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CROWN TOWERS CONTINUES TO SET THE STANDARD IN AUSTRALIA'S LUXURY HOTEL MARKET

Crown Towers Melbourne and Crown Towers Perth listed among the world's best and most luxurious hotels as both properties receive the highest honour - the Forbes Travel Guide Star Rating

13 February 2020 - Australia - Crown Towers has cemented itself as the leaders of luxury tourism in Australia as Crown Towers Perth joins Crown Towers Melbourne as two of only three Australian hotels to receive the Forbes 5 Star Rating.

This is the first year Crown Towers Perth - which opened only three years ago - has been awarded the coveted rating, whilst Crown Towers Melbourne has proudly retained its status as Victoria's only Forbes 5 Star hotel for four consecutive years.

When the highly anticipated Crown Towers Sydney launches in December, Crown Towers will have 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 will be 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.

While the tourism market is currently worth \$17.5 billion dollars to the NSW economy according to Destination NSW, it is estimated that Crown Sydney will strengthen that figure by almost half a billion dollars in economic contribution – through its support of local businesses and flow on effect by 2025 – a significant figure for one stand-alone tourism asset in the harbour city.

Australian Hotels Association Chairman Martin Ferguson AM said, "It's great to see an Australian brand competing with the world's best and showcasing that we have the assets to cater to the luxury traveller. Major international awards like this are important for Australian Tourism. It shows we can compete on a world stage particularly in the luxury market which we know is highly competitive."

An understated, timeless delivery of luxury is at the heart of the hotel's philosophy. A Crown Towers hotel is unparalleled in every way, and renowned for superior service and guest experience.

Crown Sydney Chief Operating Officer, Peter Crinis said, "Having both Crown Towers Melbourne and Perth recognised as five star hotels by the global authority in luxury hospitality is something we are extremely proud of - especially as we approach the launch of Crown Towers Sydney."

"Crown Towers prides itself on setting the benchmark in luxury standards in every market in which we operate and we are confident that Crown Towers Sydney will take this to another level with a truly personalised and curated guest experience."

As a world-class tourism destination geared towards the growing luxury market both internationally and locally, Crown Sydney has been specifically designed as a globally recognisable landmark that



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will attract thousands of international tourists, helping Sydney to better compete with other major tourism hubs for leisure, business and events.

For a detailed explanation of how Forbes Travel Guide compiles its Star ratings, visit www.forbestravelguide.com/about/ratings.

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