



BROOK SERENE
Boutique Hotels

Media Release

Tuesday, 19th October 2021

The Residence at The George tops in Oceania

The Residence at The George hotel, one of New Zealand's treasured luxury boutique hotels, has once again won Oceania's Leading Luxury Hotel Villa 2021.

The award from the World Travel Awards for Oceania's Leading Luxury Hotel Villa 2021 for The Residence at The George marks the second year in a row and is the fifth time that The Residence at The George has been recognised in these annual awards having previously won Australasia's Leading Luxury Villa 2016 -2018.

Bruce Garrett, Managing Director of Brook Serene says "I am so proud that despite the extremely challenging year the industry has had, and with no international visitors, our team has continued to give their all and has now once again been recognised for delivering an outstanding experience. Our thanks to all our loyal supporters for voting."

The award comes as the hotel continues to innovate and introduce services that deliver a "delightfully yours" experience as well as building on the 5-star Qualmark EnviroGold status with sustainability initiatives.

With the largest private collection of Ralph Hotere artwork in New Zealand The George now offers art tours showcasing the works of Hotere, Hammond, Pule and more. The George's collection offers a rare insight into some of New Zealand's most evocative artistic minds, reflecting and recording the blend of cultures, modern politics and events that have helped to shape our Pacific nation.

A new bespoke amenity range in large dispensing bottles has also been implemented. Made locally and called The George & Co the amenities have been developed incorporating the fresh fragrance of lemongrass and the soothing properties of the native harakeke plant.

The George recently introduced PressReader - reducing the need for printed magazines and newspapers while also broadening the reading library for its guests. Another literary service introduced is The Commuting Book showcasing local

authors with short stories in a range of genres and content length. Enabling guests to explore new authors and be mindful for a moment while relaxing in their room, waiting for a friend or enjoying their favourite beverage in the hotel.

The World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. Today, the World Travel Awards™ brand is recognised globally as the ultimate hallmark of industry excellence.

-Ends-

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,

Please contact:

Georgina Torrington

Director of Sales and Marketing

Brook Serene

021 270 7708

Georgina@brookserene.com