



Chris Ray, Chris Pearson and Mike Anderson

Bring in the experts

Hospitality Audit Services can help Cumbrian hotels and guest houses thrive

Hospitality Audit Services is going from strength-to-strength and wants to offer its expertise to hotel and guest house operators in Cumbria.

Founded in 2012 by Chris Pearson, the firm has visited more than 500 hotels across the UK and Europe.

It works with some of the largest owner-operator and asset management companies in Europe and wants to help smaller local businesses in the hospitality sector.

Mr Pearson, of South Cumbria, said: "We have worked with hotels operating under some of the industry's most prestigious brands and we feel our expertise can help smaller local hospitality businesses improve their cash

flow, cost control and revenue generation. I am extremely proud to live in Cumbria and the county has some of the best small hotels, public houses, guest houses and B&Bs. We can offer them our

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management accounting services to make sure they are performing to the best of their abilities."

Hospitality Audit Services carries out financial, operational and commercial audits, plus other services, including

writing operating procedures, finance support, test purchasing and brands standards checks. They also help smaller hospitality businesses to reduce costs and improve profitability.

In 2016/17, Hospitality Audit Services visited more than 150 hotels carrying out financial and operational audits, mystery guest visits, investigations and writing standard operating procedures.

Mr Pearson, who has worked for Thistle Hotels and Mint Hotels, said: "All hotel companies need a strong hotel audit function to check compliance with company standards, evaluate any risks to the business and to provide a check against fraud and malpractice. While audits are not really suitable for smaller establishments, we can use this experience to help smaller local hospitality





providers in the day-to-day management of their businesses. Outsourcing your internal hotel auditing and management accounting requirements to a hotel audit contractor allows for your business, no matter how large or small, to have access to very experienced industry professionals.”

Meet the team

Mike Anderson has 35 years’ experience of the hotel and catering industry. He is an associate consultant of Hospitality Audit Services. Dealing with hotel finance and operations, he has worked with major hotel operators across the world and most recently, a catering services company in the Middle East, north and west Africa.



Chris Ray is an experienced hotel finance manager, with several years’ experience working with large hotel groups.

He has worked for City Inn (Mint Hotels), Principal Hayley Hotels and Conference Venues and most recently as group financial controller for Legacy Hotels & Resorts, overseeing 19 hotels.

Sarah Spalding has worked for Hilton Worldwide for more than 30 years. Her most recent role was cluster director of finance for South West



England, overseeing seven four-star hotels.



Sue King is an experienced business development manager and has extensive knowledge in revenue management, involving yield management, pricing and forecasting. She has worked with Hilton Hotels Worldwide for more than 30 years.

Sharon Davis has more than 30 years of experience in the hotel industry. She has worked at senior level for hotel brands such as Hilton, Marriott, IHG and independently owned properties.



Duncan Cameron is a guest journey and quality specialist who has consulted at more than 2,000 hotels, restaurants and coffee shops working with some of the most prestigious hospitality brands in the world. He has been involved in major projects the UK and Europe with leading brands such as Marriott, Premier Inn, Costa Coffee and Hilton.

Shirley Newman MSc, MCIWM, AIEEMA is a Chartered Waste Manager and an Associate Member of the Institute of Environmental Management and Assessment (IEMA). She has more than 10 years’ experience as an



environmental manager with experience of waste management, environmental auditing and training design and delivery. As a registered trainer, she delivers waste awareness certificate workshops on behalf of the Chartered Institution of Wastes Management.

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