



Brook Serene Hotels Set New Benchmark in Boutique Excellence with 2025 Global Wins

Media Release

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Luxury Leadership: Brook Serene Boutique Hotels Celebrate Global Recognition at 2025 World Travel Awards

Brook Serene Boutique Hotels is proud to announce a remarkable year of accolades across its boutique hotel portfolio, with multiple properties recognised at the prestigious 32nd Annual World Travel Awards and other international hospitality honours.

At the World Travel Awards 2025, Brook Serene secured the following titles:

- Oceania's Leading Luxury Hotel Villa 2025: The Residence @ The George, Christchurch
- New Zealand's Leading Boutique Hotel 2025: The George, Christchurch
- New Zealand's Leading Lodge 2025: Hulbert House, Queenstown

These awards reaffirm Brook Serene's commitment to excellence in luxury hospitality. Notably, The Residence at The George is now a contender for World's Leading Luxury Villa 2025, elevating its status on the global stage.

In addition to the World Travel Awards, Brook Serene properties have earned further recognition:

Hulbert House, Queenstown:

- Best Boutique Hotel 2025 – New Zealand, LuxLife Hospitality Excellence Awards
- Boutique Hotel of the Year – Otago 2025, Oceania Travel & Hospitality Awards

Regent of Rotorua, North Island:

- Best Luxury City Centre Hotel 2025 – North Island, Leaders in Luxury Awards

The George, Christchurch:

- #10 Best Hotel in New Zealand, Travel + Leisure Awards 2025

Bruce Garrett, Managing Director of Brook Serene, says "To be recognised across such a diverse range of awards is a testament to the passion, precision, and personal service our teams deliver every day. From the timeless elegance of The George to the heritage charm of Hulbert House and the vibrant sophistication of Regent of Rotorua, each property reflects our unwavering commitment to boutique luxury. We are honoured and energised by these accolades and look forward to continuing to set the standard for excellence in hospitality."

Brook Serene extends its heartfelt thanks to the World Travel Awards and other awarding bodies, as well as to its loyal guests and dedicated staff who make these achievements possible.

About the World Travel Awards

Established in 1993, the World Travel Awards™ are recognised globally as the ultimate hallmark of industry excellence, celebrating leaders across all sectors of travel, tourism, and hospitality.

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Notes to the Editor:

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

For more information on Hulbert House, visit: www.hulberthouse.co.nz

For more information on Regent of Rotorua, visit: www.regentrotorua.co.nz

For more information on Brook Serene Hotel Management, visit:
www.brookserene.com

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