

On a Quest to find the perfect franchise business opportunity?

London 23 November 2017 – Quest Apartment Hotels, Australasia’s largest and fastest-growing apartment hotel operator, has announced the launch of its highly successful Quest franchise business model in the UK, as it seeks to recruit franchisees across the United Kingdom to fuel its ambitious expansion into this market, with plans to open 8-10 apartment hotel properties by 2023.

Established by entrepreneur Paul Constantinou nearly 30 years ago in Melbourne, the 160-strong Quest Apartment Hotels franchise business portfolio has made its name by offering a ‘home away from home’ to extended stay business travellers in key cities, regional towns and suburban locations across Australia, New Zealand and Fiji.

With 27 properties currently in the pipeline, and 12 under construction in its home markets, the Quest model has a proven track record, offering first-time franchisees the benefits of significant infrastructure, comprehensive systems, continuous training and ongoing support. Key to Quest’s success has been the people who own and run the individual businesses – the franchisees who live in the cities and towns where it sets down roots.

The Quest model ensures all franchisees who buy into a leasehold business and acquire an asset for a minimum of £750,000 are provided with the right to generate income from a property secured through long-term tenure with the landlord. This means they hold tenure over a multi-million pound property without the pressure of raising capital required to purchase the building. Meanwhile, those who demonstrate the appetite to be involved in the day-to-day management of their apartment hotel and maintain strong local business relationships are supported by Quest in all business functions including sales, operations, and business planning.

Quest franchisees need to be energetic, people-oriented and committed to working within the Quest franchise system framework. Franchisees come from all walks of life – experience in hospitality or travel is not essential. What is important is the willingness of franchisees to immerse themselves in the day-to-day management and operations of their Quest business. It also helps if franchisee candidates have experience in leading high performing teams in a corporate environment, or have successfully owned a small business.

The rigorous franchisee selection process provides both the franchisor and the franchisee candidate the opportunity to fully understand whether the partnership is the right fit for both parties. The process involves 7 stages and can take up to 6 months, including a series of self-assessment profiles as well as interviews.

ENDS

Notes to Editors

For more information, contact:

Niki Wheeler or Ruth Evans at Launch
+44 (0)20 7758 3900
questapartmenthotels@hellolaunch.co.uk

Andrew Weisz
Director of Development, UK
Quest Apartment Hotels
Aweisz@questapartments.co.uk

About Quest

Quest is the largest and fastest-growing apartment hotel operator in Australasia with 160 properties located across Australia, New Zealand and Fiji.

Established in Melbourne, Australia in 1988, the growth of Quest has been achieved through its commitment to meeting the accommodation needs of the extended stay business traveller.

Quest properties are managed by franchisees who follow a proven and successful franchise model.

In July 2017, Quest Apartment hotels announced an extension of its partnership with one of the world's leading serviced residence networks, following an increased investment of 60% in the Quest business by Singapore-based The Ascott Limited (Ascott).

For more information on Quest Apartment Hotels, go to www.questapartments.co.uk