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## Sydney market a future for Quest

*With eight properties currently operating in NSW, Quest Serviced Apartments recognises the potential to increase its presence in this market to service the needs of the growing number of business visitors to the state.*

Australasia's leading serviced apartment operator, Quest Serviced Apartments, has its eye on the Sydney market for the continued growth of its accommodation properties focused on the business traveller.

Due to open its 100<sup>th</sup> property in the first quarter of 2006, Quest Serviced Apartments understands the importance of 'location, location, location' but to be successful it is important to develop the best property on the best site in the best location.

This philosophy of Quest Chairman Paul Constantinou is focused on creating Quest properties where business dictates.

Early in his career in catering and hotel management, Constantinou realised a market for the extended-stay traveller, usually comprising business people. His observations cut across a preconception that hotels or motels are built for the holiday trade, immediately motivating him to specialise in tapping the corporate travel market.

According to Constantinou, "The trend we're seeing is that the corporate traveller is staying longer in the one place. The cost of travel is so high, people only travel if there is a real reason to do so, and they stay to complete their business."

"Extended-stay travellers are those who stay in one place for four nights plus, rather than the overnight traveler," he says. "That's the corporate market, generally speaking."

By understanding the needs of corporate travellers who are away from home and the office for extended periods of time, and by identifying the locations where they most frequently stayed, Quest has created a network of nearly 100 strategically-located serviced apartment complexes.

With spacious, stylishly-appointed and well-serviced apartments, corporate guests are able to enjoy a home away from home. They can enjoy the independence of staying in an apartment with its own kitchen and laundry facilities as well as also having the option to have a member of staff do their shopping or laundry for them.

Quest Serviced Apartments are located in NSW at Dixon Street in the CBD; Cronulla, Manly, and Rosehill in the suburbs; and Newcastle, Tamworth, Wagga Wagga, and Wollongong in regional NSW.

**Quest Serviced Apartments offer a comprehensive range of accommodation solutions across nearly 100 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](mailto:qrc@questapartments.com.au)**

The opening of Quest Castle Hill is already scheduled for opening in mid to late 2006 and 110 Quest Serviced Apartments are expected to be operating throughout Australasia by the end of 2006.

Almost all Quest properties have been purpose built by Quest and 85 operate as franchised businesses. Constantinou believes the success of the Quest business can be attributed to the family-run nature of the business.

"We deliver the 'Quest experience' to our business guests – a warm welcome, very attentive service and a commitment to ensuring their stay with us makes them want to come back. It's the service as much as the comfort of our apartments that turns first time guests into regular Quest clients.

"This has only been possible via our partnership with our franchisees, a group of highly motivated, dedicated business people who operate Quest Serviced Apartments.

"We are confident that our philosophy of continuous improvement in our business model, franchising and client service will keep us in the leadership position we have enjoyed for many years," says Constantinou enthusiastically.

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