International Hotel & Restaurant Association

60 Years of Service to the Global Hospitality Industry
Natural Disasters are....

- Destructive and tragic events that harm people, the environment, and economies.
- Alter lives. Personal tragedy through injury or loss of loved ones.
Crisis and Disaster Preparedness and Management in Hospitality Industry

Presented by Avi Rosental, Director General, IH&RA
Hospitality Industry is especially vulnerable to disasters & crisis. It is a soft target for terror groups.
The Hospitality Industry

- We invest heavily in marketing campaigns and customer relationship management to foster customer Loyalty. This huge investments can be destroyed in hours, if our guests are not given the protection and help they expect in a time of need.

A WORLD OF BUSINESS BENEFITS
<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>China P Rep</td>
<td>31</td>
</tr>
<tr>
<td>India</td>
<td>30</td>
</tr>
<tr>
<td>United States</td>
<td>16</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>13</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>12</td>
</tr>
<tr>
<td>Pakistan</td>
<td>11</td>
</tr>
<tr>
<td>Vietnam, Indonesia, Romania</td>
<td>10</td>
</tr>
<tr>
<td>Iran (Islam Rep), Russia</td>
<td>9</td>
</tr>
<tr>
<td>Haiti</td>
<td>8</td>
</tr>
<tr>
<td>Mexico, Turkey</td>
<td>7</td>
</tr>
</tbody>
</table>

**Top 10 Natural disasters by number of deaths - 2005**

<table>
<thead>
<tr>
<th>Event</th>
<th>Country</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earthquake, October</td>
<td>Pakistan</td>
<td>73,338</td>
</tr>
<tr>
<td>Hurricane Stan, October</td>
<td>Guatemala</td>
<td>1,513</td>
</tr>
<tr>
<td>Hurricane Katrina, August</td>
<td>United States</td>
<td>1,322</td>
</tr>
<tr>
<td>Earthquake, October</td>
<td>India</td>
<td>1,309</td>
</tr>
<tr>
<td>Flood, July</td>
<td>India</td>
<td>1,200</td>
</tr>
<tr>
<td>Earthquake, March</td>
<td>Indonesia</td>
<td>915</td>
</tr>
<tr>
<td>Flood, June</td>
<td>China, P Rep</td>
<td>771</td>
</tr>
<tr>
<td>Earthquake, February</td>
<td>Iran, Islam Rep</td>
<td>612</td>
</tr>
<tr>
<td>Measles Epidemic</td>
<td>Nigeria</td>
<td>561</td>
</tr>
<tr>
<td>Flood, February</td>
<td>Pakistan</td>
<td>520</td>
</tr>
</tbody>
</table>
Causes of Attacks

- Wars
- Social Conflicts
- Terrorism
Health Crisis

- Epidemics such as SARS or Bird Flu are dominated by emotional aspects.
- Dealing with Epidemic crisis is very difficult and it's hard to predict its outcome.
- It's up to Local Government as well as the International Organizations to handle this matter.
“..despite the continuing large number of global threats, their impact on international tourism is tailing off..”

Mr. Francesco Frangialli, WTO
Direct & Indirect Impact

**Direct**
- Hotels damages
- Docks/Marinas
- Landscaping
- Restaurants
- Transportation vehicles
- Cultural attractions
- Historical museums

**Indirect**
- Occupancy rates
- Lower tourist expenditure
- Lower tax revenue
- Cost of promotions to counteract negative image from media
- Causing unemployment
It is our policy in the event of a disaster to:

- Protect our guests and employees
- Limit the property loss
- Communicate & Restore the hotel to normal operations quickly and safely.
STAFF TRAINING

IMPLEMENTED SECURITY ENHANCEMENTS

WHAT WE DID

THREAT LEVEL SYSTEM

PLAN BY STAGE OF DISASTER

WORLD OF BUSINESS BENEFITS
IH&RA Member Hotels
Risk Management
Security Enhancement

- Digital CCTV
- Vehicle checkpoint
- Established checkpoints at entrances
- Barricades were installed
- Metal detector screening all
- Luggage screening
- Limited times for deliveries
- Laminated Glass
• Threat Level Low
• “Green”

• Review bomb threat, evacuation plan, & fire procedures with staff
• Background checks on Employees
• Stationing Security guards at hotel entrance
• Security patrols of interior
• Electrical, boiler and pump rooms secured
• Round the clock monitoring of CCTV
• All visitors to pass through metal detectors
• Restricting parking near the hotel
• Inspecting all vehicles driving up to the hotel entrance
• All staff go through a Loss Prevention training
- Threat Level High
- “Orange”

- No storage of luggage unless inspected
- Entrance doors restricted to minimum
- Parking / Garage close to hotel restricted
- Security patrols around the clock
- Restriction of photo taking or video recording
- Current lists of Employees and guests updated to head office
- No vendor allowed into hotel without a hotel employee escort
Threat Level Severe

"Red"

- Metal detector screening of all persons entering hotel
- Guest’s luggage inspected
- Identification required and recorded for all vehicles entering parking lots
- No vehicles unattended around hotel
- All vehicles inspected prior to entry in parking lots
- Parking beneath the hotel is not allowed
- Emergency items at hand (Flashlights, batteries ..etc.)
- No luggage storage
Hotels Disaster Management Planning

- Post Crisis
- Pre Crisis
- During Crisis

A WORLD OF BUSINESS BENEFITS
By taking proactive safeguards, rather than reactive measures, the hospitality industry can minimize risk efficiently and cost effectively. The important point is not to wait until a major crisis occurs. The time to assess risks and build security and crisis management systems is before—not after—a crisis.

Thank you