

QHotels joins forces with government campaign to encourage members to know their limits

QHotels is linking up with the government's Know Your Limits campaign to help raise awareness of the impact of drinking alcohol on their members' health, wellbeing and exercise performance.

From this month QHotels will be participating in a national campaign to help gym goers and leisure centre users become more aware of the number of units in various alcoholic drinks, the health impacts of exceeding guideline consumption limits and how they can make simple changes to their lifestyle.

Nic Oldham, Commercial Director at QHotels said: "At QHotels our aim is to help our members with all aspects of their health and wellbeing. Alcohol impacts on the body in several ways and affects your ability to exercise effectively. It also contains more calories than many people think and adds to your fatigue levels. Stick to the daily alcohol limits and you're more likely to look and feel in better shape."

Here are just some of the ways that alcohol can have an impact on your health and fitness:

1. Alcohol can reduce the body's ability to absorb vitamins and minerals, which can be essential for converting food to energy.
2. If you sustain an injury while exercising, and have alcohol the night before or shortly after being injured, your recovery time is likely to increase.
3. If a beer drinker consumes ten pints a week, they could be taking on more than 88,000 extra calories each year, the equivalent to more than 440 doughnuts.

QHotels staff will be answering members' questions on alcohol and directing them to other sources of information such as the www.nhs.uk/units/fitness website. 'Drink diaries' will also be available to members so they can keep track of how many units of alcohol they drink over the course of a week.

There are easy steps that can be taken to cut back on alcohol and see the true benefits for your health and fitness:

1. Alcohol affects the body's ability to create energy, slowing down reaction times and reducing endurance. Try sticking to the recommended limits (2-3 units for women and 3-4 for men) and you could find exercising easier.
2. Exercise is a great way to de-stress, so if you find yourself reaching for the bottle after a hectic day, why not go for a workout instead?
3. If you are counting calories remember to include alcoholic drinks in the total. For a list of the calorie content of common alcoholic drinks go to www.nhs.uk/units/fitness
4. Drinking alcohol after exercising will continue to dehydrate your body further and can also impair muscle growth so go for water instead.
5. Cut out alcohol in the 24 hours before exercising and you will reduce your chances of getting muscle cramps.

The partnership was facilitated by the Fitness Industry Association, which represents the interests of some 2,500 private and public members involved in the health and fitness industry.

- 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

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

Amy Scott at Davies Tanner

Tel: +44 (0) 1892 619100

Email: amy.scott@daviestanner.co.uk

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 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). 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

QHOTELS



Hotel Group of the Year
2008 - 2009