HOTEL CONFIDENCE REPORT 2018

Industry and consumer insight into the trends, challenges and opportunities facing the UK hotel sector looking toward 2020

NFU Mutual
BUSINESS INSURANCE

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HOTEL CONFIDENCE REPORT

The UK Hotel Confidence Report has been created by NFU Mutual and the British Hospitality Association as part of our ongoing commitment to understand the current and future challenges faced by our clients in the hospitality sector across the UK.

Designed to benefit hotel and hospitality business alike, the study asked business owners, industry representatives and consumers about their opinions to determine the trends, concerns and opportunities facing them in 2017/2018 and looking forward to 2020.

SAMPLE

Hotel and Hospitality Industry

- The total hospitality industry sample consists of 141 individuals that span both the hotel and hotel supplier sector as well as those representing a wider business and service industry perspective. The hotel sample consists of owners, managers and investors in this sector and covers the full breadth of hotel types and sizes – from the very small boutique end of the market to much larger concerns with 40+ bedrooms.
- Amongst the hotel supplier sample a wide range of products and services are represented with information technology, food and drink and financial services amongst the largest contingents. Over half of these providers claim turnovers above £10 million.
- Most of the UK is represented in the sample, however, just over half are based in London.
- Fieldwork was conducted by Mindset Research at two events, The British Hospitality Association (BHA) Summit, Tuesday 6th June 2017, and the Boutique & Lifestyle Hotel Summit, Tuesday 23rd May 2017.
- An online link was also available on the British Hospitality Association website until 19th July. The core questions within the survey remain largely the same across both events. However, additional questions were added for the BHA Summit event and question wording was slightly amended to reflect the different audiences expected at each event. Therefore throughout this report sample sizes vary.

Consumers

- On behalf of NFU Mutual, ICM Unlimited interviewed a demographically representative sample of Great Britain, completing 2,055 online interviews among adults aged 18+ between 15th – 17th November 2017.

A PDF copy of the report can be found at **nfumutual.co.uk/hotelconfidencereport**

FOREWORDS

Darren Seward, Hospitality and Food and Drink Sector Specialist at NFU Mutual

For many in the hospitality industry, 2017 was a worry-laden and turbulent year beset with uncertainty around some of the biggest political changes our country is likely to experience. Despite these challenges though, our research shows that the picture within the hotel industry, including those supplying hotels, is proving to strike a more positive note. We were pleased to find that the hoteliers we spoke with were broadly optimistic about the future of their business looking forward to 2020; an optimism also shared by consumers with a third estimating that they will increase spend in hotels in 2018.

Opportunities for growth include attracting more international tourists to the UK, building brand profile, investing in new technology and developing the skills of workers – the latter being especially important as great service remains the top priority for consumers when choosing a hotel to stay at. Concerns though around how a skilled workforce can be maintained post-Brexit will come as no surprise to most; unease surpassed only by a wider concern about political and economic instability as a result of Brexit negotiations. Some businesses already have plans in place for addressing these challenges - such as working more closely with schools and colleges – but in general, very few businesses appear to have done much planning and preparation for Brexit. Whilst it's difficult to prepare for the unknown, businesses should at the very least start thinking about how they would manage a changed employment landscape. We have produced a separate resource, our 'Hospitality Recruitment Guide', which can help in starting this process.

Cyber security interestingly emerged as particularly important for younger people, with nearly half of 18-24 year olds expressing payment and data security as a priority compared with 37% of consumers overall. The hospitality industry is not sheltered from accountability as the world becomes increasingly more savvy to the value of data, and hoteliers have a duty to ensure that the data they keep is handled correctly - particularly as new General Data Protection Regulation comes into effect.

Finally, one of the stand-out findings from our research for me is the high regard held by consumers for those responsible businesses that act in the interests of the community, as nearly three quarters of consumers said that they would be impressed if a hotel promoted that it uses and supports local suppliers. Connecting with customers through shared values is just one positive example of how the hotel industry is building strength, demonstrating resilience and having courage to evolve in the face of change.

Our Hospitality Recruitment Guide and other topical reports on issues such as food hygiene and food fraud can be found at **nfumutual.co.uk/reportsandguides**

NFU **Mutual**

Ufi Ibrahim, Chief Executive of the British Hospitality Association

The hospitality industry faces a period of significant uncertainty. With Brexit fast approaching, there remains a worrying lack of clarity when it comes to immigration and the economy.

Given our reliance on European workers, the hospitality industry will naturally be impacted by potential changes to immigration policy. A KPMG report, commissioned by the BHA, predicts a recruitment shortfall of more than a million if EU immigration is severely curtailed.

The BHA accepts that the UK's immigration policy will fundamentally change after Brexit, and we fully recognise our responsibility to recruit more British workers. At a time of historically low unemployment, though, this cannot be done overnight.

The Hospitality industry has grown strongly in recent years – it is now the fourth largest sector and the fastest growing since 2008. A number of challenges still loom large, however. Alongside Brexit, increasing payroll costs and prohibitively high business rates cause concern for our members.

This report's findings show the strength of support for a reduced rate of VAT for tourism. The BHA has long campaigned for a reduction and we welcome the government's call for evidence into the potential benefits of a tourism VAT reduction in Northern Ireland, as detailed in the Budget.

As the leading voice of the industry, the BHA will continue to proactively engage with government to ensure hospitality businesses are represented across the UK.

BRITISH HOSPITALITY Association

SUMMARY OF KEY FINDINGS:

INDUSTRY OUTLOOK

CONFIDENCE

The overall picture for the hotel and leisure industry in the UK is **broadly optimistic and points to an expectation of steady growth**.

Commenting in May/June 2017 on their business outlook until May/June 2018...

- 60% of hotels anticipated that their turnover would grow
- 63% of hotels predicted increases in their room rates
- 88% of suppliers anticipated an increase in turnover
- 41% of businesses were more confident about the economic prospects facing them compared to the previous 12 months
  - Only 20% claimed to be less confident

Looking forward to 2020...

- 81% of hotels expect to maintain or increase investment levels
- 48% expect to continue investing at a similar level
- 33% anticipate increasing investment

Hotels remain cautiously optimistic about the future and many are looking to invest. **Property refurbishment and expansion** is a key area, as is **technology**. In terms of technology, the particular focus for investment is on:

- Customer data (for marketing and personalisation)
- Mobile solutions
- Superfast broadband

Key opportunities for the sector include;

- Growth through **optimising tourism opportunities**, including a focus on international tourists to the UK
- **Building brand and profile** and, in general getting smarter about how they market themselves
- **Technology –** developing online services and investing in technology to support business operations
- **Focusing on the workforce and developing skills –** especially in response to Brexit and the need to increasingly look towards UK workers

CHALLENGES

- Not all is positive; **a large cloud on the horizon is Brexit**. Many respondents felt that it was still too early to predict the impacts of Brexit on the hospitality sector, with uncertainty the predominant mindset. However, notwithstanding that impacts cannot yet be fully anticipated or understood, many businesses across all hospitality interests – take the view that Brexit is unlikely to have a positive impact

- **The key areas of Brexit-associated concern relate to staff and to exchange rates**. Many respondents representing hotels outlined the importance of EU staff to their operations and expressed real concerns that Brexit will result not only in a smaller pool to recruit from but also skills shortages. Some claim to have plans in place for addressing these challenges – such as working more closely with schools and colleges – but **in general, very few businesses appear to have done much planning and preparation for Brexit**: asked about their plans for Brexit, 85% of respondents made no comment.

