

MEDIA RELEASE

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Quest gears up for Liverpool launch and appoints Cycas Hospitality as independent operating partner

As it gears up to open its first European property in Liverpool this summer, Quest Apartment Hotels (Quest), Australasia's largest and fastest growing apartment hotel brand, has appointed Cycas Hospitality as its independent hotel manager for Quest Liverpool City Centre.

The two extended-stay accommodation specialists have agreed on the framework to introduce European travellers to the successful Australasian apartment hotel brand and capitalise on the growing demand for alternative accommodation options to grow Quest's presence across the continent.

As one of the world's top 15 apartment hotel providers, Quest has over 170 apartment hotels throughout Australasia and intends to open 8 to 12 properties in the UK and Europe over the next five years. Widely recognised as the market leader of aparthotel accommodation in Australasia, Quest will be introducing its combination of convenient locations, reliable standards and flexible living solutions to Europe, initially targeting key gateway cities in the UK and Western Europe. Quest is a member of The Ascott Limited (Ascott), a Singapore company that has grown to be one of the leading international lodging owner-operators spanning more than 170 cities across over 30 countries in Asia Pacific, Europe, the Middle East, Africa and the USA.

Mr Paul Constantinou, Founder and Executive Chairman of Quest Apartments Hotels, says: "The work we are doing to build a great team in Liverpool and laying foundations with expert strategic partners in Cycas Hospitality demonstrates our commitment to realising the potential of the extended stay market in the UK. Franchising is the cornerstone of Quest's success, spurring our growth to become Australasia's dominant player in the serviced apartment industry. Our strong franchise model is also one of Ascott's key drivers of growth and contributors of recurring income. Bringing the Quest franchise to Liverpool is the first step of our international expansion plans. We will continue to leverage Ascott's global network to bring Quest to more markets.

Mr Matt Luscombe, Chief Executive Officer of Cycas Hospitality, says: "Living in Australia for the last two years, I've seen first-hand how impressive Quest Apartment Hotels are in action. They offer business travellers a fantastic extended-stay accommodation service in an incredible network of locations."

"I'm delighted Quest has chosen to partner with Cycas to launch Quest Apartment Hotels into the United Kingdom; a strong endorsement of our track record for excellence and growth momentum across the region's fast-growing extended-stay sector. That the first Quest property we will be working on together is in the heart of Liverpool – where Cycas Hospitality's own journey began in 2008 – is an auspicious milestone for our business's growth. We look forward to building the brand's profile and introducing Quest to a new market with tremendous potential."

In addition to the 200 jobs created during construction of its first aparthotel property in the UK, the £10m Quest investment will create 25 part-time and full-time positions in the Liverpool area once the six-storey Quest Liverpool City Centre site opens its doors to the public in August this year.

Quest Liverpool City Centre is now taking bookings on www.questapartments.co.uk.

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About Quest Apartment Hotels

- Quest is the largest and fastest growing apartment hotel operator in Australasia with more than 170 properties located across Australia, New Zealand and Fiji.

- Established in Melbourne, Victoria 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.
- Quest is a member of The Ascott Limited (Ascott), a Singapore company that has grown to become one of the leading international lodging owner-operators.
- Spanning more than 170 cities across over 30 countries, Ascott's other serviced residence and hotel brands include Ascott, Citadines, Citadines Connect, Somerset, The Crest Collection, Iyf, Préférence, Vertu, Harris, Fox, Yello and POP!. Ascott is a wholly owned subsidiary of CapitalLand Limited (CapitalLand), one of Asia's largest real estate companies headquartered and listed in Singapore. Ascott boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide. For more information on CapitalLand and Ascott, please visit www.capitaland.com and www.the-ascott.com.
- For more information on Quest Apartment Hotels go to www.questapartments.com

About Cycas Hospitality

- Founded in 2008, Cycas Hospitality is a hotel management company operating across both the extended-stay and mainstream hospitality sectors.
- With a total of 3,808 suites and rooms open or under development across 24 city centre hotels, 14 are open and 10 are dual-branded properties. These cover the UK (London, Liverpool, Manchester, Newcastle) and mainland Europe (Amsterdam, Brussels, Frankfurt, Paris, Rouen).
- Following investment from the family-owned Huakee Group, Cycas plans to grow its portfolio to more than 10,000 guest rooms.
- Having pioneered the branded extended-stay concept in Europe, with spacious hotel apartments that combine the flexibility of home with classic hotel services, just over half (14) of its 24 properties are aparthotels.
- Cycas remains London's leading operator in this field and a partner of choice for major global hotel franchise brands plus international investors. In Europe, Cycas is the largest extended-stay operator for IHG's Staybridge Suites brand and Marriott's Residence Inn, and helped develop the dual-branded hotel concept in the region for each company. It is also bringing Hyatt's first dual-branded property to Europe, with the first extended-stay property at Paris Charles de Gaulle Airport.
- Cycas delivers a combination of expertise in hotel operations, property development and asset management. With the philosophy that "our job is not over until we get a smile" and winner of the Cateys 2018 'Best Employer' award, its overarching goal is to be one of the best hospitality employers in the market, making its hotels the best places to work as well as stay.
- To find out more visit www.cycashospitality.com or connect via [LinkedIn](#) and [Twitter](#).

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