



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

Media Release
22 February 2019

BROOK SERENE IS TAKING SUSTAINABILITY SERIOUSLY

Tiaki in te reo Māori means to care for people and place. The tiaki promise is for all of us to demonstrate care every day.

Brook Serene is taking sustainability seriously.

“Acting as a guardian, our promise to our guests, staff and the communities we are privileged to have hotels in, we will do our best and continue to have a duty of care to look after each other and the planet,” explains Bruce Garrett, Brook Serene Managing Director.

“Our sustainability practices are leading the way by demonstrating our commitment to reduce waste and energy consumption, and sourcing locally,” continues Garrett.

One new initiative launched this week is printing re-usable brochures that have been distributed to selected i-Sites and will be used at events. The brochures have a re-use/do not remove icon on them which will inform the visitor that they leave the brochure behind. Each brochure has a QR code which when scanned redirects visitors to the hotel’s website for the most up to date information. The pieces are robust enough that they can be wiped down with warm water to remove finger prints (or icecream) with no damage.

Brook Serene recognizes that destination stewardship is a cooperative and long-term endeavor where every employee, their partner or guest can take an active role.

“We take our commitment to people and place seriously and are focused to be sustainable financially, socially, culturally and environmentally,” concludes Garrett.

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Notes to the Editor:

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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