- Additionally, hotels believe that the sector would benefit greatly from **lower VAT rates** and from some form of **protection of EU workers**
- Two key areas of required support were **marketing support** and help in **negotiating better rates with suppliers**

CONSUMER INSIGHT

CONFIDENCE

- Overall, it seems that respondents will be spending more time in hotels in 2018 than they did in 2017.
  - 56% said that they stay in UK hotels at least once a year
  - Over a quarter predict that in 2018 their number of hotel stays will change (18% will increase and 9% will decrease)
  - A third predict that in 2018 that their hotel spend will change (24% will increase and 9% will decrease)
- Trips away with a partner came out as the top reason for staying in hotels in the UK amongst those that stay in hotels at least once a year (60%), followed by visiting family and/or friends (42%) and for business (20%)

SECRETS TO A GREAT HOTEL

- Without prompting, service was described as the secret to a great hotel (58%); this included customer service (35%) and friendly staff (18%)
- Just under three quarters of consumers would be impressed if a hotel promoted that it uses and supports local suppliers (72%)

Of those who stay in hotels at least once a year:

- Nearly two fifths would like to receive an upgrade to a premium room (39%) or money off their room (38%) as a form of apology if they experience an issue with their hotel booking
- Cleanliness (57%), an uncomfortable bed (42%) and noise levels (39%) were their top three concerns
- Superfast broadband and WiFi was viewed as the most important hotel technology service (54%)
- Nearly half (48%) of 18-24 year olds said that payment and data security was a priority

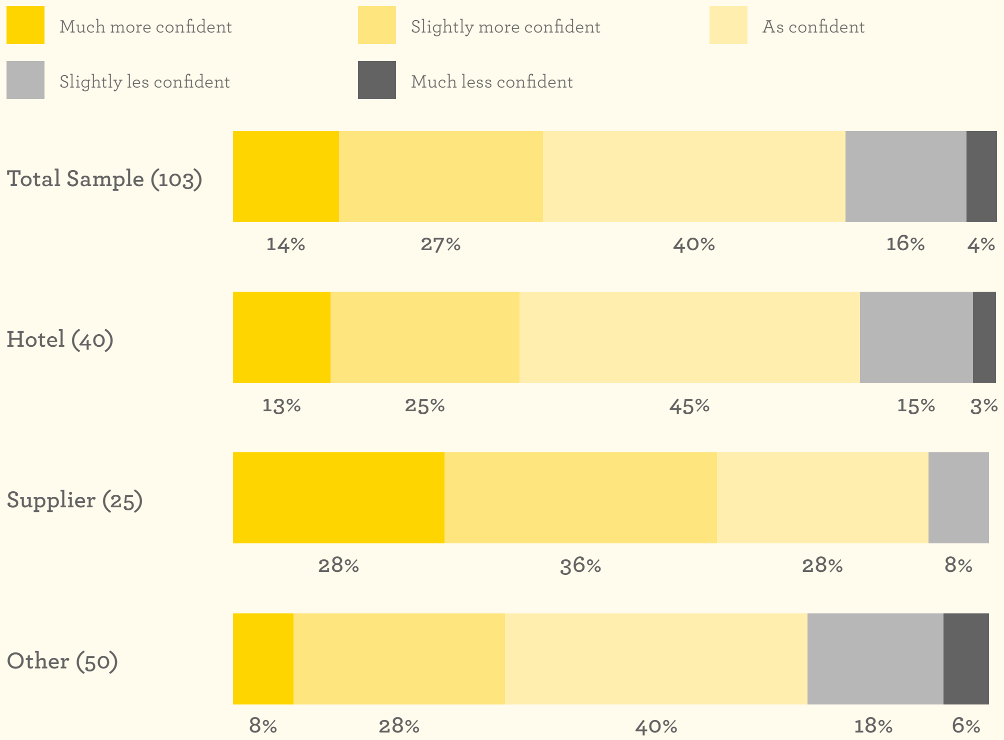
SURVEY RESULTS

1. THE 'STATE OF PLAY' IN THE HOSPITALITY SECTOR

BUSINESS CONFIDENCE

- Respondents' confidence in business prospects for the 12 months up to May/June 2018, compared with the previous 12 months up to May/June 2017, could best be described as cautious. Based on the total sample (i.e. including a range of business types), only 14% claimed to be 'much more confident' in the prospects for the next 12 months compared to the previous 12 months. A further 27% admit to being 'slightly more confident'. **Thus in total, 41% of all respondents – across a range of business types – claimed to be more confident about the economic prospects facing their business in the next 12 months than in the previous 12.**

Confidence in the economic prospects facing your business over the next 12 months, compared to the previous 12 (May/June 2017 - May/June 2018)



When asked about anticipated room rate and turnover change, 60% of hotels and 88% of suppliers anticipated that their turnover would grow, and 63% of hotels predicted increases in their room rates.

Due to rounding, percentages do not necessarily sum to 100%

CONSUMER CONFIDENCE

Overall, it seems that consumers will be spending more time in hotels in 2018.

Over a quarter predict that their number of hotel stays in 2018 will change (27%, increase 18% vs. decrease 9%), and a third predict that their hotel spend will change next year (33%, increase 24% vs. decrease 9%).

Frequent users of hotels are also much more likely to be increasing their number of stays in 2018 (70%).

NUMBER OF STAYS IN UK HOTELS

	Total	Net: Stay in hotels weekly	Net: Stay in hotels monthly	Net: Stay in hotels at least once a year	Net: Stay in hotels less often
My number of hotel stays will increase	18%	70%	40%	23%	16%
My number of hotel stays will decrease	9%	16%	15%	12%	10%
My number of hotel stays will stay the same	73%	13%	45%	66%	74%
Net: Number of stays will change	27%	87%	55%	34%	26%

SPEND IN UK HOTELS

	Total	Net: Stay in hotels weekly	Net: Stay in hotels monthly	Net: Stay in hotels at least once a year	Net: Stay in hotels less often
My hotel spend will increase	24%	65%	44%	31%	24%
My hotel spend will decrease	9%	26%	11%	11%	10%
My hotel spend will stay the same	67%	10%	45%	58%	66%
Net: Hotel spend will change	33%	90%	55%	42%	34%

REASONS FOR STAYING IN A UK HOTEL

Base: All staying in hotels at least once a year.

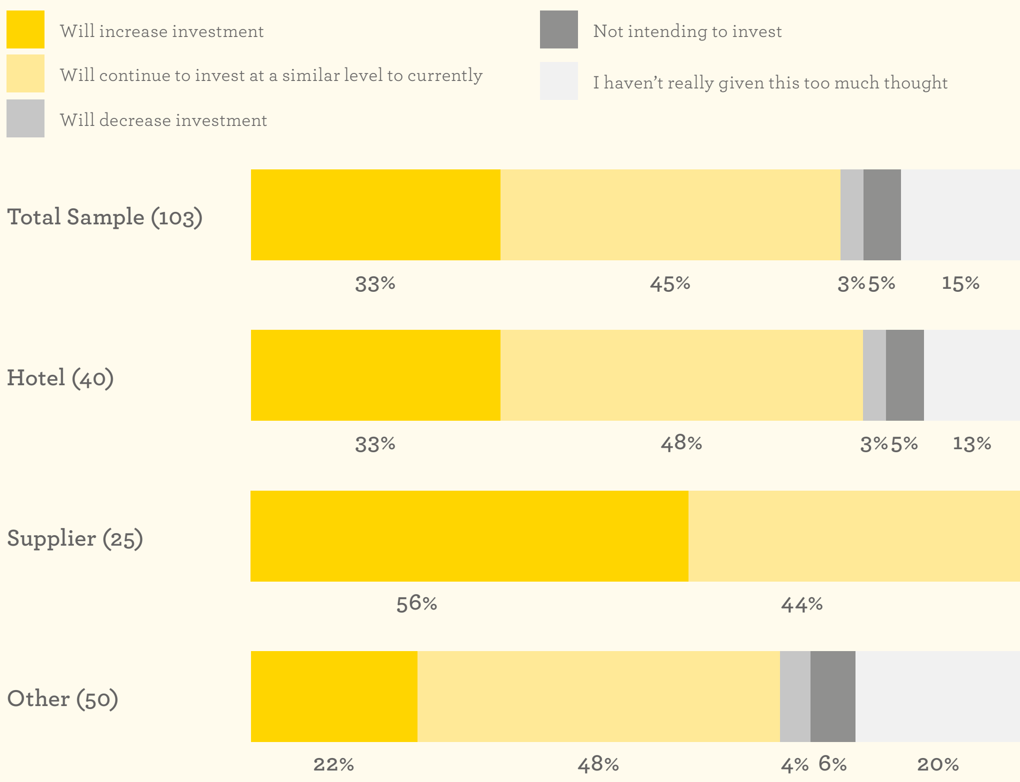
		Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+
Trips away with partner	60%	61%	58%	42%	59%	60%	61%	72%	75%	52%
Visiting family and/or friends	42%	37%	47%	47%	38%	39%	40%	48%	38%	42%
Family trip	36%	32%	42%	40%	42%	51%	35%	27%	22%	17%
Trips away with friends	32%	31%	33%	50%	38%	31%	23%	32%	19%	22%
Business	20%	24%	14%	19%	29%	26%	25%	9%	9%	5%
Other	4%	4%	3%	1%	1%	1%	6%	4%	8%	10%

