



## TERRIFIC TRIFECTA OF AWARDS BENEFITS GUESTS AND INSPIRES TEAM AT THE GEORGE

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The George, one of New Zealand's treasured luxury boutique hotels, has won three awards that continue to recognise its commitment to every guest having great experiences while being focused on conservation, community and care.

The awards are from the World Travel Awards for Oceania's Leading Luxury Hotel Villa 2020 for The Residence at The George and New Zealand's Leading Boutique Hotel 2020 for The George. Small Luxury Hotels of the World (SLH) awarded The George with the Most Intense Bespoke Experience Award and Christchurch City Council awarded The George the Community Award for the staff consistently cleaning up The Avon River near the hotel.

Bruce Garrett, Managing Director of Brook Serene says that "after such a challenging year, we are delighted that The George continues to receive local and international recognition. It is especially pleasing to see acknowledgement for our environmental and conservation efforts. Our team are passionate about caring for the environment and firmly believe we need to lead by example. Attention to these details reflects in the guest experience and to have our efforts acknowledged by international audiences, and particularly by the travel industry is high praise indeed. Credit goes to our team, who remain committed to delivering a unique, personal and memorable experience for all of our guests."

Richard Hyde, Managing Director of Small Luxury Hotels of the World says that "great hotels are still great hotels despite the many curve balls that COVID-19 continues to throw at them. With the SLH Awards 2020, we are recognizing some really exceptional hotels at a time when they need recognition more than ever. This sense of responsibility is now also about sustaining our hospitality industry and the communities that hotels support. The best way to show your support is to book a stay and discover exactly why independent hotels are so very special."

The trifecta of awards for The George comes appropriately during Cup Week which marks a week of celebration for the city of Christchurch. Around 70 staff have participated in helping to keep the Avon River clean in a monthly initiative that began in February 2016. The George has consistently been recognised with the World Travel Awards with New Zealand's leading boutique hotel award for the 19<sup>th</sup> time in 20 years.

“The George draws upon traditional Māori cultural values of manaakitanga (care) for our visitors and kaitiakitanga (guardianship) of the environment and kotahitanga (togetherness) to offer guests a unique, individual and intensely immersive experience where conservation, philanthropy and sustainability intersect with a luxurious and relaxing stay,” continues Mr Garrett.

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**Notes to the Editor:**

For more information on The George hotel, please visit: [www.thegeorge.com](http://www.thegeorge.com)

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

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