



# PROTECTION OF CRITICAL ASSETS IN THE HOSPITALITY INDUSTRY

The security of overseas assets, the safety of the personnel who keep them running, and the well-being of the guests becomes increasingly important as the terrorist threat spreads around the globe. Gerard Group International offers the hospitality industry a strong, intelligence-led program of risk assessment and security solutions to help evaluate the local environment, assess vulnerabilities, and secure overseas assets.



In today's world of proliferating terrorism and heightened security concerns, decision-makers are faced with a grim, new reality: hotels and convention centers are increasingly vulnerable to attack by radical groups who use terror as their strategy of choice. Attacks against hotels in Bali, Amman, Taba, Cairo, Islamabad, and Mumbai should provide hoteliers a serious warning that no region is immune and no hotel is completely safe.

Pro-active safety and security planning is now an essential part of operations. From customer and personnel safety to facility damage and serious liability issues, hotels face new and difficult challenges that must be addressed today to minimize vulnerability in the face of the unthinkable.

Gerard Group's all-hazard security and protection program provides our clients with a comprehensive analysis of the region, a total vulnerability assessment, and preparedness program that includes emergency response and process improvement to enhance safety and security. We help our clients identify areas of vulnerability and close security gaps, increase personnel and customer safety, lower risk and liability, and optimize response in the event of a catastrophic emergency.

Gerard Group provides an outstanding team of experts and a highly customized program designed to meet the special needs of each facility and the security concerns of management.

# ASSET PROTECTION PROGRAMS

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The number of terrorist attacks against hotels throughout the world over the last few years has underscored the need to assess each location and provide security solutions for both the facilities and the people who populate them.

Using the resources of our own Intelligence Center, the Asset Protection Program for the hospitality industry is based on current intelligence and provides a thorough evaluation of the locality, and reliable, practical solutions to close vulnerability gaps, train staff, and protect assets and personnel.



## COUNTRY ASSESSMENT

16 discreet categories and over 170 data points form the basis of our assessment of the local environment. We provide our clients with detailed, intelligence-led information that helps them understand how various diverse but potentially impacting factors will support or threaten the security of the designated facilities. Included in these categories are: the latest information about a terrorist threat and the most likely methods of potential attack; latest intelligence on specific terrorist or other threats to the parent company or facility; and terrorist activity in the region; defining characteristics of law enforcement and security services, communications, infrastructure, economy, and infrastructure; and areas of potential support and protection. The deliverables provide an in-depth assessment of the current threats and prevailing trends that may either put the facility at risk or provide a more secure environment for ongoing business activities. The resulting report will identify specific vulnerabilities and risks, analyze the levels of risk and exposure for each, provide prioritized list of the requirements for mitigation.

## FACILITY RISK AND VULNERABILITY ASSESSMENT

Every hotel and convention center has a unique profile and equally unique vulnerabilities. Gerard Group uses the latest intelligence relating to the current strategic and operational threats and applies this knowledge to address risks and vulnerabilities. This program is designed to go beyond the basic standards of safety and security. We provide a comprehensive response plan that addresses the current credible threats as they relate to the distinctive characteristics of each facility and the environment in which it is situated. The assessment report includes a comprehensive analysis of the risks and vulnerabilities of both the building and the human processes (including such issues as facility access procedures, communications, hiring and screening processes, emergency response policies, and existing training programs). We provide our client with a detailed report with prioritized recommendations for closing vulnerability gaps and strengthening facility security.

## GERARD GROUP'S UNIQUE QUALIFICATIONS

Gerard Group's expert teams of professional analysts and assessors are both knowledgeable and experienced regarding the special requirements of the hospitality industry. They bring many years of experience, and provide practical, intelligence-led solutions, while being always mindful that the hotel's first responsibility is to its customers and that its security plans must be transparent and unobtrusive.