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QUEST SERVICED APARTMENTS SCOOPS SERVICE ACCOLADE AT EXCELLENCE IN FRANCHISING AWARDS 2007

Quest Serviced Apartments has been recognised for outstanding achievement as the Service Franchisor of the Year at the 2007 PricewaterhouseCoopers Excellence in Franchising Awards.

This recognition makes Quest Serviced Apartments the first B2B organisation to win a major Franchise Council of Australia award as well as the first in the accommodation sector.

The accolade also follows the Quest Group's win as the NAB Top Franchise at the 2007 SmartCompany.com.au Awards.

Quest Serviced Apartments chairman Paul Constantinou said, "These two recent wins reaffirm our brand recognition and is clear validation by the business community of Quest's standing as an industry and sector leader. We are deeply humbled by these wins and will continue to strive for the highest standards throughout our network.

"As a Group we challenge the way we do things each day while staying attuned to the evolving needs of the extended-stay corporate traveller.

"Such success makes our franchisees and our hardworking and passionate staff even more committed and focused to continue to exceed the expectations of our customers."

Quest Serviced Apartments is Australasia's largest and most successful serviced apartment operator with over 110 properties in Australia, New Zealand and Fiji.

Established as an Australian franchised business 19 years ago, Quest Serviced Apartments now provides approximately 5,500 apartments every night generating gross accommodation revenue in excess of \$180 million per annum.

These awards accompany a continued period of growth and success for the company, which has established itself as the leader in serviced accommodation by providing a "home away from home" experience for a growing sector of long-stay corporate travellers.

Quest Serviced Apartments appeal to the corporate traveller via a targeted network of selected regional and metropolitan locations with well-appointed, fully-serviced, spacious apartments suitable for business or leisure.

Quest Serviced Apartments offer a comprehensive range of accommodation solutions across more than 110 properties throughout Australia, New Zealand and Fiji. For more information on Quest Serviced Apartments contact 1800 334 033 from Australia, 0800 944 400 from New Zealand or email qrc@questapartments.com.au

The modern, often purpose-built properties offer such standard features as wireless broadband internet, secretarial services, pool and gym facilities, secretarial services, dry cleaning, restaurant charge-back and fully-equipped kitchen and laundry.

The Quest franchise model also focuses heavily on the franchisor/franchisee relationship engaging various activities and business development programs to ensure franchisee success.

The success of these endeavours is reflected in the recognition of the consistency and integrity of the Quest Serviced Apartments brand, and a significant proportion of franchisees who elect to invest in more than one property within the franchising model.
