



Bespoke Luxury

A COLLECTION OF NEW ZEALAND BOUTIQUE HOTELS HAVE TAKEN TOP HONOURS AT THE 2024 WORLD TRAVEL AWARDS IN MANILA.

In what has become a seemingly annual event, Christchurch's The George hotel and its Residence, and Hulbert House in Queenstown, have again been named leaders in their class at the 31st Annual World Travel Awards, held in the Philippines in September.

Oceania's Leading Luxury Hotel Villa went to The Residence at The George; The George itself was named New Zealand's Leading Boutique Hotel; and Hulbert House New Zealand's Leading Lodge.

For The Residence at The George, this is the fifth time in as many years it has been named Oceania's Leading Luxury Hotel Villa and the eighth time it has been honoured at the annual awards; from 2016 to 2018 it won Australasia's Leading Luxury Villa.

The George hotel's award, meanwhile, marks the 16th time it has taken the Leading Boutique Hotel prize, while Hulbert House earned its Leading Lodge title for the third time.





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The winning properties all belong to the Brook Serene collection of New Zealand luxury hotels, and the company’s managing director, Bruce Garrett, who was in Manila for the awards ceremony, expressed his delight.

The George’s accolade, he said, was “a reflection of our steadfast dedication to delivering unparalleled guest experiences and the relentless efforts of our team to set new benchmarks in boutique luxury”.

Hulbert House’s most recent award was “testament to the lodge’s unique charm and commitment to excellence” and cemented its status as a top New Zealand luxury destination.

The award also underscored the “exceptional work” of the lodge’s team. “Their passion for creating unforgettable moments, meticulous attention to detail, and heartfelt hospitality are the cornerstones of our success,” he said. “We are immensely proud and grateful for this honour.

“We extend our deepest thanks to the World Travel Awards for this recognition and to our guests for their continued trust. We look forward to welcoming travellers from around the globe to experience the refined elegance and bespoke luxury that The George and Hulbert House offer in two of New Zealand’s most picturesque locations.”

The World Travel Awards™, established in 1993, are widely regarded as the hallmark of excellence across all key sectors of the travel, tourism and hospitality industries. ■

www.brookserene.com | www.thegeorge.com | www.hulberthouse.co.nz