

# HOTEL CRIME

## AND ITS COST TO FRANCHISEES

Over 53,000 crimes occur in hotel rooms per year, 15% of which are violent<sup>1</sup>. Though it is estimated that one crime occurs daily in any big-city hotel<sup>2</sup>, limited security staff and the absence of security cameras on many guest room hallways often make the discovery of perpetrators nearly impossible<sup>3</sup>.

» [View crime statistics in your area.](#)

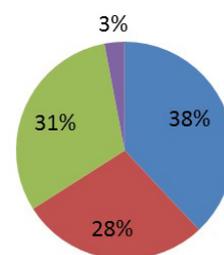
Understanding patterns of hotel crime is the first step to preventing them. According to a study of crimes reported in Miami-Dade County's 466 hotels, more crimes occur in the afternoon (12pm-9pm) than any other time of day, though a significant portion of crimes also occur in the morning (6am-12pm) or at night (9pm-6am). The plurality of victims in the study were in their 20s, with each ascending age group experiencing fewer incidences of victimization. Men were victimized at a rate 33% higher than women.

While most hotels do not report on crime statistics, and law enforcement does not distinguish between a crime at a hotel and a crime at a private residence, rating sites like Yelp and Google, as well as social media, make self-reporting customers more visible than ever. Studies show that 88% of consumers trust an online review as much as a personal recommendation, which can make criminal incidents extremely damaging<sup>5</sup>.

### MALICIOUS PEEPING: THE DIGITAL-AGE THREAT

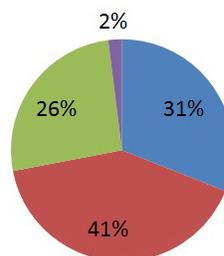
While many crimes against hotel guests involve property loss, incidences involving peeping have the potential for permanent psychological damage, as one federal judge who ruled on such a case described<sup>6</sup>. The matter can be

### LOCATION OF CRIME



- In hotel room
- Outside hotel room (in hotel)
- Outside hotel
- Unknown

### TIME OF CRIME



- Morning-Noon
- Afternoon
- Night
- Unknown

<sup>1</sup> Bureau of Justice Statistics

<sup>2</sup> USA Today

<sup>3</sup> USA Today

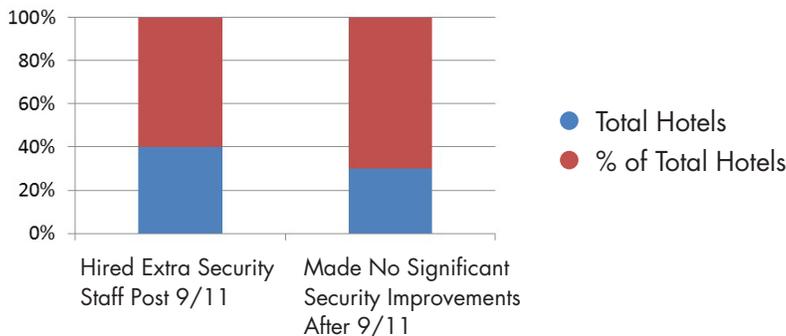
<sup>4</sup> Electronic Journal of Hospitality

<sup>5</sup> Bright Local

<sup>6</sup> ESPN.com

compounded when a guest is filmed surreptitiously, especially if the video ends up on the internet.

One such case occurred in 2011, when a male guest staying in a major Milwaukee hotel chain filmed his female neighbor from outside the room through the door viewer, which he had secretly modified. The video went viral, leading to a major investigation that put the victim's career and sense of safety at risk. The victim sued the hotel chain for \$1 million, ultimately resulting in the franchise location's closure<sup>7</sup>.



