



Press Release

Maastricht, the 14th of April 2008

Qbic Hotels Antwerp already too small

The capacity of the Van Ommeren building is already proving too small for the demand for Qbic rooms in Antwerp. This means that the franchise concept in Antwerp will need to find a new location. “We regret having to conclude that the number of rooms at this top location will be too small. It’s a beautiful building with great potential in a booming district in Antwerp,” says Paul Rinkens, initiator of Qbic Hotels.

The Qbic Hotels concept responds to the new trend of price/quality ratio and design. The new hotel concept is based on the same principle as that of low-cost airlines: The earlier you book, the cheaper the room! The innovative hotel – which offers a solution for vacant buildings and meets the demand of a new generation of travellers – also sees opportunities in Antwerp. After the opening of Qbic Hotels Amsterdam in 2007, demand for Antwerp was proving so great that it became clear that it should start with at least 60 Qbic rooms.

Qbic Hotels provides ‘no frills chic’ services, with affordable design and high-quality elements and low-cost sleeping. But with comfortable rooms, including a Hästens bed, a rain shower head and trendy furniture. This is combined with limited service levels: guests carry their luggage to their rooms themselves.

After CNN, the New York Times and magazines such as Wallpaper, the national and international press continues to show an interest in this innovative hotel concept. It has put Qbic Hotels on the map, both nationally and internationally, rooms are selling like hot cakes and the formula appeals to the modern traveller. “Perhaps we can start our Qbic Hotel at a different location in Antwerp,” adds Mr Rinkens.

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