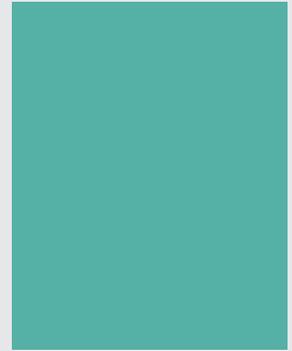
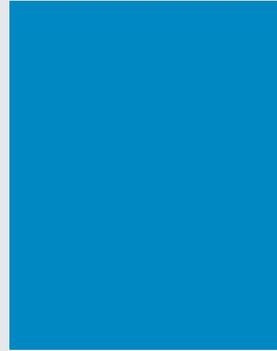


Shield Hotels Group



Meeting unique hospitality security needs in New England.

Challenge

The Howard Johnson in Holyoke, Massachusetts is a 210-room hotel that offers a great location as well as amenities that appeal to guests on business and vacation. The hotel, however, also participates in a state-run program that provides immediate housing for at risk populations; in this case, families or expectant mothers who need help with transitional housing.

"Primarily, this is a program to protect children," explains John Redmond, Shield Hotels' Vice President.

While the hotel staff could manage the program when it was 10-15 rooms, as the program grew they had neither the personnel nor the training to handle the needs of the transitional guests. In addition, the hotel management also needed to balance the program needs with the safety and comfort of the hotel's paying guests.

Solutions

Round-the-Clock Coverage

While the presence of uniformed security is in itself a deterrent, Securitas officers are also able to help defuse tense situations and keep personality conflicts from getting out of hand. Officers are also trained as first responders in case of emergency situations, which benefit both hotel populations and can limit the amount of time local police, fire or ambulance need to be called.

Access Control

This was significantly tightened throughout the whole property. Cameras were added and monitored onsite. As the program expanded, the decision was made to provide the transitional guests with their own lobby and to section the hotel into two distinct areas, which more clearly defined the security needs.

Regularly Performed Patrols

This helps keep loitering around the property to a minimum and to help keep the hotel properly secured. SecuritasConnect tablets help officers document their patrols and record incidents. Hotel staff receives instant reports so that they can stay on top of potential issues, and can change post orders as needed. Additionally, the officers post orders are designed to capture the data required by the state programs.

"Because of what's happened here, I've asked Securitas to answer different needs at our other hotels."
John Redmond, Shield Hotels' Vice President

Results

The program now includes over 100 rooms of the hotel, but Redmond reports that calls to local law enforcement have decreased as the Securitas officers are able to address issues in-house. "We've established a better relationship with the police department, and helped improve their perception."

Securitas USA has also helped the hotel stay on top of documentation. Not only does this keep them in compliance, but it also means that when they need the state to intervene in a particular situation, a paper trail is already in place. "If we don't document a problem, the state can't respond." SecuritasConnect helps capture this information as part of daily patrols and incident reports.

The hotel is scheduled for an extensive renovation, which will involve demolition and new construction. "As we go through redevelopment, our needs will change," notes Redmond. Securitas USA is working hand-in-hand with Shield Hotel's management to provide coverage for the program residents, hotel guests, as well as protection of the construction site and materials.

