

# 5 star service from hotel experts



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Whether providing luxurious suites or budget deals, hotels thrive or fail on their ability to meet their target customers' needs while running their operations as efficiently as possible. Moore Stephens prides itself on providing insightful, practical and integrated advice to this dynamic, competitive and people-driven sector.

Moore Stephens has a long-established track record of providing business advice to hotel owners and operators. Our experience embraces all areas of the sector, from top branded international hotel groups to bijou, family-run, local hotels.

## What makes us different?

**Sector knowledge:** we understand the specific issues challenging the sector and individual players within it, and tailor our advice and services accordingly.

**Quality people:** our success depends on the quality of service we deliver, so we only recruit and retain individuals with the best business acumen, technical expertise and professional focus – and we're easy to work with too.

**Partner led:** our services are partner-led, ensuring all work undertaken is delivered to the highest standards.

**Understanding your needs:** we take time to understand each business and the motivations of owners and operators – ensuring we meet individual needs and support the achievement of specific client goals.

**International reach:** we have member firms across the UK, but also offer worldwide expertise through the high quality firms that belong to the Moore Stephens International network.

**One-stop-shop:** we have developed an integrated approach to the provision of business and accounting services to our hotel clients – a one-stop-shop for professional expertise.

## Our services

Moore Stephens offers a wide range of services tailored to meet the needs of hotel owners and operators.

### Effective auditing

For some hoteliers, audit simply satisfies a regulatory requirement; for others it becomes an integral part of the hotel's management and governance framework. Whatever the motivation, we design our audit and assurance services to maximise value, whether in the form of checks on specific business areas or advice on systems and procedures.

### Strategic tax and compliance insight

Hotels are favourite targets for tax authorities. We develop strategies to minimise tax costs to the business, encompassing capital allowance claims, property ownership, international tax structuring and financing. Through our VAT or payroll health checks we provide hotel owners and operators with comfort on their tax compliance. We also offer a full payroll function as well as specific employer advice, ensuring optimal management of employee-related costs – a key issue for any hotel business.

### Flexible outsourcing services

Our Business Support & Outsourcing team provides outsourced accounting services, freeing up your own resources and reducing costs. We offer bookkeeping, preparation of annual financial statements ready for audit, preparation of management reports, budget forecasting, VAT and tax compliance, company secretarial and full back-office services. We can also provide training for your staff and fill skills gaps in your accounts department on a temporary or permanent basis.



#### **Practical corporate finance expertise**

We provide financing advice to hotel businesses at all stages of development, from new start-ups to large established groups looking to expand or refinance. We advise on the most appropriate type of finance and actively help in the finance-raising process itself, whether involving equity funding, mezzanine finance, senior or other debt. We can help with preparing business plans, trading and cash flow forecasts, presentations and information memoranda for potential funders. We can also advise on optimum gearing levels, working capital and treasury management.

#### **Realistic IT help**

We advise on the most appropriate front-of-house and back office systems to achieve the lowest cost but highest benefit solution. Our suggestions are practical and business orientated, taking into consideration existing systems and any shortfalls. Our Business Intelligence solutions provide decision-makers with fast, easy access to up-to-date information and analysis, while our statistical modelling solutions support business planning. Data security is also prioritised.

#### **Sound risk management advice**

Hotel owners who are not active operators within the business gain great comfort from knowing the risks to the business are being properly managed. We can help you establish an effective risk management approach based on a clear strategy and transparent risk register. We can facilitate risk workshops to train your staff to identify, manage and control risks. For larger operations we can advise on the design of corporate governance frameworks. This includes undertaking governance health checks, assisting in the evaluation of board performance, or establishing audit and remuneration committees, to give optimum comfort to external investors. We can also provide internal audit services for providing assurance that your risks are being appropriately managed and controlled.

#### **Supportive corporate recovery**

Some businesses will fail, perhaps due to poor management, but more often due to unexpected circumstances or new competition. Our corporate recovery team can assess the options for a hotel under pressure and advise on the best course of action, whether sale, refinancing or liquidation.

#### **Client testimonials**

“Moore Stephens has provided a quality service over a number of years covering issues from accounting through to restructuring. Always happy to help at short notice, their knowledge and assistance has been an invaluable asset to our business. We could not recommend them more highly.”

##### **The Landmark London**

“Moore Stephens’ assistance has been invaluable to the hotel in recent years. They are always our first port of call for professional advice on a range of accounting and corporate governance issues. The team is helpful, efficient, proactive and responsive, and we wouldn’t hesitate in recommending them to others in our industry.”

##### **Lancaster Gate Hotel**

“Moore Stephens provides audit and advisory services to our boutique hotel in Kensington. Having been a client since 1995, we have always been impressed by how thorough and knowledgeable they are. Joanne and her specialist team have always been professional, efficient and enjoyable to work with.”

##### **K+K Hotel George**