



FACT SHEET

Highlights

- A different kind of collection – offering freedom with extensive support services
- Experience-driven – Providing relevancy, cost-efficiency and flexibility
- Ahead of the crowd – uniquely in tune with modern luxury consumer's needs

Brand

Quorvus Collection is a new generation of expertly curated luxury hotels inspired by the lifestyle and sensibilities of the modern luxury consumer. Each property is totally unique, a true reflection of the character of local culture.

Service Philosophy

Lived and breathed by all employees, our unique '*Eidos*' service culture ensures that all hotel employees are empowered to deliver meaningful interactions with guests, and to build genuine, lasting relationships in a mutually supportive and optimistic environment. Employees are supported through access to extensive learning and development resources and a program of intensive face-to-face training.

Innovative Services and Amenities

Q24 Lifestyle

A signature suite of facilities, services and amenities designed to complement guests' lifestyles, through Body and Mind. Each of the six pillars includes minimum requirements, plus elements tailored to local market demands.

Universal Concierge

A core part of our Eidos service culture and supported by our proprietary Eidoscope content platform – Universal Concierge empowers all front-of-house staff to help guests discover a world of inspiration and local culture.

Cutting-Edge Digital

A new .com site furthers Quorvus Collection's benchmark status. With a wealth of original consumer content, and innovative UX features – it marks a definitive break from luxury hotel conventions.

Defining Experience

Unique among all luxury hotels – Quorvus Collection celebrates the true character of local culture, with bespoke and carefully crafted experiences driven by five principles:

- Immersive: an invitation to immerse oneself in the best a location can offer
- Reflective: reflecting the distinctive character of the local culture
- Involving: a unique destination for guests and locals alike
- Vibrant: celebrating the spirit, energy and character of our employees
- Unique: a unique design aesthetic within the local luxury market

Revenue Optimization Tools

- Proprietary Central Reservations System (CRS) outperforms the market, with 45% overall contribution and ADR 6% higher than average direct hotel bookings
- Innovative Stay Night Automated Pricing system optimizes room rates based on market dynamics and demand forecasting
- Demand marketing program and eStandby® solution drive incremental revenue during low periods
- Over 15 e-Commerce and OTA partners directly connected to our CRS significantly reduce online distribution costs

Distribution: Hotels & Rooms

- 3 hotels and 542 rooms in operation
- Locations: Edinburgh, Scotland; Muscat, Oman; Kuwait City
- 2016 pipeline goal: 4 hotels and 670 rooms

Development Differentiators

- Unmatched levels of freedom and flexibility for investors – develop, own or operate a luxury hotel delivering locally relevant experiences
- Group strength with an individual investor focus – a wealth of experience, expertise and efficiencies dedicated to outperform the market
- Access to a holistic suite of management support services – from powerful revenue generation engines to experience design and technical advice

Join us and explore what we can do...

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Hormuz Grand Hotel, Muscat