



MEDIA RELEASE

Embargoed until Monday 28 September 2026: 07:59 (NZDT)

24 September 2026

Three Awards Celebrate The George's Boutique Hospitality, Art and Design

The George has received two accolades in the 33rd Annual World Travel Awards:

Oceania's Leading Luxury Hotel Villa 2026: *The Residence @ The George*

New Zealand's Leading Boutique Hotel 2026: *The George, Christchurch*

This marks the sixth consecutive year The Residence at The George has received Oceania's Leading Luxury Hotel Villa and the twelfth time The George has received New Zealand's Leading Boutique Hotel award.

Adding to this success, The George was recently named Best Luxury Art Boutique Hotel in New Zealand in the 18th Annual Luxury Lifestyle Awards. The accolade recognises the hotel's distinctive art experience, which includes a significant collection of lithographs by Ralph Hotere and works by Bill Hammond, John Pule, Fatu Feu'u and Michael Tuffery. It also acknowledges The George's long-standing support for the arts through partnerships with The Court Theatre, Christchurch Symphony Orchestra, the annual WORD Christchurch Festival and Christchurch Art Gallery Te Puna o Waiwhetū's TOGETHER Foundation.

The awards follow continued investment at The George, including the recent refurbishment of 50 Bistro. The project introduced biophilic design principles across the restaurant and conservatory spaces, complementing the hotel's established focus on boutique hospitality, art and design.

Bruce Garrett, Managing Director of Brook Serene Hotel Management, says:

"Winning these awards means a great deal to our team, particularly because they reflect the support of our guests, industry peers and partners. We are grateful to everyone who voted. The recent

refurbishment of 50 Bistro is one example of how we continue to evolve The George while remaining focused on the personal, distinctive hospitality our guests value."

The World Travel Awards™, established in 1993, are recognised globally as the ultimate hallmark of excellence across the travel, tourism and hospitality industries, celebrating organisations that consistently set the standard for exceptional guest experiences.

- Ends –

Notes to the Editor

About Brook Serene & Co Ltd

Brook Serene & Co Ltd is a New Zealand-owned hotel management company specialising in the ownership, management and marketing of luxury boutique accommodation. The company manages a collection of distinctive properties including The George in Christchurch, Regent of Rotorua and The Kilmore Collection in Christchurch.

With a focus on independent luxury hospitality, Brook Serene combines operational excellence with a commitment to innovation, sustainability, community engagement and the arts.

For more information on The George, please visit:

www.thegeorge.com

For more information on Brook Serene Hotel Management, please visit:

www.brookserene.com

For interviews, additional images or information, please contact:

Georgina Torrington

Director of Sales & Marketing

Brook Serene Hotel Management

M: 021 270 7708

E: georgina@brookserene.com