



# Building your future

Services to the hotel sector

Audit / Tax / Advisory / Risk

Smart decisions. Lasting value.



*“Crowe UK understand the real estate and hotel sector, providing expertise and quality financial reporting and taxation advise in a timely and professional manner. They are extremely approachable and have a “can-do” attitude.”*

**Jagdish Johal**

Finance Director, Yoo Worldwide LLP

*“Crowe took a highly tedious, resource-heavy, and error-prone task and developed a professional, creative, turn-key solution that allowed our team to shift our focus to efforts that would add value to the organization. We are deeply appreciative of the partnership that has evolved and the continued level of care they have shown our colleagues around the world in supporting this program.”*


**Dawn Beaudin**

Hyatt International

*“Crowe provide a one-stop shop for us, and understand the real estate, student accommodation and hotel sector. They provide quality expertise and a “can-do” attitude.”*

**Adnan Shaikh**

Director and General Counsel, South Street Asset Management



The hotel industry has long been an indicator of the health of the UK economy. Our specialists are passionate about the industry and focused on your future and experience. By making smart decisions today we can create lasting value tomorrow.

### **Your interests, our priority**

While the UK hotel industry faces challenges from the uncertainty surrounding Brexit, reduced visitor numbers and slow economic growth, UK hotels continue to see growth. However, the hotel brands and owners will have a number of competing priorities on their agenda this year.

Our specialists can draw on many years' experience to help you navigate the changing landscape, mitigate risk and achieve your objectives. Every member of the team has deep hotel experience and technical knowledge, and the enthusiasm, to work effectively and collaboratively with you, adding real value to your business.

Our Head of Property & Construction, Stacy Eden, co-chairs the Variety Props Breakfast Committee and is treasurer to the Property and Finance Group.

We are members of:

- The British Property Federation
- The Variety Props Annual Lunch Committee
- Women in Property
- Property Finance Forum
- The Monopoly group.

We are also at the forefront of industry events such as MIPIM, Berlin Hotel Conference and write for key property titles to ensure your voice is heard in the mainstream press.

### **Quality service**

We have a high partner-to-staff ratio which means you will have more quality contact with senior specialists. Our team draw on many years' experience in the hotel industry, bringing together specialists from different disciplines to provide you with a comprehensive and tailored service.

### **Global collaboration**

We are a member of Crowe Global, a network of 213 member firms in over 750 offices. Ranked as the eighth largest global accounting network, together we provide global reach on a human scale. This means we have collective skills to advise you if you operate across different tax and legislative jurisdictions.

We are part of the Horwath HTL network, the global leader in hotel, tourism and leisure consulting.

## How we can help

Our hotel specialists can draw on many years' experience to help you navigate the changing landscape, mitigate risks and achieve your objectives.



**Tax compliance  
and advisory**



**Corporate  
finance**



**Statutory audit  
and accounting**



**International  
services**



**Shareholder and  
Director advisory**



**Personal and  
exit planning**



**VAT**



**Employer  
advisory**

## **Case studies**

We have many years' experience providing a wide range of services to hotel businesses. Our team is familiar with advising hotels including hotel groups based in the UK, international groups, boutique hotels and hotels with added facilities.



### **Providing an international resource**

A global chain required assistance to collect pension contributions for its senior executives in owner managed locations worldwide. We worked with the Rewards team and the Plan managers to establish the controls and end to end reporting required and now receive and process payments from over 200 hotels and 750 employees every month.

### **Ownership structure**

Undertaking a review of an international group's property ownership structure including implementing a split of property ownership and hotel operations, and advising on changes to improve tax efficiency.

### **Capital expenditure**

Reviewing capital expenditure on the acquisition of new hotels and construction work in existing hotels to maximise capital allowances, including dealing with HMRC queries on the capital allowance claims.

### **Maximising tax reliefs**

A client with an extension and partial renovation to their existing hotel required assistance in determining what did and did not qualify for capital allowances. Their previous accountant claimed only £172,194 of qualifying expenditure on costs in excess of £10.8 million. With our knowledge and expertise we identified an additional £5.2 million that qualified for various tax reliefs.



## Start the conversation

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## About Us

Crowe UK is a national audit, tax, advisory and risk firm with global reach and local expertise. We are an independent member of Crowe Global, the eighth largest accounting network in the world. With exceptional knowledge of the business environment, our professionals share one commitment, to deliver excellence.

We are trusted by thousands of clients for our specialist advice, our ability to make smart decisions and our readiness to provide lasting value. Our broad technical expertise and deep market knowledge means we are well placed to offer insight and pragmatic advice to all the organisations and individuals with whom we work. Close working relationships are at the heart of our effective service delivery.

