



## B R O O K   S E R E N E

*A special collection of boutique hotel experiences*

HOTEL  
MONTREAL

the george

HULBERT HOUSE

REGENT  
OF ROTORUA

26 May 2020

### HOTELS TO EXIT THE BROOK SERENE PORTFOLIO

Brook Serene Boutique Hotels have undertaken the difficult but necessary process of reviewing our operational capacity in response to the market changes created by COVID-19.

Due to the effects on the travel and tourism industry we have had to make the difficult decision to suspend the operation of Hotel Montreal and Polo Bar & Restaurant in Christchurch indefinitely, effective as of Monday, 1<sup>st</sup> June 2020.

Hotel accommodation bookings will continue to be taken until Sunday 31<sup>st</sup> May 2020. All existing bookings beyond that date will be honoured by The George.

While Hotel Montreal has carved its own niche in the Christchurch accommodation scene, with New Zealand's borders closed, and 75% of business coming from international visitors, it was not viable to continue to operate two 5-star boutique hotels in such close proximity. While it is impossible to predict precisely when borders will reopen, and when international travel patterns will return to something resembling normal, we do know it will be quite some time before this happens. In the meantime, it makes sense to consolidate our operations while the industry recovers. We look forward to continuing to welcome Hotel Montreal's loyal guests, but at The George, which is operating at full capacity.

The owners of Hulbert House in Queenstown have made the decision to look after the property directly. Current Hotel Managers Jade Hansen and Jay Errington will stay on as hosts and will continue to provide the highly personalised service they are recognised for. This change of management is effective Wednesday, 1<sup>st</sup> July 2020.

Hotel accommodation bookings will continue to be made with Brook Serene until 30 June 2020.

Like proud parents watching their children leave home, tinged with sadness at the loss, but proud of the adults they have become, is how we feel about Hulbert House. During our management of the property, we have taken a beautiful and unique property and established an unparalleled experience. Driven largely by the hosting skills of Jade and Jay, Hulbert House has risen to be the top hotel experience in Queenstown, as voted on TripAdvisor. This is no mean feat, as Queenstown boasts some of the country's top hotels and lodges. So while it is with some sadness that we say goodbye to Hulbert House from our portfolio, we look forward to seeing the property continue to blossom. We have no doubt we will continue to share a close relationship with the property and the team.

Remaining properties in the Brook Serene Boutique Hotel portfolio are The George, Christchurch and Regent of Rotorua. The George in Christchurch and Regent of Rotorua continue to trade positively and are unaffected by the decisions and changes above.

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#### Notes to the Editor:

For more information on the Brook Serene boutique hotel management group please visit: [www.brookserene.com](http://www.brookserene.com)

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