

Survey shows most travelers view CCTV systems as a welcomed security upgrade

80% are willing to pay more for heightened safety

Closed-circuit television surveillance, specifically designed for the hospitality industry, is both easy to afford and operate, and built to provide the perfect blend of security and discretion.

Atlanta — CCTV systems are being embraced by hoteliers and guests alike across properties of all sizes and types, in all locations, for their proven ability to deter and document Crime. "I hate to say it, but before Sept. 11th most guests viewed CCTV cameras as a sign that a property had questionable security at best," said an owner/operator of six hotels. "It was thought by many at that time that the number of security cameras a hotel had was directly proportional to the level of crime in the area. Post-9/11, we as an industry, and our valued guests, have heard the worldwide security wake-up call."

According to a survey conducted recently by an Atlanta-based hospitality architect, travelers welcome and are willing to pay more for heightened security. Specifically, the study found that three-quarters of today's travelers want closed-circuit television (CCTV) surveillance cameras installed in hotels' corridors. An amazing 88 % said they are willing to pay more per stay if additional safety and security solutions, such as CCTV systems, are deployed.

"CCTV is a must-have layer of security protection for hotel owners and operators and their valued employees and guests," he said. "No longer is it a question of whether or not to install CCTV cameras, but rather when to install." CCTV surveillance solutions serve as both proactive and reactive security measures, helping to deter crime and give guests and hotel owners/operators peace of mind. "There's no doubt that today's guest perception is that properties that don't have CCTV cameras lack fundamental security measures," he said." If you don't have cameras, you run the risk of losing once-loyal guests to your close competitors 'who have seen the CCTV light' so to speak — not to mention insurance and legal liabilities with regard to taking reasonable steps to protect your property's people (both guests and employees) and assets."

The bottom line, he said, is that hoteliers need to put guest safety in the forefront and CCTV security systems in the center of their operations.