



Quest wins Brand of the Year Award at ANZPHIC 09

Media release

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Quest Serviced Apartments won the 'Brand of the Year Award' at the Australia, New Zealand & Pacific Hotel Investment Conference (ANZPHIC 09), beating six other competitors to snare the coveted title.

Brand of the Year, which was one of five categories awarded and was announced on 3 July, was evaluated by the number of openings and re-brandings by new and refurbished hotels, resorts and serviced apartments in Australia in 2008. The award also took into account the spread and importance of brand expansion.

Paul Constantinou, Quest CEO said, "We were extremely honoured to win Brand of the Year. It recognises the importance Quest places on site selection for its properties, the style of the properties, the facilities they offer and our commitment to providing exceptional guest experiences.

"The award is also a testament to the current and new franchise owners who have invested in Quest properties and facilitated the continued growth and success of the Quest brand."

ANZPHIC is the main hotel industry conference event in the Australia, New Zealand and Pacific region. It is managed by hotel consultants Horwath HTL and attracts high-end industry players. Award criteria are based on objective assessment.

John Smith, Managing Director of Horwath HTL, said at the conference, "...amongst the brands, [Quest] in our view ... stood out in 2008 by achieving the highest number of openings, as well as the most diverse geographic spread – and all without the benefit of either an international brand or a cupboard full of sub-brands to choose from."

"Quest opened nine new properties throughout Australia in 2008, we're looking forward to continuing to expand and refine our strategy of providing a 'home-away-from-home' to corporate guests – in the right locations," Mr Constantinou said.

Other entrants in the Brand of the Year Award were Diamant, Mercure/Grand Mercure, InterContinental, Mantra, Pullman and Sebel.

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