

"STAY, KERIKERI"

Boutique Apartments+Studios

Iconic Kerikeri Motel consigned to the history books

A fresh and contemporary feel is what the new owners of "Stay Kerikeri", have invested in.

Formerly the Abilene Motel, a total renovation and rebrand now provides a contemporary and fashionable *Boutique vibe for its 'Apartments + Studios'*. "This type of accommodation is a world wide trend, says owner Paula Schwass. Being extensive travellers ourselves, we have designed the apartments in the way we would enjoy when travelling. We want to be inspired, surprised and delighted with our destinations".

Purchased eighteen months ago as an 'ageing' three star motel, the choice of a central and walkable location in booming Kerikeri was irresistible for the hospitality industry professionals to execute their vision.

Bill and Paula 'pioneered' luxury accommodation in Northland in the early 2000's when they conceptualized and built the iconic legacy property and award winning 'Cavalli Beach House Retreat', a boutique luxury Lodge, still operating today, 'just a few bays' up from Kauri Cliffs.

After selling the Lodge, Bill and Paula managed the very exclusive Mataka Station Estate complex on the Purerua Peninsular for a further ten years before conspiring to bring the same high standards to a more traditional accommodation sector – in a new and exciting way.

After a complete 'gut out' of the old but large apartments, modern kitchen and bathroom amenities now compliment several choices of newly fitted out, one and two bedroom apartments for larger groups, plus five studios, for the business traveller with all the comforts and feel of home but with a more of an eclectic and funky feel.

'Becoming a local' is a concept now being promoted by Tourism New Zealand, which for us means providing amenities where one can stretch

out and call home for a week, while taking advantage of the stunning village that Kerikeri is.

Market research resulted in a vision of providing local and international visitors contemporary styled accommodation with a degree of sophistication and fits with the current booming visitor numbers and travel patterns.

The simple and authentic pleasures of buying the local produce and wine, taking it 'home' to relax, is the way people are experiencing their travel today according to industry trends.

"We have travelled extensively ourselves and this is what we crave when we travel. Stop in one place for a week or two, in the middle of a bustling town, cook the locals food, drink the local wine and be able to talk with locals." As such we will be promoting Kerikeri businesses to our customers, which is a 'win win' for everyone. Kerikeri is becoming a destination of choice and we hope to provide the service and amenity that competes with Queenstown, Rotorua or Byron Bay.