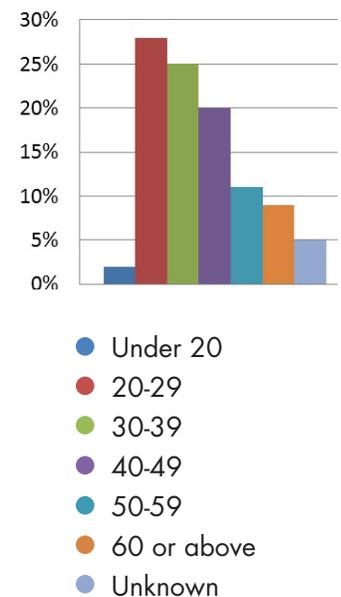
Though the case was disturbing, the details suggested an even more alarming need for heightened security:

- The spying equipment used by the perpetrator cost less than \$600 to procure<sup>8</sup>.
- The perpetrator allegedly filmed 16 other women in their hotel rooms without their knowledge<sup>9</sup>.
- Reverse door viewers, meant to allow law enforcement to safely enter a residence, are sold online to consumers for less than \$15.
- Following the incident, staff found that guests had used paper, tissues, and even Band-Aids to cover their door viewers<sup>10</sup>.

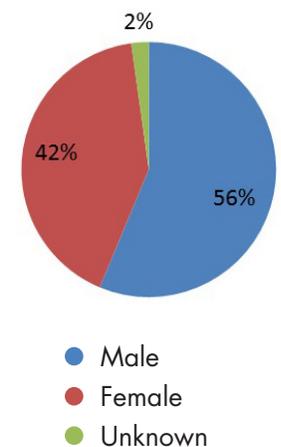
### HOTEL CRIME FACTS:

- » More crimes occur in the afternoon than any other period of time.
- » Law enforcement makes no distinction between home invasions and hotel room invasions.
- » Foreign visitors are 6x more likely than American visitors to be victims of robbery in a hotel setting.
- » Americans are more likely to be victims of burglary than foreigners.

### VICTIM BY AGE



### VICTIM BY GENDER



<sup>7</sup> Biz Journals

<sup>8</sup> Deadpsin.com

<sup>9</sup> ESPN.com

<sup>10</sup> TMZ

<sup>11</sup> Electronic Journal of Hospitality

## THE DOOR VIEW MANAGER™

The Door View Manager™ is an innovation in hotel safety that aims to prevent malicious spying, tampering, and intrusions, protecting you from litigation and negative press that may result. It combines the door viewer, the hang tag/key card insert, and a welcome message in one easy-to-install piece of hardware.

### SECURITY FEATURES

- » Privacy Shutter defaults to closed position, protecting against reverse peephole viewers.
- » Wide facade prevents door viewer reversal and tampering.
- » Four customizable messages to hotel guests and staff prevent accidental intrusions.
- » Display message can be changed without the guest having to open the door.

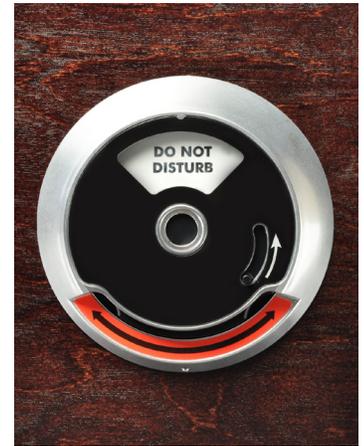
The Door View Manager comes in five standard finishes to match nearly any hotel décor. The messages, as well as the face, are fully customizable, and can accommodate a welcome message, door number, or any other message.

## CONCLUSION

Many hotel managers are familiar with the prominent paradox of the hospitality industry in recent years: guests want to feel secure without being subjected to extra security measures<sup>12</sup>. The use of paper, tissues, and other makeshift items for blocking the door viewer after the peeping incident described above speaks to guests' demand for heightened security<sup>13</sup>. The fact that 60% of hotels hired no additional security staff after 9/11, and 30% of hotels made no security improvements whatsoever, speaks to the fact that hotels are not meeting these demands<sup>14</sup>. The Door View Manager™ provides an innovative, unobtrusive approach to security in the digital age.

To learn more about the Door View Manager™, please call 815.459.6000.

## INSIDE DOORVIEW MANAGER™



## OUTSIDE DOORVIEW MANAGER™



<sup>12</sup> The Caterer

<sup>13</sup> TMZ

<sup>14</sup> Electronic Journal of Hospitality