



Hat-trick for Apollo at Q400

13 November 2008

Apollo Motorhome Holidays has won the “Top Tourism & Hospitality Business” award at the Queensland 400 Business Awards for the third year in a row.

Apollo was honoured for its outstanding achievement in business and its contribution to Queensland’s economic growth. The prestigious awards, held at Suncorp Stadium, honour the State’s best privately owned businesses, assessing their profitability, turnover, assets and staff numbers.

The unique Q400 list provides public recognition of the achievements of Queensland’s home grown entrepreneurs and business heroes. CEO Luke Trouchet said that winning the award for the third time running was an “incredible honour. To be recognised again at such a prestigious event is very humbling.”

Mr Trouchet said Apollo’s win proved the company was “tenacious and resilient. At a time when many operators are feeling the pinch, our success has been proven beyond reasonable doubt.”

“I’d like to thank my amazing team, without whom this achievement would not be possible,” Mr Trouchet said. He said the company was proud of its philosophy of “personalised service, great rates and quality vehicles.”

As the largest privately owned leisure vehicle operator in the Southern Hemisphere, Apollo has a fleet of over 3000 quality rental vehicles. Operating 15 branches throughout Australia, New Zealand and the USA, the business employs over 300 staff and has multi-million dollar turnover.

As part of its recent growth, Apollo opened a Hobart and Los Angeles branch in 2008, with branches in Las Vegas and San Francisco opening in early 2009.

The company is vertically integrated, with budget brand Cheapa Campa, backpacker brand Hippie Camper and highly successful manufacturing brand Talvor Motorhomes all part of the Apollo group of companies.

According to Mr Trouchet, the primary key to Apollo’s success has been a commitment by staff and management to provide excellent product and customer service.