



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
9 November 2017

BROOK SERENE PROMOTE AND RECRUIT KEY STAFF

Stepping up into the role of Director of Sales & Marketing is Georgina Torrington. Previously the Marketing Manager for Brooke Serene, Georgina will provide the strategic direction of marketing, media, sponsorship and sales initiatives for the group as well as look after Christchurch and Canterbury based clientele.

Joining the sales and marketing team is Simone de Jong. Simone is the new Business Development Manager who will be looking after relationships with travel agents, wholesale and IBO sectors. Simone was most recently with Tui Campers in Christchurch, and before that was based in Rotorua with a strong tourism background and previous tourism and marketing roles including Polynesian Spa.

Georgina and Simone are supported by Megan Garland, Sales & Marketing Assistant. Megan will continue to look after OTA's, ensure that all of the rate contracts are issued, and provide ongoing support with marketing, social media and sales activities.

We also welcome Vicki Bretherton as Hotel Manager at Hotel Montreal in Christchurch. Vicki has been engaged in various Brook Serene projects over the

past few years, including the opening of Hulbert House in Queenstown. In addition to developing local awareness of the Hotel, and the high quality and interesting food & beverage on offer, Vicki is looking forward to continuing the established personalised service that Hotel Montreal is known for.

Finally a note of congratulations!

Gretchen Livingstone is one of our fantastic team at Regent of Rotorua, and we are delighted to announce that Gretchen has been awarded the Employee of the Year in the Westpac Rotorua Business Excellence Awards 2017.

“This award recognizes our focus on delivering exceptional service in a comfortable, sophisticated and elegant luxury hotel,” explains Bruce Garrett, Managing Director of Brook Serene. Brook Serene is the discerning curator of four boutique hotels in New Zealand.

“We are pleased with the well-deserved promotions as well as with the staff hired from a robust recruitment process,” concludes Mr. Garrett.

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Notes to the Editor:

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

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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