Guest Security & Privacy – Hospitality Stats and Facts



FACTS

Here are some key hazards associated with guest security and privacy at hotels:

1. **Physical Security Threats:** Hotels must protect guests from unauthorized access and potential criminal activities. Inadequate security measures, like poor lighting, lack of surveillance cameras, or insufficient security personnel, can make guests vulnerable to theft, assault, and other crimes.
2. **Data Privacy Concerns:** Hotels collect personal information from guests, including contact details, payment information, and sometimes even passport data. If this information is not properly secured, it can be susceptible to data breaches, leading to identity theft and financial fraud.
3. **Room Break-ins:** Lack of secure locks, malfunctioning key card systems, or easy access to master keys can lead to unauthorized entry into guest rooms, posing risks to personal safety and property.
4. **Surveillance and Eavesdropping:** Guests expect privacy in their rooms and throughout the hotel premises. Unauthorized surveillance or eavesdropping can infringe on this expectation, leading to legal issues and damage to the hotel's reputation.
5. **Cybersecurity Threats:** With the increasing reliance on digital systems for bookings, payments, and access control, hotels are targets for cyber attacks. Guests' personal and financial information can be compromised if the hotel's network is not secure.
6. **Social Engineering and Scams:** Guests can be targets of social engineering tactics, where scammers pose as hotel staff or affiliated entities to extract personal information or money.

STATS

- The global hotel industry spends billions of dollars annually on security measures to ensure the safety of guests and employees. According to estimates from industry reports, security expenditure typically ranges from 1% to 3% of a hotel's total revenue.
- Many hotels invest in training programs for their staff to enhance security awareness and response capabilities. According to a survey conducted by the

American Hotel & Lodging Educational Institute, around 90% of hotel operators reported providing security training to their employees.

- According to the U.S. Bureau of Justice Statistics, hotels and motels are among the top locations for property crimes such as theft and burglary.
- Hotels around the world are not being razed to the ground on a weekly basis. Having said this, hotel violence happens every month, globally. The World Economic Forum's "Travel and Tourism Competitiveness Report, 2017" recently asserted, regarding tourism and hotels, that, "geopolitical insecurity is the new normal."
- At the same time, STR Global reports that the hotel sector has expanded 17% over the past decade.