

MALICIOUS BITES

Security and Residences

Malicious Bites: Our Malicious Bites Series includes podcasts and short coffee-break reads. In this edition, Jerry Smith, Head of Advisory at CHC Global shares some thoughts on the security considerations associated with residences, an increasingly popular concept among luxury hotel providers.

Luxury hotels and top-end hospitality businesses have always had to evolve to keep abreast of changing client needs and ensure they are providing a service that remains over and above the main-stream offer. As services change, so too must the security strategies designed to keep clients safe.

One of the key developments we have seen of late has been the increase in popularity of residences within the luxury hotel sector. In fact, this was also one of the key panel discussions during the May 2022 Berlin International Hospitality Investment Forum. There are now estimated to be over 400 branded residences worldwide*, with big-name luxury brands also entering the market alongside hotels. With these new style accommodations of course come a whole range of new security related considerations.

Owners and operators now need to consider how to secure the typically more 'open' environment of residences and their environs. Preserving the aesthetics of a luxury setting and ensuring that security is discreet can often be at odds with the countermeasures that need to be put in place to keep guests and staff safe, and to reduce the risk of a significant malicious incident. Overt and unattractive security measures are likely to have a negative impact on the guest experience, that is not to say that effective security is not a selling point. In this increasingly unstable world, security continues to be a key priority amongst guests and family offices, especially at the higher end of the market.

Along with physical security countermeasures deployed to deter, detect and delay a security event, organizations now have a range of technologies available to effectively monitor and provide situational awareness should the worst occur. The key in such crises is to enable leadership to make and record informed decisions to not only limit the immediate impact, but also speed up the response and improve the recovery

process. Such responses are a crucial element of any reputational fallout that can otherwise be spread over social media in a matter of minutes, something we have all witnessed all too recently.

As ever, it is always worth ruminating that even with all the technology, tools and systems, effective malicious risks management comes down to people – the venue’s security team, their knowledge, capability and experience. While remembering that their skills and delivery can be enhanced by regular training and rehearsal and ensuring there is an embedded culture of “organizational learning and development”.



As the risk of appearing trite, it is worth retelling the apocryphal story of a security reviewer that noted that whilst a property had an access control barrier at the entrance to the parking lot, there was no equivalent at the exit. When questioned, the responsible staff member responded that the property operated a one-way system, and that the vehicle exit was clearly marked with a ‘no entry’ sign. Not considering that a perpetrator, intent on undertaking a malicious attack, would simply ignore the signage. So, no matter what, the sector should continue to invest in capable and motivated staff who will ultimately decide the success of future venture.

To find out more about the work we do with luxury hotel brands please do get in touch by emailing info@chcglobal.co.uk.

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[*Hotel Living: How Hotel Residences Are Changing Tourism \(forbes.com\)](#)