2. INVESTMENT, DIVERSIFICATION AND DEVELOPMENT

INVESTMENT LEVELS

- Broadly in line with the sample's comments about confidence, the overall picture here suggests that businesses in this sector are cautiously optimistic, with most stating that they planned to continue investing at current levels or increasing the level of investment over the next three years.
- Suppliers are especially positive in this respect: 56% of them indicated that, over the next three years their level of investment will increase.

Intended approach to investing in your business over the next three years (to May/June 2020)



Due to rounding, percentages do not necessarily sum to 100%

AREAS OF INVESTMENT

- The majority of hotels which claimed they will be investing identified **hotel refurbishment and refit** as one area of investment. **Technology, marketing and training** are also all key areas of investment for the hotel sector.
- Suppliers appear to be especially focussed on technology as a key area of investment over the next three years.

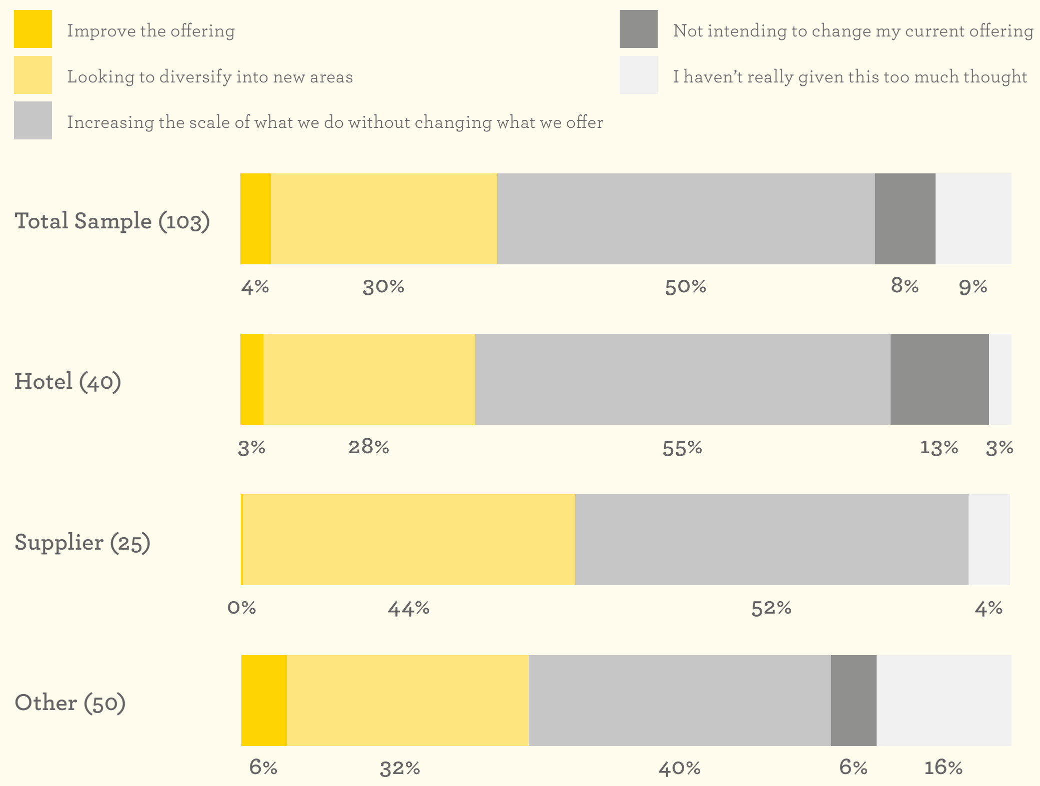
	Hotel	Supplier	Other
Technology	53%	76%	57%
Marketing	53%	64%	46%
Staff training	47%	52%	46%
Additional staff	22%	72%	54%
Refurbishment	69%	4%	23%
Expansion	38%	32%	29%
Entertainment	3%	8%	9%
Setting a theme	6%	0%	3%
Other	0%	0%	6%

DIVERSIFICATION AND PROPOSITION DEVELOPMENT

- When asked about the plans for their business over the next three years in terms of the nature of their offer, the most popular response category across the sample as a whole was, "increasing the scale of what we do without changing what we offer." 50% of all respondents gave this response (and 55% of hotels).
- A significant proportion of businesses are looking to diversify into new areas: 28% of hotels indicated this to be their intention.

The results imply that businesses are broadly happy with their current offering, and are now seeking growth through diversification or size.

Intentions for the offering of your business over the next three years to May/June 2020



