

## QHotels 'Quack' Out Their New Children's Brand

Submitted by: Davies Tanner

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AA Hotel Group of the Year 2008/09, QHotels, has today unveiled 'Quackers about Q'; the collection's new children's brand. Underlining the group's newly enhanced children's policy, 'Quackers about Q' will be fronted by a family of cartoon ducks.

The launch of 'Quackers about Q' will see the introduction of new, family focused, initiatives including children's guest registration cards, branded story books, separate restaurant menus for the under 15's, event guides, colouring competitions and gift packs. These new products and services will be rolled out across the group's collection of 4 star hotels this week. A children's morning newspaper is also in the pipeline.

With the family market in mind, QHotels has also committed to providing all under 5's with free accommodation and dining when they travel with two adults. The hotel group has also partnered with Treasure Houses of England, ensuring its family guests discounted access to some of England's most magnificent palaces, houses and castles.

"We are really excited about the Quackers launch, it's the perfect platform for us to introduce our new and improved children's policy and also demonstrate our commitment to our family guests and their QHotels experience", commented Michael Purtill, QHotels Managing Director.

- That's all for now -

The QHotels 21: The Westerwood Hotel & Golf Resort - Near Glasgow... Aldwark Manor Golf & Spa Hotel - York... The Queens - Leeds... Forest Pines Hotel & Golf Resort - North Lincolnshire... Tankersley Manor - Tankersley, Nr Sheffield... The Midland - Manchester... The Park Royal - Cheshire ... Crewe Hall - Crewe, Cheshire... The Nottingham Belfry - Nottingham... Telford Hotel & Golf Resort - Telford, Shropshire... Stratford Manor - Stratford-upon-Avon... The Stratford - Stratford-upon-Avon... Chesford Grange - Kenilworth, Warwickshire... Hellidon Lakes Golf & Spa Hotel - Hellidon, Northamptonshire... The Cheltenham Chase Hotel - Gloucestershire... The Cambridge Belfry - Cambourne, Cambridge... The Oxford Belfry - Thame, Oxford... The Hampshire Court Hotel - Basingstoke, Hampshire... Norton Park - Winchester, Hampshire... Bridgewood Manor - Chatham, Kent... Ashford International Hotel - Ashford, Kent

If you've got a question, need a few pictures or simply want to pay us a visit... you only have to ask:

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A little bit about us:

- QHotels prides itself in its collection of 21 carefully nurtured, unique properties throughout the UK. Some hide away in the most beautiful countryside, some preside over bustling city centres, but each with its own little idiosyncrasies, ensures guest enjoy a truly unique experience - whether staying for pleasure or business.

- Founded in 2003 by Managing Director - Michael Purtil, Sales Director - David Taylor, Finance Director – Ian Goulding and investment company Alchemy Partners; the collection has grown from 2 to 21 properties over the last five years.

- The collection, which boasts iconic properties including The Midland in Manchester, The Queens in Leeds and Crewe Hall in Cheshire, has been voted AA Hotel Group of the Year 2008/09 and is ranked 17th in The Times Buyout FastTrack register of the 100 fastest growing private equity backed businesses... one of the few companies to feature in the top 100 in two consecutive years. In addition to this... January 2009 alone saw QHotels shortlisted for the Business Hotel Brand of the Year Award at the Business Travel Awards and Winchester property Norton Park scoop two HRS Hotel Excellence Awards (Excellence in Meetings and Excellence in Business Management).

- Take a look at our website [www.QHotels.co.uk](http://www.QHotels.co.uk)