



PANDEMIC 'EXIT STRATEGY' PAYS OFF AT CITY CENTRE APARTHOTEL

CASE STUDY - JULY 2021

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As we continue to move away from the pandemic controls planning sales strategies to drive forecasted growth at the moment is a lot more challenging than we are used to.

Additional operational pressures on staffing and supply chain are among immediate concerns as well as a lack of visibility on customer demand as we move towards the end of Government support initiatives. Revenues are particularly difficult to forecast as the majority of markets remain uncertain, but we can take confidence in overall growing demand as seen in our last [demand report](#).

Whilst some of those factors are partially controllable nobody can know for sure what the winter will look like. On balance we take confidence from both the Government approach so far over the summer and the recently [reported drop in infections](#) for the first time not achieved by a lockdown - we believe this means we can finally look forward to a sustained period of trading.

During the early stages of the road map Assured Hotels have been in the fortunate position to implement some workable solutions. Please see an article [updating a recent case study published recently in Boutique Hotelier](#), with other positive outcomes set out on our [projects page](#).



Mathew Griffin
Managing Director

M 07850 240824
E mgriffin@assuredhotels.co.uk

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