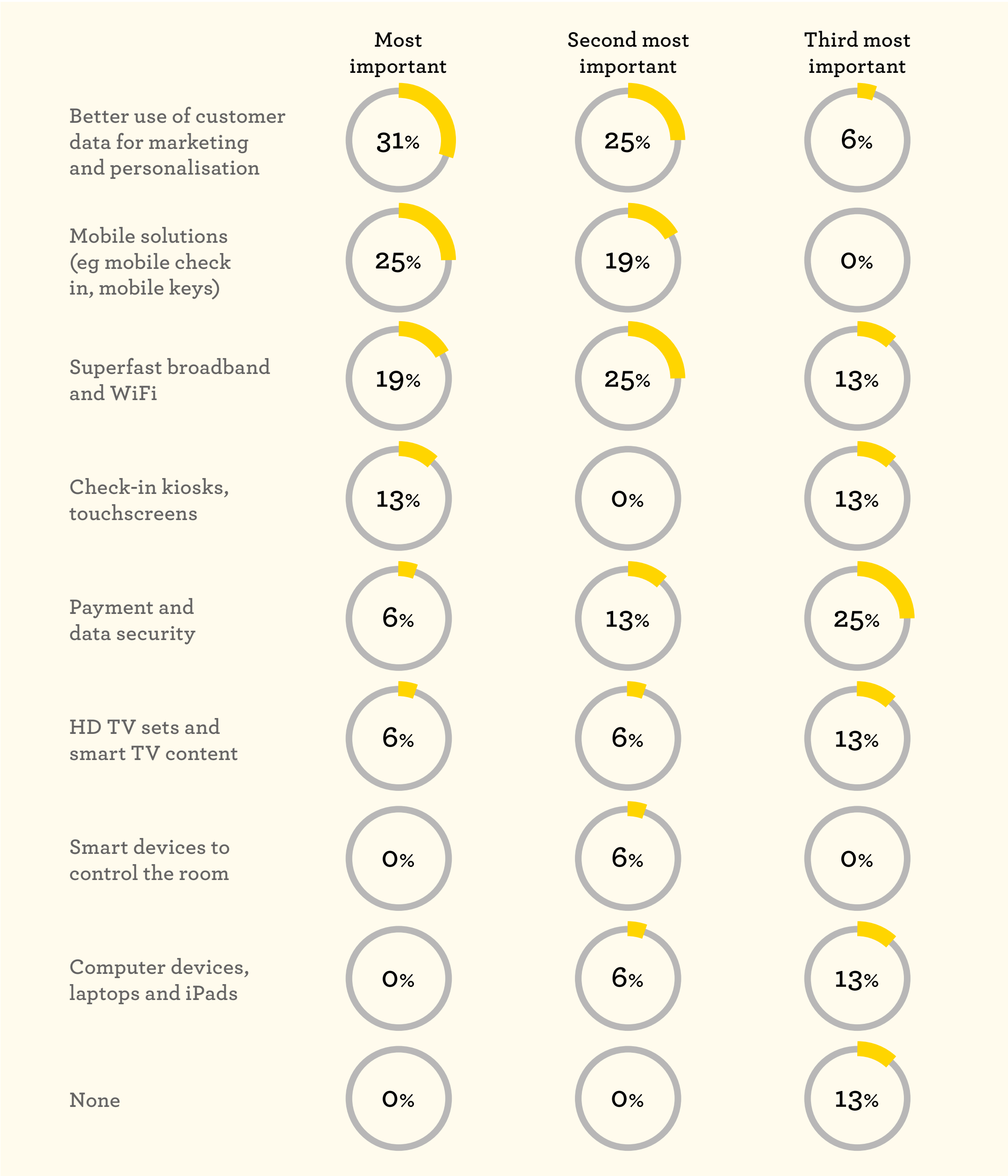
Due to rounding, percentages do not necessarily sum to 100%

TECHNOLOGY INVESTMENT

- The sample (in this instance, hotels only) was clear and consistent in its view about which areas of technology it will be important to invest in over the next three years. Three areas accounted for the majority of respondents' first and second choices (i.e. the areas they categorised as being the most important and the second most important in terms of investment):

  - Better use of customer data for marketing and personalisation
  - Mobile solutions (e.g. mobile check in, mobile keys)
  - Superfast broadband and WiFi

Perceived importance of areas of investment in the hotel sector over the next three years to May/June 2020. Base: Hotels (16)

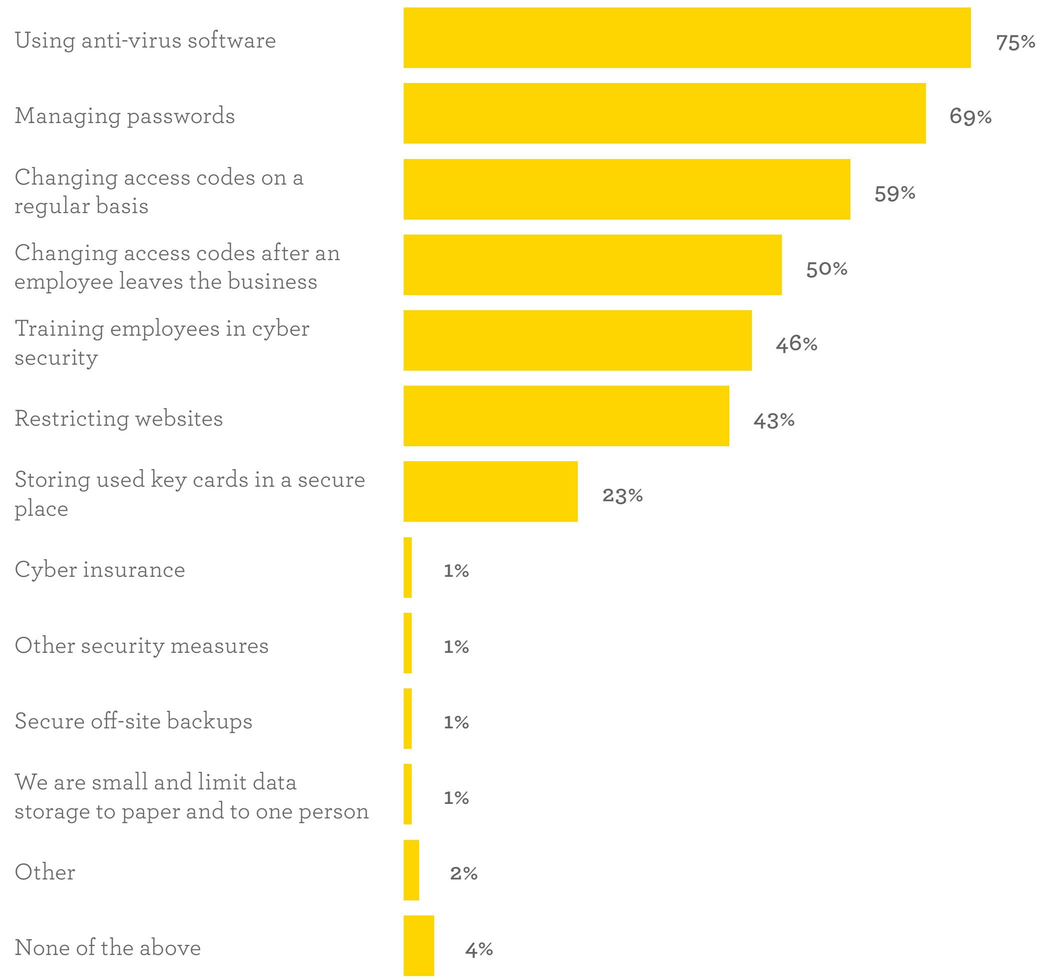


CYBER SECURITY

- Respondents from all sectors were asked about the measures they have taken or are taking to protect their businesses from cyber-crime. The majority of respondents claimed to take rudimentary measures – using anti-virus software and managing passwords – but the extent to which businesses have taken more complex and fundamental steps is more limited. For example...

  - Less than half the sample (46%) claim to train their staff in cyber-security
  - Only 1% have invested in cyber insurance
  - Only 1% mentioned using secure, offsite data storage services

Steps taken to protect your business from cyber crime (prompted categories). Total sample (103)



TECHNOLOGY: CONSUMER INSIGHT

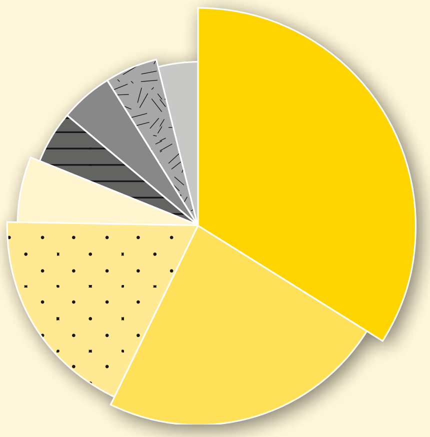
We asked consumers which of the following hotel technology services, if any, are important when choosing a hotel to stay at. Superfast broadband and WiFi emerged as the priority, followed by payment and data security.

Nearly half (48%) of 18-24 year olds said that payment and data security was a priority. Superfast broadband was particularly important for people in Scotland (63%).

Superfast broadband was much less important for people who visit hotels every week (29%), who instead favoured computer devices (34%), smart TV content (32%) and payment and data security (31%).

