



Article Title

Most people will recover from coronavirus, but will the hospitality industry?

Citation

In: The Telegraph Online. March 18, 2020; Telegraph Group Ltd.

Abstract

No abstract.

Summary

The situation is dire. B&Bs, small family-run hotels and guest houses are seeing businesses they've built up lovingly over decades toppling down around them through no fault of their own. According to UK Hospitality, the sector employs over 3.2 million people. That's 10 per cent of all UK employment, 6 per cent of businesses, and 5 per cent of GDP, so much is at stake. Similar measures to those in France and Norway would make a huge difference here, not least because they will pay off in the longer term, as ordinarily viable businesses survive to pay their taxes another day.

The government has said the U.K. is on a 'war' footing, and if bankruptcies, mass unemployment and poverty are to be avoided, it needs to intervene in a more 'wartime-like' way. Similarly, if the OTAs want their bread and butter, they must step up to the plate too.

Most people will recover from coronavirus. Many tourism businesses will not. At the moment, our only real hope is that this all passes quickly and, that when it does, Brits will consider a staycation in the UK. If you do, our community will welcome you with open arms especially if you bypass the OTAs and book direct. I for one will be giving you a better service, and a much better price.