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Oaks Unveils Revitalised Brand with Relaunch of Oaks Auckland Hotel

The first Oaks Hotels, Resorts & Suites property to showcase the brand's new global look, feel and guest experience, with further transformations to follow across Australia & New Zealand from 2027.



Brisbane, 8 October 2026 – Oaks Hotels, Resorts & Suites, part of Minor Hotels, has unveiled a revitalised global brand identity with the relaunch of Oaks Auckland Hotel, marking the first property in its 70-hotel portfolio across Australasia to bring the new Oaks guest experience to life.

The refreshed brand represents a new chapter for Oaks, creating a clear space in the midscale market with an easy-going and joyful approach to travel. Grounded in the belief that travel should

feel effortless, social and fun, the new Oaks combines a bold visual identity with considered guest experiences designed to connect travellers with the places they visit.

Minor Hotels Chief Operating Officer, Craig Hooley, said the rebrand is an investment in future-proofing the Oaks brand for modern travel. “Our Oaks brand has a beloved 30-year legacy in the Australasian market; it is a home-grown hotel brand that we are committed to nurturing for the next generation of modern travellers.

“This rebrand fosters the energy and excitement that travel holds, be it a close to home trip or into international hubs such as China and Japan where we are seeing growing demand for the Oaks portfolio.
“In all our travels, the guest experience should be joyful and effortless and this is what you can expect from an Oaks hotel from check in to check out,” said Hooley.

Located at 40 Beach Road in Auckland’s CBD, Oaks Auckland Hotel has been refreshed to introduce the new Oaks look and feel, while retaining the spacious accommodation and apartment-style functionality that guests know and love. The property offers hotel rooms, studios and one-and two-bedroom apartments, with many apartments featuring full kitchens, laundry facilities and private balconies.

The hotel’s new design language is led by Oaks’ bold yellow and black logo, balanced with warm timber accents and relaxed, welcoming spaces, creating a contemporary and approachable aesthetic.

At the heart of the refreshed Oaks experience are a series of brand hallmarks that will be progressively introduced across the portfolio, creating a consistent guest experience while allowing each property to retain a sense of place.

These include locally sourced barista coffee, grab & go local pantry offerings including a local lamington and shared dining, designed around the simple joy of bringing people together over food. At properties with more extensive food and beverage offerings, menus will combine familiar classics with local flavours in a relaxed, family-style setting.

The experience also extends into the evening with a curated Wind Down Sleep Ritual designed to help guests transition from a day of exploring to a restful night. A refreshing citrus and eucalyptus scent, ocean sounds, a local warm drink and a suppertime snack create a simple nightly ritual before the next day's adventures.

Underpinning the new Oaks is a simple philosophy: summer is for tourists, Oaks is for all-season travellers. From weekend escapes and family holidays to business trips and longer stays, Oaks is designed to be an easy and welcoming base for travellers with a reason to go.

At Oaks Auckland, this positioning is brought to life through a central location within easy reach of Spark Arena, Britomart Transport Hub, Commercial Bay, Auckland's waterfront and Viaduct Harbour. The hotel offers an unexpected level of space for the midscale market, with many apartments featuring full kitchens, laundry facilities and private balconies.

Complementing its accommodation offering, Oaks Auckland Hotel also featured flexible conference and event spaces for up to 100 guests, providing modern meeting facilities, tailored catering and seamless accommodation options for corporate events, meetings and social gatherings.

Oaks Auckland is the first property in the global portfolio to undergo the revitalisation, with further properties across Australia & New Zealand set to follow from 2027 as the new brand identity, hallmarks and service culture are rolled out across Oaks hotels and resorts.

With 70 properties across Australia, New Zealand and beyond, the evolution marks a significant new chapter for Oaks, strengthening its position as a contemporary midscale hotel brand for travellers seeking comfort, flexibility and a more joyful way to experience a destination.

Travellers can book now and save up to 20% when they stay 2 nights or more when they sign up to be a Minor Discovery member. Find out more here Stay and Save | Accommodation Deals | Oaks Auckland Hotel. *Terms and conditions apply.











About Oaks

Oaks Hotels, Resorts & Suites is made for travellers who see the fun in following their feet, not a plan. Backed by a service culture rooted in grounded hospitality, Oaks delivers flexible, experience-led stays that make it easy to settle in, head out and discover what's around the corner.

Across city and resort locations, Oaks offers space to stay your way, whether that means switching off, exploring locally or fitting travel into a busy schedule. With 70 properties across Australia, New Zealand, China and the Middle East and more destinations on the way, Oaks invites guests to jump feet first into the joy of travel.

Oaks Hotels, Resorts & Suites is a Minor Hotels brand and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Visit oakshotels.com for more information and connect with Oaks on Facebook, Instagram, TikTok and YouTube.

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About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 560 hotels, resorts and branded residences across 57 countries. The group crafts innovative and insightful experiences through its eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a diverse portfolio of restaurants and bars, travel experiences and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at minorhotels.com and connect with Minor Hotels on Facebook, Instagram, LinkedIn, and YouTube.

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