



Crown jewel of Ahuriri

Keeping pace with the dynamic growth of Napier's seaside suburb of Ahuriri is all too easy for The Crown Hotel - it just keeps moving right along with it.

editorial jeanette kelly / **pictures** richard brimer



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➔ Strolling down Ahuriri's sparkling waterfront, it's like you are magnetically drawn to the striking building that sits on the corner of Bridge Street. That's probably because, in one form or another, The Crown Hotel has been at the heart of this vibrant area for more than a hundred and fifty years.

An Ahuriri icon since 1859, the Crown Hotel is a constant in this thriving Napier seaside village. Rebuilt in 1932 after being destroyed by fire, the hotel has always been the local hub of hospitality. Now renovated and expanded, The Crown is Napier's premium boutique hotel, with guests being attracted to its fantastic location, reputable, friendly and consistent service and extensive facilities for business and leisure travellers, as well as savvy locals seeking the area's best restaurants and bars.

Top priority in The Crown's 2004 contemporary renovation was the preservation of the historic hotel building. Three luxury heritage suites were built into the upper floor and Art Deco features such

as the mosaic foyer, leadlight windows and wall mural were restored to showcase the beautiful detail of the era. At the same time a new wing was built, with a range of modern studio, one and two bedroom apartments.

Creating a landmark

Then in 2008, an additional wing was constructed with luxury studio suites facing out to stunning seaward views. At street level, a new Ahuriri landmark was created. Milk & Honey has quickly established itself as a true local all-day restaurant, with well known restaurateur Sean Burns overseeing an ever-changing seasonal Italian-inspired menu from breakfast through to dinner. Its relaxed, yet sophisticated, ambience attracts locals and visitors alike; being the ideal spot to soak up the atmosphere of the bustling streetscape and seaside boardwalk. The busy Milk & Honey kitchen also caters for all The Crown Hotel conferences and functions, as well as room service for guests.

"Even though we are an integral part of the

hotel, we are equally a neighbourhood eating and meeting place," says Sean. "Our mix of regular Ahuriri residents, travellers and other locals makes for a really dynamic vibe."

Not only is Milk & Honey a favourite local spot, The Crown Hotel House Bar is also perfect for after work or pre dinner drinks. Situated in an intimate corner of the hotel's heritage building, it opens onto a large and sunny outdoor courtyard, making it an ideal place to head year-round.

Never stopping to rest on its laurels, The Crown Executive Apartments were added to the mix in late 2009. Located in the historic woolshed building just across the street from the main hotel, these three luxury two bedroom apartments offer the ultimate Napier getaway.

General Manager Michele Cole explains that the addition of these new apartments make The Crown Hotel a truly five star luxury product, being ideal for the incentive market or the perfect retreat for two couples or a family on a getaway. "With more than





PREVIOUS PAGE: One of the Crown's new luxury apartments.

ABOVE: Milk & Honey Restaurant and the sea facing rooms.

LEFT: Spectacular views from the studio premium suites.

200m² of floor space, gourmet kitchen, designer European furniture and striking local artworks, these apartments are everything you could ask for in a contemporary urban retreat." The rustic influence of the original wooden beams and posts adds a touch of character amidst the modern interiors. One apartment even has a resistance lap-pool on its sun-drenched balcony.

A unique experience

Even with its superior product, The Crown is continually striving to create a memorable experience, not just another hotel stay. Quality service from reservation to checkout is their mantra. Staff are passionate Hawke's Bay advocates and Michele makes sure that they familiarise themselves with local menus, happenings and attractions.

"Personal knowledge of these products means they can make recommendations that are a perfect match for our guests," she explains. "For example, there's a great range

of dining experiences in Ahuriri and around Hawke's Bay but not all are the right fit for everyone. This is an extra way we can ensure our guests take only great experiences away with them."

New to Napier herself, Michele has always seen Hawke's Bay as a place she would love to live. Attracted by the lifestyle and accessibility, when the opportunity arose to take on The Crown Hotel management she saw it as a dream come true.

Now well and truly settled as an Ahuriri resident, Michele's enthusiastic about the quaint village atmosphere, friendly community and, of course, working right in the heart of things.

"I'm sure there will be many more exciting developments in and around Ahuriri," she says with a smile, "and you can be equally sure that The Crown Hotel will remain in its traditional place at the centre of it all."

www.thecrownnapier.co.nz