



Tourism and Hospitality Survey 2015

Executive Summary

In March 2015 MHA conducted a survey to examine the key factors now affecting the hospitality sector in the UK.

The survey results for 2015 point strongly towards growing business confidence and are encouraging for the development of the hospitality industry.

The Approach:

We surveyed a national sample of over 100 Directors, Owner-managers and Chief Executives in the guest house, hotel, restaurant and pubs sectors. They were asked to share their observations and concerns about the industry in the past 12 months and their expectations for the next 12 months.

The results draw attention to three key areas:

- Zero hour contracts
- Booking capability
- Green policies





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Key Findings:

Zero hour contracts

One third (33%) of respondents to the survey still employ workers on zero hours contracts, only slightly lower than the 37% recorded last year. The amount of zero hour contract staff who are working 21+ hours has halved since last year to 34%.

Booking capability

This years results indicates that 26% of operators in the hotel and bed and breakfast sector are still unable to take online bookings.

This is despite the fact that 50% of respondents to the annual survey report a year-on-year increase in online bookings and the fact that there has been a 16% increase in the ability to take online bookings direct.

Green Policies

The percentage of companies who have green policies in place has dropped to 65%, down from 82% last year and over 41% remain unaware that tax reliefs are available for introduction of such policies.

This decrease in those with green policies suggests increased financial pressure and yet at the same time there appears to be a distinct lack of awareness of the tax reliefs available, which suggests that more publicity is needed to encourage eco-friendly investment.

Looking Ahead

Overall the survey findings report a brighter outlook for the tourism and leisure sectors in the UK.

64% of respondents reported an increase in profits over the past 12 months, representing a rising trend in domestic trading conditions, with 59% saying that they expect to see an increase over the next 12 months.

About MHA

MHA is a fast growing UK association of 9 like minded progressive and respected accountancy and business advisory firms. The 46 nationwide offices allow MHA to balance the national access and capability the association offers with the local insight and perspective that individual member firms offer their clients. MHA is able to assist with their clients' needs wherever they are in the UK as well as globally through our membership to Baker Tilly International.

MHA has workswith a wide range of companies in the Hospitality sector. Clients are able to benefit from in depth sector knowledge in addition to specialist accountancy services and expert business advice.

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