



Wednesday 15th July 2020

Dear Guest,

Government reduction of VAT from 20% to 5% for the hospitality industry

The coronavirus has impacted so many lives across the world and in addition the economic impact has been severe. Different industries and sectors of business have been affected in many different ways. Without doubt one of the most severely affected industries has been that of Hospitality and Travel, including air travel. It is one challenge to navigate a reduction of income due to adverse circumstance, but quite another one to see income cease 100% whilst of course some continuing overheads are inevitable. Individual hotels have also been severely affected, and without government support in relation to the furlough scheme and providing government backed loan capital there would have been even greater difficulties.

Privately owned boutique hotels such as Glenapp Castle Hotel are a very precious commodity, not simply in their ability to provide an outstanding quality of accommodation in a beautiful settings together with the finest of cuisine but also providing much needed employment often in rural locations. At the best of times it requires great skill and stewardship to create a sustainable profit albeit modest for these types of properties. It is with these points in mind that it has become clear to us that this latest government intervention is very much intended to support hotels for whom many by 2021 will have endured two long winters and an extremely short summer with occupancy levels significantly reduced by the dearth of international travellers.

We hope you will agree with us that to maintain the sustainability of the business going forward and for the benefit of guests, stakeholders and staff alike that is a wise decision to retain our room rates at the current level principally for the benefit of the hotel but ultimately also for the benefit of our future guests.

Additionally, to ensure we support colleagues across all areas of the hospitality sector, we shall be donating £5.00 to Hospitality Action on every hotel booking realised until January 2021. Hospitality Action is a charity specifically supporting individuals working in hotels & hospitality across a number of need areas. We believe that the impact the Coronavirus will have, both mentally and financially, on the lives of so many working within the hospitality sector and know that this donation will be well received and help hospitality workers in times of need.

Thank you in advance for your understanding and support and we very much look forward to seeing you soon.

Best Wishes

Paul Szkiler
Owner, Glenapp Castle

