



## 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

CORRECTION to Media Release  
21 May 2020

### THE GEORGE OFFERS EXCLUSIVE CONSERVATION EXPERIENCE

The George has embarked on a new partnership with Christchurch Helicopters to support Flight Path – a fundraising programme that sponsors the conservation work for the critically-endangered orange-fronted kākārīki karaka– a small, native parrot, New Zealand’s rarest forest bird, that lives ‘locally’ in the foothills and valleys of the Southern Alps.

Experiencing the New Zealand forest, known for its stunning dawn chorus, is a must-do for visitors while here. Our forests are our ancient cathedrals and teem with species found only here. They are our national treasures (taonga).

The Flight Path experience begins before dawn when guests are delivered from The George, by private chauffeur, to meet your guide. Guests will experience an untouched world and off-the-beaten-track discoveries, including natural hot springs. They will be given the opportunity to get into ‘Ranger-mode’ to check and re-bait traps, spot kākārīki and other native animals in the wild.

The partnership with Christchurch Helicopters and their unique fundraising programme Flight Path, sees a percentage of every flight on the Conservation Experience donated to the recovery program.

Flight Path was the brainchild of Christchurch Helicopter’s owner/pilots, Terry Murdoch and Richie McCaw. Working with the Department Of Conservation Recovery Team, they committed to raise funds that will support the team’s work in pest-control innovation, intensified monitoring and research, increased genetics to support optimal pairings and support purpose-built at-place breeding aviaries to reduce the stress on the birds who have to be translocated to breed.

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 our guests a unique, individual and intensely immersive experience where conservation, philanthropy and sustainability intersect.

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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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