Base: All staying in hotels at least once a year.

Superfast broadband and WiFi	54%
Payment and data security	37%
HD TV sets and smart TV content	29%
Computer devices, laptops and iPads	9%
Smart devices to control the room	8%
Check-in kiosks, touchscreens, mobile solutions eg mobile check-in, mobile keys	8%
Personalised marketing eg emails, offers, direct mail	6%



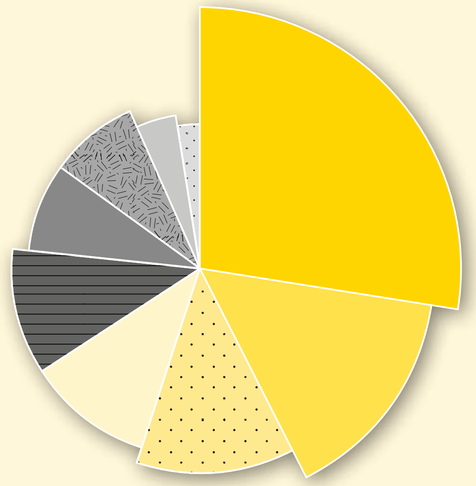
Just over a quarter of all respondents (28%) also said that they have considered what happens to personal data that hotels take, and where it might be stored. However, 59% have not.

HOTELIER'S SECRETS TO SUCCESS

- Respondents representing hotels were asked about what they considered to be the secrets of success in running a hotel business. Although this question prompted a wide range of responses, there was considerable agreement that delivering on service is critical to success. This was expressed in a variety of terms (for example, personal service, dedicated staff) but the importance of this aspect was clear.
- When asked what they 'envy' in other hotel businesses, respondents again gave a variety of answers covering a considerable range of aspects. Marketing prowess and/or budgets featured strongly, as did a general comment about capital budgets and investment resources in general.

The hotel industry's top secrets to success: (Base: 40)

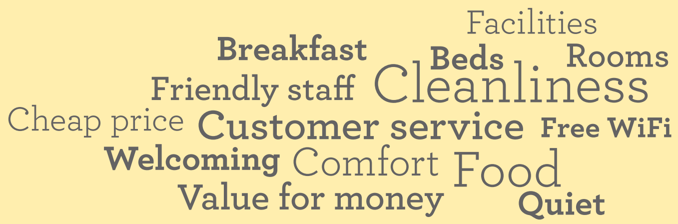
Delivering on service. Employing dedicated staff and providing the right training	33%
Marketing, social media, a well-defined brand and good reputation	18%
Individuality, including a unique offering, building or history	15%
Location	13%
Providing a personal service and attention to detail	13%
Strong partnerships in management, including family-run business	10%
Aesthetics and comfort, including beds, design, level of luxury and facilities	10%
Pricing structure and value for money	5%
Innovation	3%



SECRETS TO SUCCESS: CONSUMER INSIGHT

Consumers were asked to describe, unprompted, what they believed to be the secret of a great hotel.

Service - 58%
Standards - 45%
Food and drink - 25%
Rooms - 17%
Atmosphere - 16%
Price - 14%
Facilities - 10%

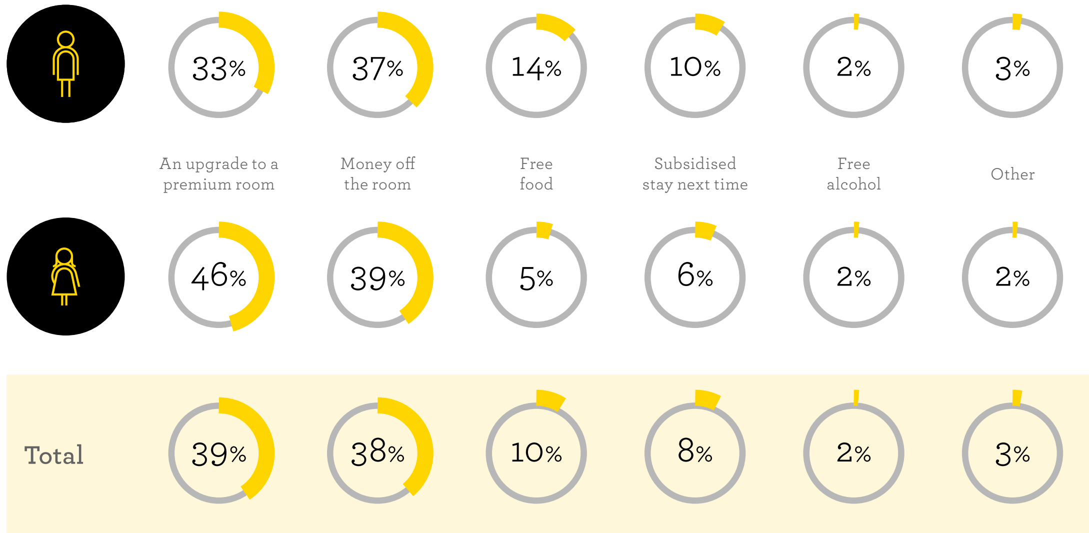


When asking consumers the same question using a variety of prompts - and requesting the top three responses – comfort and value for money jumped to the top of consumer's priorities, followed by attentive staff and service.

	North England	Midlands	South East	Wales & South West	Scotland	Total
Comfort	25%	21%	25%	24%	27%	24%
Value for money	22%	25%	22%	27%	19%	23%
Attentive staff	20%	14%	12%	17%	18%	16%
Personal service	8%	11%	11%	11%	13%	10%
Location	10%	9%	12%	7%	8%	10%
Facilities	8%	11%	9%	7%	7%	9%
Reputation	4%	4%	5%	2%	7%	4%
Individuality	3%	3%	2%	3%	1%	2%

We also asked consumers what they would most like to receive as an apology if experiencing an issue, with an upgrade or money off the room proving to be the most popular choices.

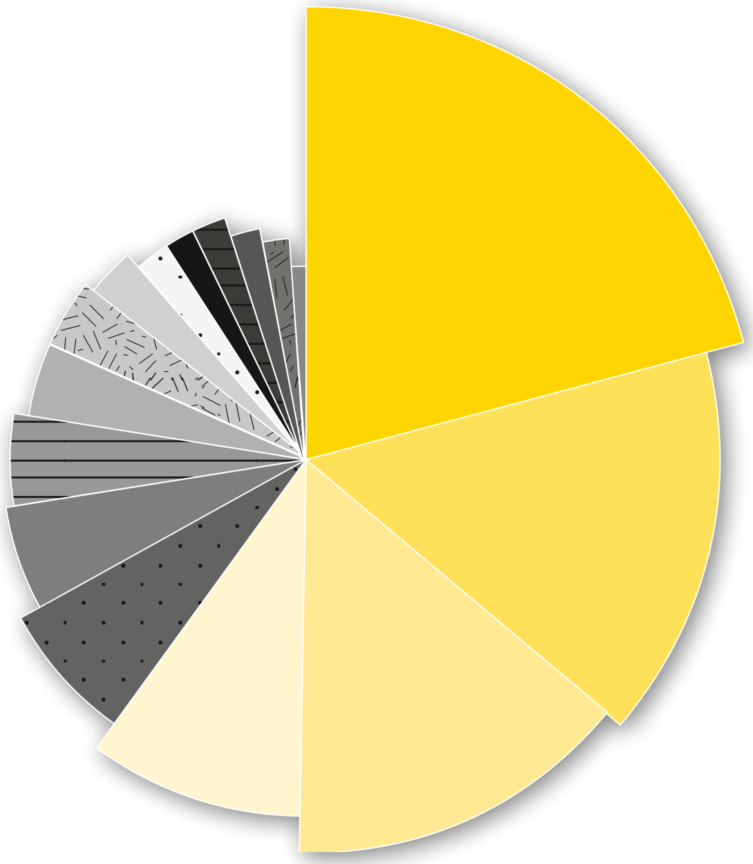
Base: All staying in hotels at least once a year.



