



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

Media Release
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THE GEORGE RECOGNISED WITH WORLD TRAVEL AWARDS

The George, one of New Zealand's most treasured boutique hotels and the only hotel in Christchurch with a one to one staff to guest ratio has once again been named the prestigious title of New Zealand's Leading Boutique Hotel at the 2019 World Travel Awards, held in Vietnam on 12 October 2019. The George has previously held this title from 2006 to 2010 then again between 2012 and 2018.

"I am delighted that we have once again been recognised with this prestigious award," explains Bruce Garrett, Managing Director of Brook Serene. "Full credit goes to our team who tirelessly devote themselves to delivering the best guest experience possible, and to our owners for having faith in us and providing the tools necessary to get the job done."

Voted for by over 150,000 travel agents globally, these awards are considered to be the very highest accolade in the travel industry, so it is no small accomplishment that The George has held this ranking since 2006.

The World Travel Awards were launched 26 years ago to acknowledge and recognise excellence in the Travel and Tourism industry worldwide.

The George is part of Brook Serene, the leader in managing and developing boutique luxury hotels in New Zealand.

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Notes to the Editor:

For more information of The George, please visit www.thegeorge.com

For more information on the Brook Serene boutique hotels please visit:
www.brookserene.com

For more information on the World Travel Awards go to:
www.worldtravelawards.com

For interviews, images or additional information,

Please contact:

Georgina Torrington

Director of Sales & Marketing Manager

Brook Serene

021 311 723

georgina@brookserene.com