



## 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

**Media Release**  
**7 June 2017**

### **BROOK SERENE BOUTIQUE HOTELS LEAD THE WAY**

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 2017 World Travel Awards, held in Shanghai on 4 June 2017. The George has previously held this title from 2006 to 2010 then again between 2012 and 2016.

The Residence @ The George was also successful for the second time in winning Australasia's Leading Luxury Villa category.

For the second year in a row the Penthouse at Hotel Montreal was recognized as New Zealand's Leading Hotel Suite.

The newest addition to the Brook Serene portfolio, Hulbert House in Queenstown, was awarded Australasia's Leading New Hotel 2017.

"These awards recognise the company's vision that much more than just a "stay" each Brook Serene hotel leaves an indelible impression on its guests and becomes a cherished part of the total travel experience," explains Bruce Garrett, Managing Director of Brook Serene. Brook Serene is a discerning curator of

authentically boutique hotels. Each property in this very special collection offers a quality standard that is impeccably fit for purpose.

List of Awards from 2017 World Travel Awards for Brook Serene hotels are:-

**Australasia's Leading Luxury Hotel Villa 2017:** *The Residence @ The George Christchurch, New Zealand*

**Australasia's Leading New Hotel 2017:** *Hulbert House, Queenstown, New Zealand*

**New Zealand's Leading Boutique Hotel 2017:** *The George Christchurch*

**New Zealand's Leading Hotel Suite 2017:** *Penthouse @ Hotel Montreal, Christchurch*

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 24 years ago to acknowledge and recognise excellence in the Travel and Tourism industry worldwide.

**ends**

**Notes to the Editor:**

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

For more information on the World Travel Awards go to:  
[www.worldtravelawards.com](http://www.worldtravelawards.com)

For interviews, images or additional information,

Please contact:

Georgina Torrington

Marketing Manager

Brook Serene

021 311 723

[georgina@brookserene.com](mailto:georgina@brookserene.com)