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Media Release

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Continued Excellence: The George and Hulbert House shine at World Travel Awards 2024

Brook Serene Hotel Management is thrilled to announce that two of our boutique hotels have once again been recognised at the 31st Annual World Travel Awards, securing three prestigious awards.

- **Oceania's Leading Luxury Hotel Villa 2024: The Residence @ The George, Christchurch, New Zealand**
- **New Zealand's Leading Boutique Hotel 2024: The George, Christchurch**
- **New Zealand's Leading Lodge 2024: Hulbert House, Queenstown**

The Residence at The George, Christchurch, a jewel in New Zealand's luxury boutique hotel crown, has been named Oceania's Leading Luxury Hotel Villa for the fifth consecutive year. This is the eighth time The Residence at The George has been honoured at these awards, having previously won Australasia's Leading Luxury Villa from 2016 to 2018.

The George has also been awarded New Zealand's Leading Boutique Hotel for 2024, marking the 16th time the hotel has earned this distinction, continuing its reign as a symbol of hospitality excellence.

Bruce Garrett, Managing Director of Brook Serene, expressed his delight from the World Travel Awards ceremony in Manila: "Receiving the title of 'New Zealand's Leading Boutique Hotel 2024' is a true honour. This accolade is 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, Queenstown, has also been distinguished as New Zealand's Leading Lodge 2024, a testament to the lodge's unique charm and commitment to excellence. This marks the third time Hulbert House has been recognised with this award, solidifying its status as a premier luxury destination in New Zealand.

Bruce Garrett added, "This recognition underscores the exceptional work of our team at Hulbert House. Their passion for creating unforgettable moments, meticulous attention to detail, and heartfelt hospitality are the cornerstones of our success. 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 ultimate hallmark of industry excellence, celebrating achievements across all key sectors of the travel, tourism, and hospitality industries.

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Notes to the Editor:

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

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

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

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