CONCERNS: CONSUMER INSIGHT

Cleanliness, and uncomfortable bed and noise levels were the main concerns of consumers when staying in a hotel, while cyber security only registered as a top concern for 5%, suggesting a level of trust that hoteliers take steps to keep their data safe.

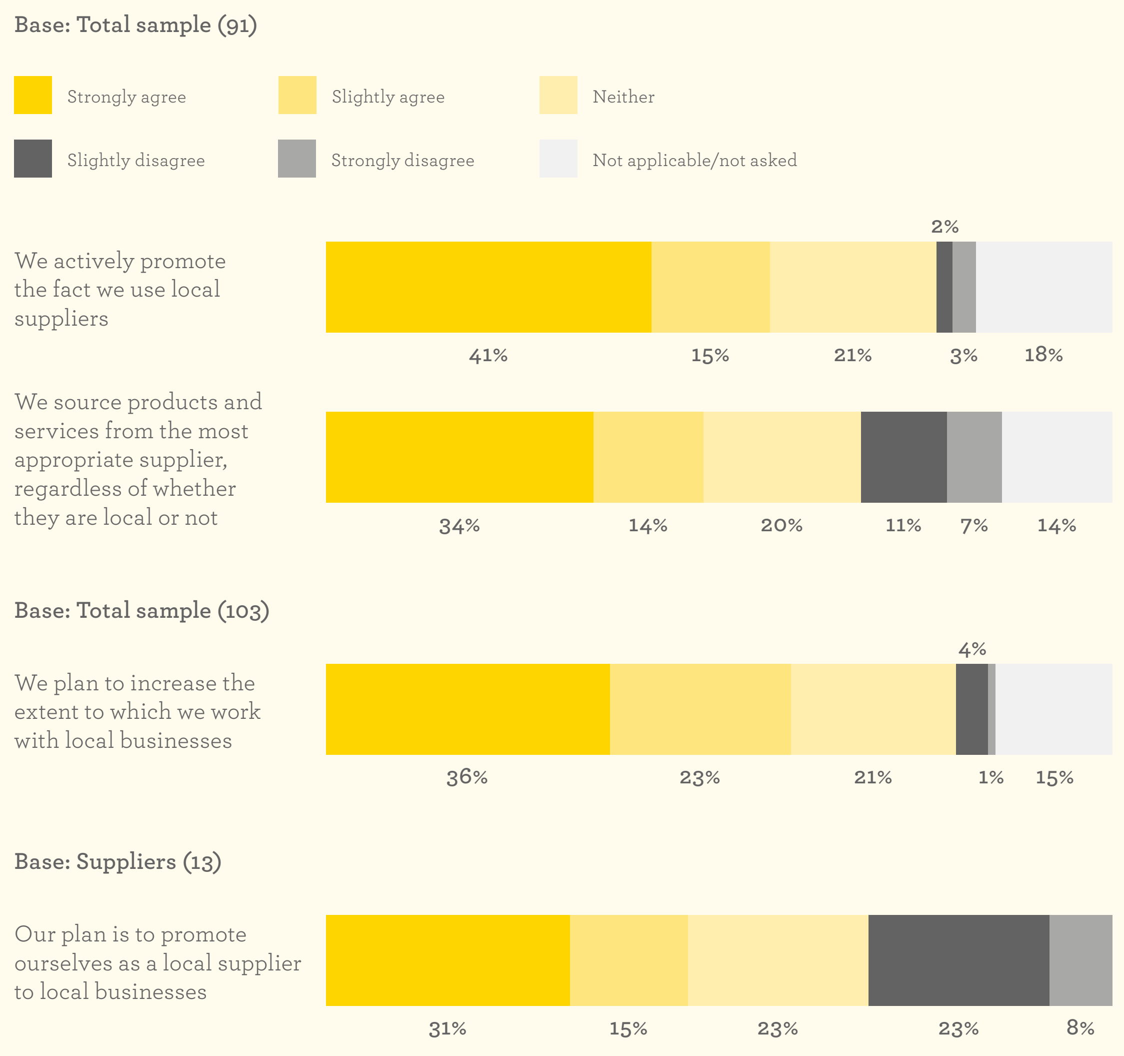
Base: All staying in hotels at least once a year.



Cleanliness	57%
Uncomfortable bed	42%
Noise levels	39%
Unhelpful or rude staff	26%
Security and safety of belongings	19%
Room neighbours	15%
Smells	14%
Small room	11%
Physical safety and security	11%
Extra costs e.g. minibar	8%
Checking out on time	6%
Payment	6%
Finding the hotel	6%
Personal data security e.g. identification and payment information	6%
Checking in with ease and speed	5%
Cyber security e.g. safety of WiFi network	5%
None - I have no concerns	3%

LOCAL SUPPLIERS: HOTEL INDUSTRY OUTLOOK

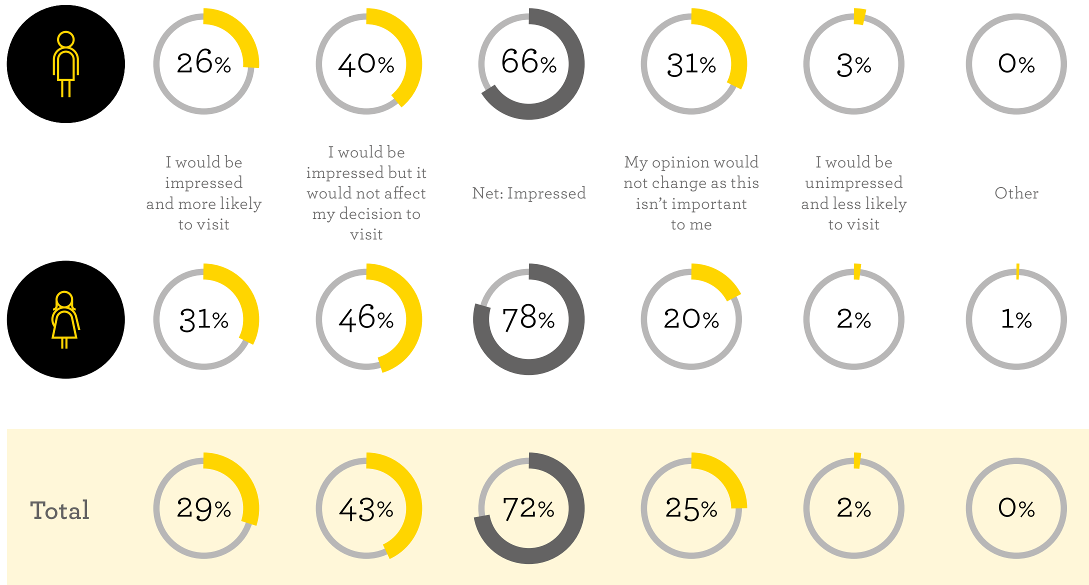
- There appears to be considerable importance attached to using local suppliers across all hotel industry audiences. However, pragmatism also drives decisions and about half the total sample agreed that they source products and services from the most appropriate supplier, regardless of whether or not that supplier is local. Suppliers also seem to recognise this, given that many do not plan to promote themselves as a local supplier to local businesses.



LOCAL SUPPLIERS: CONSUMER INSIGHT

We asked consumers for their likely response if a hotel or hospitality business promoted the fact that it uses and supports local suppliers.

Consumers stated that they would be very impressed by a business that actively promoted the fact that they work with local suppliers, (72%), women more so than men (78% vs. 66% respectively).

