



For immediate release: March 18 2020

James Foice, ASAP CEO, welcomes the UK Government's support for hospitality industry in face of COVID-19 outbreak

Following calls from spokespeople across the hospitality industry including ASAP CEO James Foice, UK Chancellor of the Exchequer Rishi Sunak yesterday announced a raft of financial measures which will help shore up the sector and keep the economy moving, during the Coronavirus pandemic.

Saying the government will do "whatever it takes" and will put the country on a "wartime" footing. Sunak unveiled an unprecedented £330bn loan scheme to support businesses, and another £20bn in direct cash support.

Importantly, Sunak said that he would give all retail, hospitality and leisure businesses a one-year holiday from their business rates bills, and confirmed that anyone with business interruption insurance will now be able to claim on this - even though government policy is currently to advise consumers not to go to pubs, bars and hotels, rather than stopping the premises opening at all.

James Foice, ASAP CEO, says: "It is good news that our UK Members and others in the wider industry are now able to save on business rates, and that they can also claim on any suitable insurance policies they have for the ongoing impact on their businesses.

"We see this as a sign of a supportive government realising the benefit of a healthy hospitality industry when it comes to rebuilding the economy post-Coronavirus.

"When travel restrictions globally are lifted, we definitely need to be ready to welcome the world back in."

– ENDS -

Further Media information:

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Background

ASAP: Association of Serviced Apartment Providers – <http://www.theasap.org.uk> - is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our serviced apartment providers own and operate over 100,000 properties globally. Our membership also includes 12 serviced apartment agencies committed to supporting and growing the sector.

ASAP also offers our directory staywithconfidence.com, the world's first directory for the Serviced Apartment sector. These Serviced Apartment Provider and Agent companies listed have all met a minimum standard of ISAAP Compliance and Accreditation giving assurance to the consumer that the required standards of safety, security and duty of care have been met.