



September 2008

REGIONAL REFURBISHMENT GOOD FOR BUSINESS

As Victorians tighten their belts, Quest Serviced Apartments' Bendigo franchisee, David Beer, is reaping the rewards.

In fact, business is booming in the Goldfields and David Beer believes it will continue to grow as more and more Victorians holiday closer to home and businesses seek better deals for travelling employees.

"I'm cautiously optimistic," he says. "Economic sentiment is softening but Bendigo is bucking the trend.

"While last year was a bit quiet business really picked up this year and 2009 is shaping up to be excellent."

In fact, this year was David's best yet in the 36-apartment Quest property that he purchased in April 2006.

David Beer puts the consistently high occupancy rates down to his ongoing upgrading and refurbishing program.

Since taking over the business, David has invested significant resources on refurbishing, with a further budget set aside for ongoing improvements, ensuring that the property maintains its fresh and modern look and feel, despite the fact that it originally opened its doors in 2000.

"The value of refurbishing is often overlooked, especially in regional areas," David said.

"Many regional accommodation operators don't like to spend the money, particularly if they are on the verge of retirement, or they find it too difficult to juggle a staggered refurbishment and still run the business.

"Not refurbishing every few years really is false economy, especially in regional centres where the competition continues to grow and there may be a more attractive option around the corner," he advised.

"Tired and dated accommodation does not attract repeat custom."

David Beer also points to the diversity of his clientele as another important factor in the success of Quest Serviced Apartments, Bendigo, especially as consumer caution grows.

Quest Serviced Apartments offer a comprehensive range of accommodation solutions across more than 120 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 grc@questapartments.com.au



“Increasingly, we are seeing families on a budget who welcome the opportunity to self-cater,” he said. “But, importantly, our business does not rely solely on discretionary travel.”

For the past 20 years, the Quest brand has specialised in meeting the needs of the extended-stay corporate traveller by providing a ‘home away from home’ environment in secure surroundings at a competitive business rate.

“Nationally the Quest product offering does not alter and our corporate clients know that the Quest brand can be trusted, offering the same familiar service across the group, at a year-round guaranteed rate for every Quest property in the network.” David Beer explained.

Quest Bendigo's location, 90 minutes drive from Melbourne and slap bang in the middle of Victoria, makes it a convenient stop-over point for sales reps and other business travellers.

The town itself has recently hit the 100,000 population mark and is still growing. There are a number of major infrastructure projects under way and the recent gold revival has also boosted local optimism, as has Council's ability to attract many major events and festivals.

“Bendigo is a town that works hard and increasingly plays hard,” David Beer said. “And our success is based on the fact that we provide quality accommodation which appeals to both types of traveller.”

The diversity of Quest Bendigo's clientele is evidenced by a quick look at its recent guest list which ranges from delegates to a major Jehovah Witness conference to ABC TV's popular Bananas in Pyjamas, B1 and B2, who were in town recently for a promotion!

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