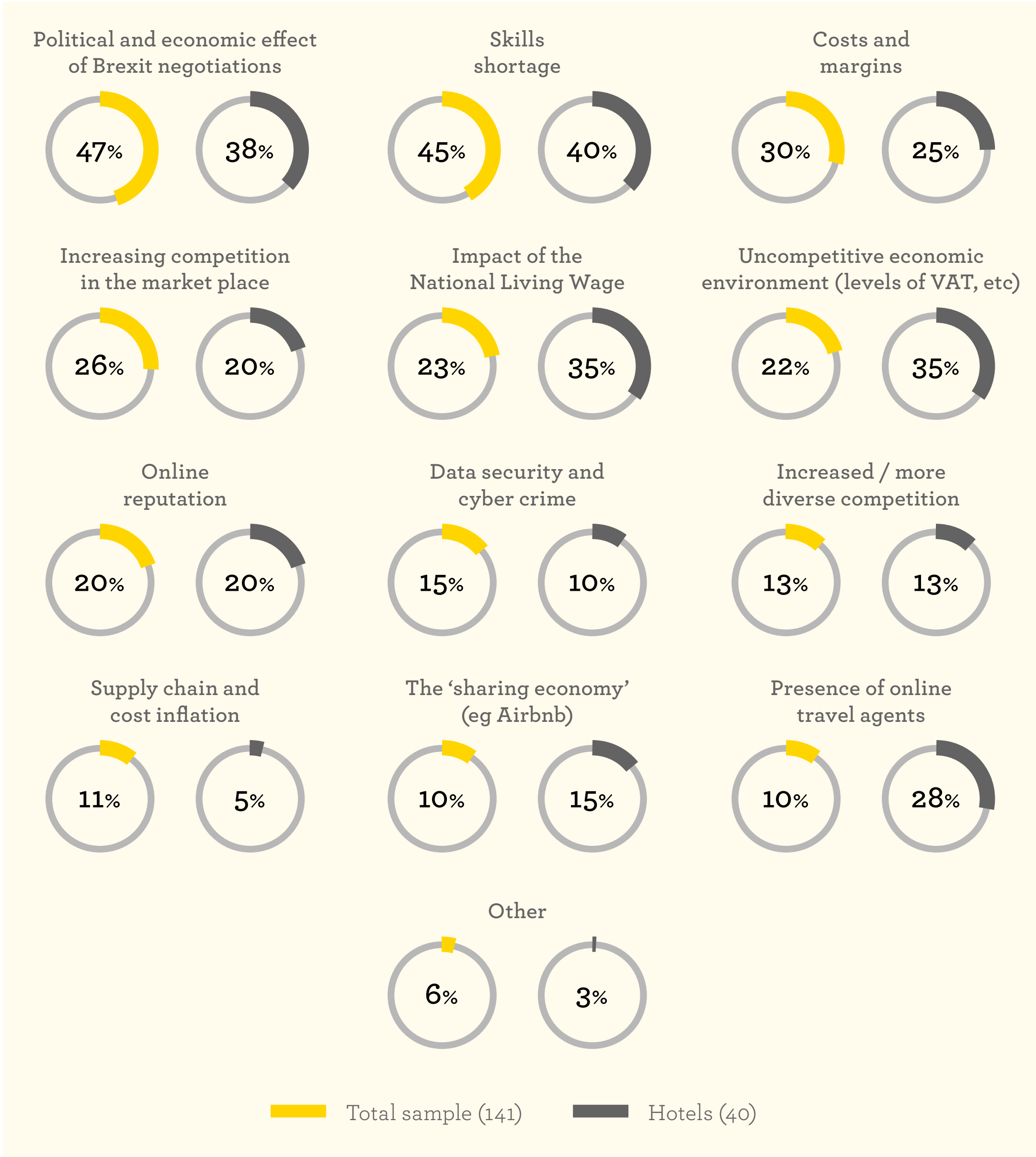


3. OPERATING IN THE HOTEL SECTOR: IMPACTS AND INFLUENCES

CONCERNS

Hotels raised Brexit as one of their top three concerns in relation to their business, but they also identified several other key concerns that they have, the main ones being:

- A skills shortage
- Impact of the National Living Wage
- An uncompetitive economic environment
- The presence of online travel agents

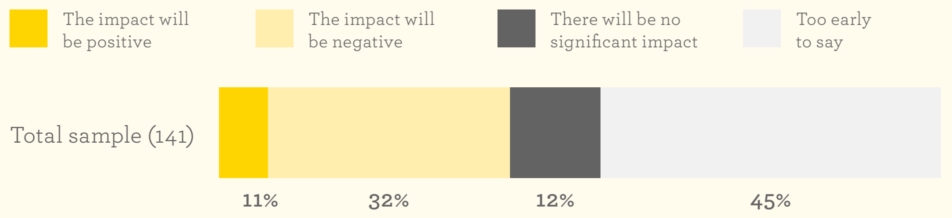


BREXIT

Even before we prompted respondents with the subject of Brexit and its impact, respondents raised it as a concern in considerable numbers. Based on our total research sample, almost half identified 'the political and/or economic effect of Brexit' as one of their main business concerns at present.

- However, Brexit appeared to be generating considerable uncertainty, rather than outright concern. Almost half of the total sample (45%) suggested that it was still too early to predict the likely impact of Brexit on the UK's hotel sector.
- However, amongst those who ventured a view on Brexit's impact, the balance of opinion is that Brexit will have a negative impact: 32% of the total sample held this view, compared to 11% predicting a positive impact and 12%, no significant impact.

On balance, how do you view the likely impact of Brexit on your sector?



- Uncertainty around Brexit prompted a number of specific concerns and key amongst these were:
  - The implications regarding European staff and hospitality business being able to retain these people
  - The impact on exchange rates and the value of the pound
- When asked about the plans they are making ahead of Brexit, almost 9 in 10 of our sample did not comment, suggesting perhaps that few businesses in this sector have yet to formulate plans. A small number claimed to have formed Brexit taskforces; others are forging stronger links with schools and colleges and some spoke of setting up EU-based businesses and/or office addresses.

EXCERPT EXAMPLES

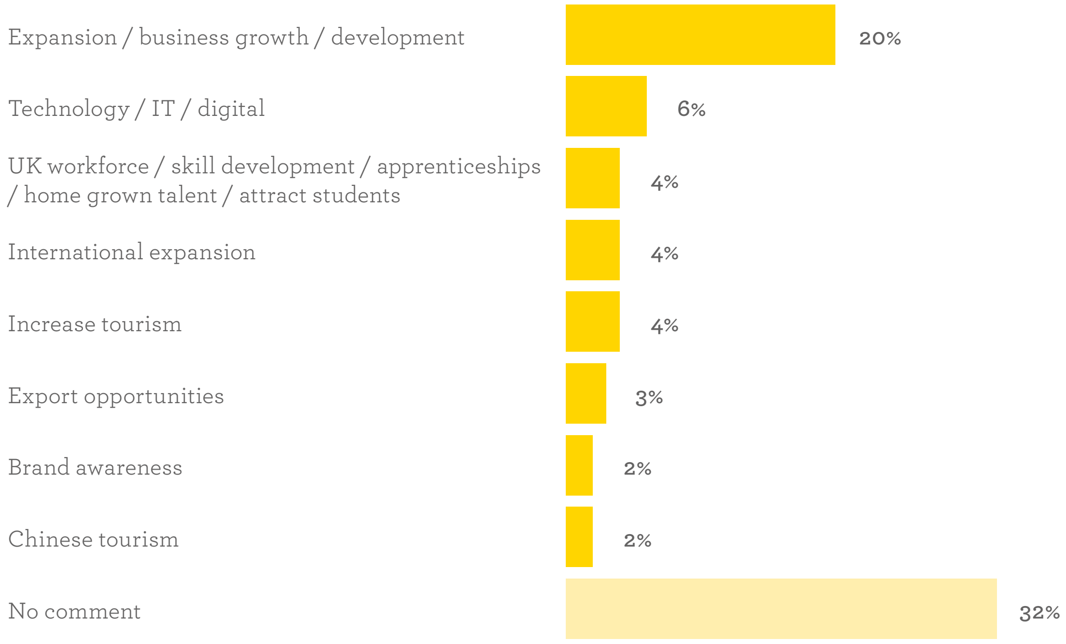
"EU nationals are already moving to other countries to work because they have seen the value of their wages decrease due to the low pound. It is unlikely that any new immigration policy will allow unskilled workers into the UK."

