

Beat the winter blues: Increasing profitability in the leisure and hospitality sector

As the economic downturn continues to bite and the winter evenings draw in, people are more inclined to rely on home entertainment than venture out and spend money.

So what can businesses do to grab the customer's attention and persuade them to part with their cash?

"It's essential that businesses raise their profile and boost the number of customers coming through the door," says Brian Pope, a partner at top 20 UK accountancy firm Kingston Smith LLP. "The internet is a good place to start when it comes to maximising your profile, but you also need to consider relationship management procedures, especially to secure a steady stream of valuable repeat business. Satisfied customers will provide repeat business, but you need a well-motivated workforce to make this happen. So you need to ensure you train, retain and incentivise your best staff.

"These are just some of the issues that you need to consider if you want to steal a march on your competitors in these difficult times," continues Brian. "Other factors include whether you are taking advantage of all your tax allowances and if you have established a legal structure for your business that is in line with your personal objectives."

Kingston Smith will be covering all of these issues in a seminar entitled '20 top tips for increasing profitability in the leisure and hospitality sector' from 10.30am to 12.15pm on Tuesday 24th November at the Holiday Inn, Brook Street, Brentwood CM14 5NF.

To book your place, contact:

Becky Honeysett
Tel: 01727 896014
Email: events@kingstonsmith.co.uk

PR enquiries:

Layisha Laypang
Tel: 020 7566 3574
Email: llaypang@kingstonsmith.co.uk

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