

Alan Boswell Group secures hotel insurance deal with Ramada Encore



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Industry: [Financial](#)

Press Release Summary: The Alan Boswell Group has secured a deal to provide New World Hotel Operations with extensive insurance as they develop hotels under the Ramada Encore hotel brand



Press Release Body: **The Alan Boswell Group**, one of the UK's leading regional insurance brokers and independent financial advisers, has secured a deal with New World Hotel Operations to provide insurance for the company as they develop and operate multiple hotels under the Ramada Encore hotel brand.

New World is currently converting former offices at the NEC in Birmingham into a 166 room hotel and **Alan Boswell Group** has arranged a policy to cover the refurbishment including the buildings, property owner's liability and advance loss of revenue. Further [hotel insurance](#) cover will be implemented for the hotel operation itself, upon completion.

First approached by **New World Hotel Operations** in September of 2007, the **Alan Boswell Group** was asked to arrange insurance for the **Ramada Encore Haydock**, a newly built 102 room hotel located between Manchester and Liverpool. Despite competition from other brokers, **Alan Boswell Group's** highly competitive, but comprehensive programme - underwritten by a global insurer - secured them the deal.

The successful implementation of the programme has led to the **Alan Boswell Group** securing deals to provide [hospitality insurance](#) for **New World Hotel**

Operations' series of new hotels, coming soon to cities including Glasgow, Cambridge, Crewe and Barnsley.

Jon Preston, Account Executive in Alan Boswell Group's hospitality insurance division is very pleased with the deal secured with New World: *"We were delighted to be appointed as insurance brokers to **New World Hotel Operations** and to be involved with their exciting plans to develop and operate hotels under the prestigious Ramada Encore brand. Over the last few years we've made a considerable investment in building up our expertise in the hospitality and leisure sectors. The **New World** arrangement is the one of a series of recent high profile deals where our commitment to finding the right business insurance solutions for our clients has paid off."*

Gordon Cutler, Director of New World Hotel Operations Limited, also commented on the recent collaboration with the **Alan Boswell Group**: *"We appointed **Alan Boswell Group** as our [insurance brokers](#) on the basis of highly competitive terms quoted for hotel insurance cover on the **Encore Haydock** and the professional but personal service offered. We have been impressed by their ability to work quickly with insurers and our various partners on these complex projects to make sure that the cover provided exactly meets the requirements of all concerned."*

About Alan Boswell Group: **Alan Boswell Group** is one of the UK's leading regional insurance brokers and independent financial advisers with over 150 staff based in Norwich, Attleborough and Bury St Edmunds. **Alan Boswell Group** is a founder member of the Institute of Insurance Brokers. We're also members of the British Insurance Brokers Association and offer a range of services, from landlords insurance and [business insurance](#) to investment advice and mortgages.

About New World hotel Operations Ltd: **New World Hotel Operations** is a hotel development and management company which has a franchise from **Wyndham Hotel Group** to develop and operate multiple hotels in the UK under the **Ramada Encore** brand. **Wyndham Hotel Group**, is part of **Wyndham Worldwide**, and provides nearly 6,500 hotels and 541,000 hotel rooms on six continents. **New World** is involved in various joint ventures with major contractors and developers, involving building or re-developing hotels for the **Ramada Encore** brand.

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