"We attract EU tourists. A decrease in the pound will increase visitors to us. Hopefully."

OPPORTUNITIES

- Asked about the opportunities which are likely to present themselves to the sector over the next 1-3 years, the sample identified a long list of themes. The following graphic breaks these down into individual topics but the overarching themes are clear:
  - Growth through **exploiting and optimising tourism opportunities**, including a focus on international tourists to the UK (and Chinese tourists especially)
  - **Building brand and profile** and, in general getting smarter about how they market themselves
  - Making the most of opportunities presented by **technology** – including developing a better online presence and services and investing in technology to support business operations
  - **Focusing on the workforce and developing skills** – especially in response to Brexit and the need to increasingly look towards UK workers

Opportunities for your business over the next 1-3 years. Base: Total sample (141)



Unprompted question with answers subsequently coded to categories. Only the main response categories shown.

EXCERPT EXAMPLES

"Firstly, the Apprenticeship Levy presents a very good opportunity to train and retain staff at low cost. Secondly, liaising with foreign travel agents to attract tourists by selling "the British lifestyle experience". Thirdly, Brexit is both an opportunity and a threat."

"Growing jobs in England and making hospitality more attractive to students."

"Investing in new corporate fundraising partners."

"Growing new international markets."

"Expansion to new UK food hub cities."

"Digital enablers and specialisation."

"The currency exchange rate and being perceived as a safe destination."

CHANGES SOUGHT

- Respondents were given the opportunity to suggest one change that, in their view would help to protect the industry. In most respects hotels and suppliers (as well as other audiences represented in our sample) identified similar themes.
- Hotels however were especially likely to suggest that a lower VAT rate would be the single change they would like to see. Responses once again point to the sample's post-Brexit concerns and in particular, the impact of Brexit on the workforce traditionally relied upon by the hospitality sector.

EXCERPT EXAMPLES

"Cut tourism VAT and gain more support from the government"

"We need a guarantee that the workers that are here will be able to stay."

"Increased work experience and teaching embedded in schools to develop awareness and employability skills."

"Reduce labour and visa restriction."

"Listen to the hospitality industry and protect it. Also give it a fair voice."

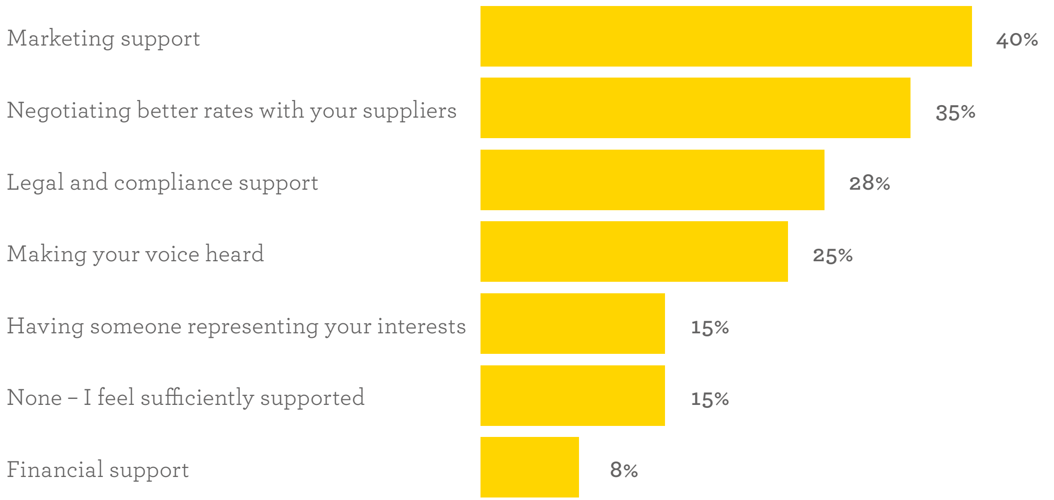
"Reduce the VAT within the hotel sector to increase growth and support jobs in the industry."

"I would reduce business rates for small businesses, as well as reducing the most recent set of duty raises."

REQUIRED SUPPORT

- Respondents representing hotels were presented with a list of areas in which they might potentially require support and were asked to select those which would benefit them most. All areas attracted some support but the most popular were marketing and help in negotiating better rates with suppliers.

Base: Hotels (40)



ABOUT NFU MUTUAL

Insurance that's all about your business

Whatever the profile of your business, from small independents to large national businesses, NFU Mutual insurance is all about you.

Mutual. It's a small word, but it means an awful lot.

In short, it means we're different. Different from lots of other companies in the way we're managed and how we operate. Unlike these businesses, we're owned and run both by and for our customers. So instead of making decisions based on shareholder's needs, we make them with your best interests in mind.

That's why we're so proud to offer a range of products designed to meet our customers' needs – from the boutique hotelier and the artisan producer that supplies them, right through to the most complex and largest organisations in the UK. We're recognised for our financial strength so our customers can trust us to deliver on our promises.

Regardless of the size of your business, there is so much to think about when you open your doors to your customers, from the comfort, health and safety of your staff and customers, to food hygiene, reputation and staffing levels. You may be at risk of business interruption through any number of issues - cyber attacks, damage to your property, the loss of a major supplier or customer, or the loss of a key person through illness. But you're not alone. NFU Mutual can help you plan for the unexpected and get you back on your feet should things go wrong.

We have a network of specialist local Agents who work extensively with the hospitality, food and drink manufacturing and retail industries - everything from local coffee shops and restaurants to the largest food producers and 'big four' supermarket chains in the UK.

Not only do they understand your industry, but they're also on your doorstep to provide a local personal service. They'll meet you face to face to build a personal relationship and understand your requirements. Only then will they advise you and recommend tailored cover. Agents are also supported by a team of experts – underwriters, surveyors, loss adjusters, even buildings valuation experts. Experts all accessed through one single NFU Mutual point of contact.

To keep business running smoothly they can recommend a wide choice of NFU Mutual products and services.

Business Insurance – We offer our commercial insurance products or can advise you on tailored cover to match your specific business needs. But whatever insurance you take we always guarantee a no quibble claims service.

Risk Management Services – Our health and safety consultants from NFU Mutual Risk Management Services Ltd are committed to providing the highest level of guidance and advice on health and safety within your business.

Financial Protection – We can offer a range of products from protection for loss of key person and director's liability to employee benefits such as pensions, succession planning and investments.

The right insurance starts with the right conversation. So contact your local Agent today by visiting **nfumutual.co.uk/branches**.

THE NEXT STEP

For more information and advice on a range of hospitality services visit **nfumutual.co.uk/business**.

Alternatively, you can speak directly to our Hospitality and Food and Drink Sector Specialist, Darren Seward, using the contact details below.

Email: Darren_Seward@nfumutual.co.uk
Phone: 01789 443 233

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NFU Mutual

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