

## **Qbic Hotels - Low Cost Design Hotels - Amsterdam open and sold out!**

*Planning European at expansion after Amsterdam Opening  
11 September 2007*

With the opening of **Qbic Hotel Amsterdam WTC** the hotel industry in Amsterdam has entered into a new era, the era of pod hotels, small modern efficient comfortable accommodation against discount rates.



The hotel industry is **following the trend of low cost or discount airlines**. Consumers nowadays are no longer looking for all the unnecessary facilities and services traditional hotels are offering. They want a **good night sleep against a fair price** instead, without all the hassle and add-ons.

**Qbic Hotels** with its new **Low Cost Design Hotels** concept plays right into this market segment. '*Qbic is Cheap Chic and No Frills*' says Paul Rinkens, founder of Qbic Hotels. 'We offer *The Smart Way to Stay*, a cheap alternative to the overpriced hotels that are out there in the market. And good quality, every room has an extra long hand made Hästens bed in the Cubi, comfort for an amazing night sleep you would not enjoy at most hotels.' he explains.

**The Cubi is a cube shaped module which can be put together like an Ikea kit** inside the room. It contains the bed (with that infamous high quality Hästens mattress), a LCD TV screen, a work-and-dine set, Philippe Starck bathroom elements, safe and high speed internet connection. It is a nifty **do-it-yourself kit of a cool and efficient design**, so it does not take up too much space.

'Qbic Hotels can be implemented in **underutilized real estate** and is very space efficient. In Amsterdam we took two floors in the World Trade Center. Could you have imagined a hotel inside a multi tenant office building 5 years ago? Why should there only be offices and shops inside? A hotel is essential part of the mix.' Paul elaborates. 'In Maastricht and Antwerp we are moving into regular buildings in the city centres. **A Qbic hotel can basically be implemented anywhere.**'

The website of Qbic is also quite unique for the hotel industry. All reservations have to be prepaid. Paul explains 'We work only with the best. We have partnered with Xotels for Revenue Management and Distribution. They have helped us reach great results. Qbic Amsterdam WTC opened July 1st, and both in **July and August we reached 99% occupancy without overbooking or sacrificing rate**. These guys have brought it down to a science'.

Patrick Landman of Xotels adds 'It comes down to thorough preparation and planning. Our online marketing strategy and pricing strategy are intertwined. We know exactly when to turn which knob to be full almost every single day. As a result more then **50% of the business is coming in direct**. Moreover all reservations are prepaid (no cancellations or refunds) which results in healthy cash flow for Qbic. Basically we have ROI on marketing spending before the guest even sets foot in the hotel. The website [www.qbichotels.com](http://www.qbichotels.com) is revolutionary in every way.'

'The next step is the expansion. We have Qbic Hotel openings on the agenda for early 2008 in Maastricht and Antwerp. Additionally will we **expand into 8 to 10 major European destinations in the next 2 years.**' Patrick continues. 'Qbic will be grown as a **franchise chain**. We are looking for local hoteliers or regional operators to partner with to grow the Qbic formula. All they have to do is run the hotel operations, we fill the rooms. It is the perfect partnership.'