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Media Release

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A Hat-Trick of Excellence: The George and Hulbert House Triumph at World Travel Awards 2023

Brook Serene Boutique Hotels is delighted to announce that two of our boutique hotels have recently been recognised in the 30th Anniversary World Travel Awards scooping three awards.

Oceania's Leading Luxury Hotel Villa 2023: The Residence @ The George Christchurch, New Zealand

New Zealand's Leading Boutique Hotel 2023: The George Christchurch

New Zealand's Leading Lodge 2023: Hulbert House, Queenstown

The Residence at The George, Christchurch, one of New Zealand's treasured luxury boutique hotels, has once again won Oceania's Leading Luxury Hotel Villa 2023.

The award from the World Travel Awards for Oceania's Leading Luxury Hotel Villa 2023 for The Residence at The George marks the fourth consecutive year and is the seventh time that The Residence at The George has been recognised in these annual awards having previously won Australasia's Leading Luxury Villa 2016 -2018.

The George has also been awarded New Zealand's Leading Boutique Hotel 2023, and this is the 15th time that The George has been recognised with this award having held the title for a total of 14 years between 2006 and 2020.

The award comes as the hotel completes an intensive renovation which included the addition of a new exterior facade constructed of aluminium panels and LED lighting, new bathrooms in the Executive and Premium Executive categories, new corridor carpets and other interior work.

Speaking from the World Travel Awards ceremony in Ho Chi Minh City Bruce Garrett, Managing Director of Brook Serene says, "I am absolutely delighted to share the exciting news that we have been honoured with the prestigious title of "New Zealand's Leading Boutique Hotel 2023" at the esteemed World Travel Awards. This recognition is a testament to our unwavering commitment to excellence in hospitality and the dedication of our entire team to creating exceptional guest experiences."

Hulbert House, Queenstown has also been recognised in the World Travel Awards as New Zealand's Leading Lodge 2023. The second time the hotel has been recognised with this award. In previous years Hulbert House has been recognised as New Zealand's Leading Boutique Hotel- this award having returned to The George in 2023.

Bruce Garrett, Managing Director of Brook Serene says "I must acknowledge the outstanding efforts of our dedicated staff, whose passion and dedication set the standard for excellence in the boutique hotel industry. Their commitment to creating memorable moments for our guests, their attention to detail, and their genuine hospitality are at the core of Hulbert House's success.

Once again, thank you to the World Travel Awards for this incredible honour, and to our valued guests and dedicated team for their unwavering support. We invite travellers from around the world to experience The George and Hulbert House and discover the magic of authentic, boutique luxury in two of New Zealand's most beautiful locations."

The World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism, and hospitality industries. Today, the World Travel Awards™ brand is recognised globally as the ultimate hallmark of industry excellence.

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Notes to the Editor:

For more information on The George hotel, please visit: www.thegeorge.com

For more information on Hulbert House, please visit www.hulberthouse.co.nz

For more information on the Brook Serene boutique hotel management group please visit: www.brookserene.com

For interviews, images, or additional information,

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