



B R O O K S E R E N E
Boutique Hotels

Media Release

Thursday, 28 January 2026

The Kilmore Collection: A New Generation of Staying in Ōtautahi–Christchurch

Ōtautahi–Christchurch's accommodation landscape has taken a significant step forward with the opening of The Kilmore Collection, an elevated aparthotel concept designed for modern travellers seeking the independence of an apartment with the comfort, service, and consistency of a hotel.

Opened in November 2025 and managed by The George, The Kilmore Collection features 18 one-bedroom, fully self-contained apartments crafted for extended stays, work-life flexibility, and seamless city exploration.

This addition delivers 6,570 new bed nights to Christchurch annually—creating the potential to welcome an additional 13,140 visitors to the city and supporting the ongoing revitalisation of the urban visitor economy.

"This collaboration brings together strong local development expertise and proven hotel management capability. Together, we're introducing 18 thoughtfully designed one-bedroom apartments that respond to Christchurch's increasing demand for well-located, professionally operated accommodation." says George Clifford, Owner of Four Avenues the construction company.

A Hub-and-Spoke Base for Extended Stays

The Kilmore Collection is built around a clear strategic purpose: to grow the minimum night stay in the city. Its aparthotel model aligns with global traveller trends toward longer, experience-rich visits that mix leisure and work, creating opportunities for guests to anchor in one place while exploring further afield.

Positioned just a short walk from Hagley Park, the Town Hall, Te Pae, The Court Theatre, and the new stadium precinct, the property offers an ideal hub-and-spoke base for exploring Canterbury—from Hanmer Springs and Waipara wine country to Akaroa and the wider Banks Peninsula.

Appealing to Both Leisure and Corporate Guests

Perfect for visitors in town for concerts, sporting fixtures, festivals, performances at The Court Theatre, or Christchurch Symphony Orchestra events at the Town Hall. The apartments provide space, independence, and a sense of home ideal for longer stays.

Ideal for project-based stays, conference attendees, and business travellers needing a comfortable and convenient base for multi-day or multi-week visits. Guests benefit from apartment living with the trusted service of The George.

"The Kilmore Collection demonstrates our commitment to evolving alongside the needs of today's travellers. Aparthotels are one of the fastest-growing segments globally, and this addition allows us to complement The George with a flexible, future-focused accommodation solution. Together, they strengthen our ability to welcome guests staying longer, experiencing more of Ōtautahi–Christchurch, and contributing to the vibrancy of the city's visitor economy." – Bruce Garrett, Managing Director, Brook Serene

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Notes to the Editor:

High-Resolution Images

High-resolution images are available here:

<https://spaces.hightail.com/space/BYcm4FbUgA>

About The George

The George is Christchurch's most highly awarded boutique hotel, renowned for its genuine personalised service and refined, contemporary luxury. Overlooking Hagley Park and the Avon River, The George offers 53 elegant guest rooms, an acclaimed restaurant, and exceptional facilities for meetings and events. Guided by its philosophy of Caring Luxury, The George is committed to warm hospitality with a light environmental footprint, consistently earning recognition for excellence in guest experience and sustainability.

About Brook Serene

Brook Serene is a boutique hotel management company committed to delivering exceptional, personalised hospitality across its distinctive portfolio of New Zealand properties. Specialising in luxury independent hotels, Brook Serene focuses on service excellence, innovation, and agile responses to evolving traveller

expectations, ensuring each property remains relevant and strongly positioned within its market.

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

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