



SUPPORT EXAMPLES, UPDATED CASE STUDIES

RECOVERY ISSUE 6 - APRIL 2021

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Confidence is expected to continue to allow the opening of the remainder of **our sector on the 17th May**, through sustained vaccination rollout and all Government tests being met. Now only a month away we have taken the opportunity to update and highlight **case studies on our website**.

Some of these are relevant now, but equally, some will serve as a reminder of support available as we move into sustainable trading growth in the second half of 2021. We have experience of supporting all hotel types and locations, all in different financial situations. Listed below is a broad sample including links to the detailed case study on our website:

Independent business review into a comprehensive turnaround package, **Project Bumble Bee** highlights the type of challenge we expect in the period ahead. Starting with a top to bottom review to identify a turnaround plan, in turn, to facilitate senior debt re-finance of a large, distressed single hotel asset.

Acquisition & disposal feasibility seen in **Project Shakespeare** - support to an investor throughout the transaction to complete a successful acquisition.

Security & cost mitigation **Project Angel** - implementing Guardians into a vacant hotel.

Trading a group **Project White Rose** - included absorbing the central function to improve performance of a group of hotels in administration, through lockdown closure to disposal.

We will be highlighting the initiatives and suppliers behind these stories in the coming weeks, to make them directly relatable to the current re-opening phase.

An initial no-obligation visit and assessment from an AH Director allows us to detail flexible contracting, ensures a focus on a scope of work that fits and is value for money. Coupled with our independence & impartiality we enable the development of the senior on-site management team and better returns for owners, investors and other stakeholders.

We have detailed other support from our experiences during the pandemic on our **dedicated recovery page** with several of our own and external blogs.



Please do not hesitate to get in touch to discuss any area of hotel & hospitality recovery planning:



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HUBSPOT MEETING
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SUPPORTING STAKEHOLDERS - MEET WITH US ON A NO OBLIGATION BASIS

In direct response to ongoing challenges faced by the hotel & hospitality sector Assured hotels will be offering no obligation meeting time to sector stakeholders.

We will be providing access to our senior team to discuss any challenges. We have made our significant experience and resources available without charge to cover all main disciplines of finance & forecasting, procurement, sales and revenue management, plus funding and government support access. We will endeavour to answer any question raised, so please click below to book a meeting or to email Mathew, or call **0203 205 7239**.

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