

# \*\*\* Press Release \*\*\*

The Swan Inn – Hanley Swan – 14<sup>th</sup> June 2021

As many of you may have read in the media and online, no shows and last-minute cancellations are one of the biggest issues facing our industry. It follows on from a period where most restaurants and pubs have been unable to open for 10 months out of 14.

It's an issue which is becoming worse. We are one of the very few things that you can now order, book, or buy in advance where either your card details or a deposit aren't required. Recent reports say that as an average around 20% of bookings fail to turn up, with some venues experiencing up to 30%. As a business this is unsustainable and can't carry on.

Here at The Swan, we have been desperately trying to avoid having to take card details at the time of booking for the last four years. Sadly, we can no longer ignore it. As a hospitality business it's our job to be welcoming, and this goes against all that we are. It feels terrible that all our fantastic, lovely customers have to pay the price for those who don't show up. But the reality is that the only alternative is to increase our prices to cover the losses of those that fail to attend. And that really wouldn't be fair.

As of today, all our bookings will need to be made online through our website and you will need to enter your card details to complete the reservation. No money will be taken, and we have partnered with STRIPE, one of the worlds largest and most secure payment platforms in the world. Millions of businesses already use their services globally.

For those who then don't show up or cancel with less than 24hours notice a charge of £20pp at lunch and £30pp at dinner will then be made to their card automatically.

This is a big decision for us as a family-owned small independent pub, but one we have thought carefully about. We know that all our lovely customers both old and new, will understand the situation we are faced with in these incredibly challenging times for the hospitality industry.

The Team at The Swan