

QHotels Just Keep on Getting Better

This week saw the topline results from the 2009 BDRC UK Meetings Market Survey released, naming QHotels the 'Most Improved Brand', for the second time in three years.

The results of the survey also highlighted a number of notable improvements on individual measures of brand performance, not least a 19 point improvement on prompted brand recognition and a 10 point shift for brand preference – both amongst corporates.

A testament to QHotels hard work and dedication to improving standards, this latest accolade comes just a year after being rated best in class for dealing with enquiries promptly and effectively, best in class for clear and flexible billing arrangements, best in class for value for money and best in class for being a brand that is easy to work with, in the 2008 BDRC report.

With over 200 corporate organisers, 150 agents and 150 associations taking part, the BDRC UK Meetings Market Survey is one of the industry's most definitive reports focussing on market dynamics and hotel brand performance in the meetings and conference sector.

"To achieve most improved brand twice in three years is a credit to the ongoing commitment and enthusiasm of our entire team. At QHotels we take enormous pride in our brand and what it stands for and I'm delighted to see the group's diligence being recognised at an industry level," commented Michael Purtill, QHotels Managing Director.

"Not a group to rest on our laurels, QHotels works industriously to ensure the continuous nurturing and development of our brand. Its fantastic to see that our hard work is paying off year on year," concluded Gaynor Black, QHotels Brand Director.

- That's all for now -

The QHotels 21: The Westerwood Hotel & Golf Resort - Near Glasgow... Aldwark Manor Golf & Spa Hotel - York... The Queens - Leeds... Forest Pines Hotel & Golf Resort - North Lincolnshire... Tankersley Manor – Tankersley, Nr Sheffield... The Midland - Manchester... The Park Royal – Cheshire ... Crewe Hall – Crewe, Cheshire... The Nottingham

Read all about... us!
Press Release: July 2009

21

Belfry - Nottingham... Telford Hotel & Golf Resort – Telford, Shropshire... Stratford Manor - Stratford-upon-Avon... The Stratford - Stratford-upon-Avon... Chesford Grange – Kenilworth, Warwickshire... Hellidon Lakes Golf & Spa Hotel – Hellidon, Northamptonshire... The Cheltenham Chase Hotel - Gloucestershire... The Cambridge Belfry – Cambourne, Cambridge... The Oxford Belfry –Thame, Oxford... The Hampshire Court Hotel - Basingstoke, Hampshire... Norton Park - Winchester, Hampshire... Bridgewood Manor – Chatham, Kent... Ashford International Hotel – Ashford, Kent

If you've got a question, need a few pictures or simply want to pay us a visit... you only have to ask:

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A little bit about us:

- QHotels prides itself in its collection of 21 carefully nurtured, unique properties throughout the UK. Some hide away in the most beautiful countryside, some preside over bustling city centres, but each with its own little idiosyncrasies, ensures guest enjoy a truly unique experience - whether staying for pleasure or business.
- Founded in 2003 by Managing Director - Michael Purtil, Sales Director - David Taylor, Finance Director – Ian Goulding and investment company Alchemy Partners; the collection has grown from 2 to 21 properties over the last five years.
- The collection, which boasts iconic properties including The Midland in Manchester, The Queens in Leeds and Crewe Hall in Cheshire, has been voted AA Hotel Group of the Year 2008/09 and is ranked 17th in The Times Buyout FastTrack register of the 100 fastest growing private equity backed businesses... one of the few companies to feature in the top 100 in two consecutive years. In addition to this... January 2009 alone saw QHotels shortlisted for the Business Hotel Brand of the Year Award at the Business Travel Awards and Winchester property Norton Park scoop two HRS Hotel Excellence Awards (Excellence in Meetings and Excellence in Business Management).
- Take a look at our website www.QHotels.co.uk

QHOTELS



Hotel Group of the Year
2008 - 2009