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## QHotels Launch Conferences with a Conscience

QHotels has launched its first carbon offsetting scheme with Carbon Clear, making it one of only a few hotel groups in the UK to give delegates the chance to offset their carbon footprint to benefit third world carbon reduction projects.

The initiative, the latest addition to the successful Total Meetings Package in operation throughout all of QHotels' 21 unique hotels, is aimed at conference organisers looking to boost their green credentials and comes just months after the group was awarded the Carbon Trust accreditation.

Companies who want to reduce their own carbon footprint can add just 14p to each day delegate rate to offset their carbon usage within the hotel, and add 40p per 24 hour delegate.

The monies raised from carbon offsetting will be channelled into the Hydropower Brazil project, through Carbon Clear. The project is dedicated to reducing the use of fossil fuels in favour of a sustainable run-of-river hydroelectric plant, located in Brazil.

QHotels' Managing Director and chair of its CSR steering group, Michael Purtill said: "We know that the green credentials of a venue are becoming increasingly important in influencing the decisions of conference organisers.

"We want to make each conference at any of our 21 hotels as fresh, innovative and environmentally responsible as possible and giving our clients the option to offset their carbon usage is yet another example of this in action.

"The group surpassed our CSR goals last year, which was largely achieved by bringing together a dedicated team to ensure environmental best practice across the group. Being one of the few hotel groups to be awarded the prestigious Carbon Trust accreditation for our dedication to significantly reducing carbon emissions, was also a real highlight for us. We look forward to helping our delegates offset their carbon footprint, and of course supporting these important third world projects."

In 2010 QHotels successfully reduced energy consumption by 10.3% year on year. Measures such as water flow regulators for showers and digital Electric meters that can record data every half hour were introduced, allowing effective Targeting and Monitoring of energy resulting in a saving of 2,747 tonnes of CO2.

Carbon Clear is a world-leader in carbon management, working with businesses put carbon reduction at the heart of operations. For more information visit [www.QConferences.co.uk](http://www.QConferences.co.uk)

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- That's all for now -

**Photo Captions:**

**Image 1**

**Image 2**

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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**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 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

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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)

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