

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

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## QHotels foot the VAT bill in 2010

With VAT reverting back to 17.5% in January 2010, the award winning hospitality group, QHotels, has made a market leading decision not to raise the prices of food and beverage in accordance with the VAT increase, but to absorb the costs themselves until the end of April 2010.

With the economy slowly recovering from the recession, and the trading challenges that the hospitality industry is still facing; this entrepreneurial initiative demonstrates QHotels' support for its consumers and suppliers, easing them toward recovery with lower prices on two key elements of the hotel group's offering. It's also a move that creates a considerable competitive advantage for the former AA Hotel Group of the Year, which both consumers and suppliers will find hard to ignore.

"At QHotels we pride ourselves in our one of a kind approach to business and guest satisfaction, this freeze on prices is just another enterprise which sets us apart from our competitors and adds value to our offerings" commented Michael Purtill, QHotels Managing Director.

The price freeze will be run out in all 21 of QHotels' properties, throughout the UK.

- 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** – Stretton, Warrington... **Crewe Hall** – Crewe, Cheshire... **The Nottingham 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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QHOTELS



Hotel Group of the Year  
2008 - 2009

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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 Purtill, 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 six 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 17<sup>th</sup> 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). Since then QHotels trophy cabinet is buckling under the weight of new awards, including 'Most Improved Brand' for the second year in a row in the 2009 BDRC UK Meetings Market Survey and the 'Excellence in Training Award' in Caterer & Hotelkeeper's Best Places to Work in Hospitality 2009
- Take a look at our website [www.QHotels.co.uk](http://www.QHotels.co.uk)