three days at each hotel to evaluate every detail of the visit.

Chief Executive Officer of Crown Sydney and Crown Hotels, Peter Crinis said he is proud to again see Crown Towers recognised by the global authority in luxury hospitality.

"We are honoured to see our properties in both Melbourne and Perth awarded the coveted Forbes Travel Guide Five-Star award. These hotels are designed to bring a world-class standard of luxury which is not just simply about having a great asset, but about the understated, intuitive world-class customer service that embodies a true luxury experience. We dedicate a lot of time investing in our employees and into our training programs – and I like to think we are setting a new benchmark for the industry as a whole. These are local hotels that compete with the best in the world – and that's something we are truly proud of."

Forbes Travel Guide Executive Vice President of Standards and Ratings, Amanda Frasier says it is an exceptional achievement for both properties to have consistently met hundreds of objective standards criteria, the most stringent requirements in the hospitality industry, to be awarded the Five-Star rating.

"What is truly incredible about these properties achieving a Forbes Travel Guide Five-Star rating is the people who deliver this first-class service - hundreds of employees trained in every aspect of the customer experience to not only meet the standards but exceed customer expectation," Ms Frasier said. "Yes, you need a world-class luxurious asset to begin with – but service and experience comes down to people and impeccable training. It's the attention to detail behind the scenes that you don't see that elevate these properties to this level."

Established in Melbourne over 25 years ago, Crown Towers has grown to become one of Australia's leading hotel brands, with properties across Melbourne, Perth and most recently in Sydney.

In 2016, Crown Towers Perth was opened, setting a new benchmark for luxury accommodation in Perth and Western Australia. In December 2020, Crown Towers Sydney opened after four years of



PRESS RELEASE

construction, and now offers unparalleled luxury accommodation in Sydney. With perfectly framed views of Sydney's skyline, each room's décor is designed to provide a sophisticated, modern backdrop that captures the essence of the hotel's unique harbourside setting.

For more information on Crown Towers, please visit: <http://crownhotels.com.au>

-ENDS-

Notes to the Editor:

About Forbes Travel Guide:

Forbes Travel Guide is the only global rating system for luxury hotels, restaurants and spas. Our anonymous professional inspectors evaluate based on up to 900 objective standards, with an emphasis on exceptional service, to help discerning travellers select the world's best luxury experiences. The only way to get a Five-Star, Four-Star or Recommended rating is by earning it through our independent inspection process.

For more information about Forbes Travel Guide, please visit ForbesTravelGuide.com.

About Crown Towers Melbourne:

Crown Towers Melbourne, originally completed in 1997, is an exquisitely designed hotel comprising 481 rooms and villas over 38 floors. The property also houses Crown Spa, undeniably Melbourne's finest and most exclusive day spa with lavish décor, premium products and private pampering suites. Located on the southern bank of the Yarra River and situated in Melbourne's central business district, Crown Towers Melbourne is viewed as the most premium of the three hotels in Melbourne's Crown Entertainment complex, boasting the best culinary experiences and entertainment the city has to offer.

About Crown Towers Perth:

Crown Towers is the largest hotel in Perth, boasting 500 guest rooms, Crown Spa, acclaimed restaurants and bars, unique event spaces and resort style pools. Intelligently designed with the latest technology and renowned Crown Towers service, the hotel offers guest an unparalleled hotel experience. Facilities include expansive lagoon swimming pools, private cabanas and poolside bar and dining, Crown Spa and fitness centre as well as an exclusive Crystal Club lounge.

About Crown Towers Sydney:

Crown Towers Sydney launched in December 2020, boasting a compelling national footprint, giving Sydney one of the world's best hotels designed to compete with the best the world has to offer.

With 349 luxury hotel rooms and suites, guests are treated to unrivalled views of Sydney Harbour's icons and with its unique architectural, concentric form it has been designed to stand alongside them as another defining landmark of the city. Now a globally recognisable landmark, Crown Sydney is set to attract thousands of international tourists, helping Sydney compete with other global tourism destinations for business, leisure and sporting events.

For reservations and more information please visit www.crownhotels.com.au