



# Valets, Bellhops & Concierge

## *Frontline Hotel Ears & Eyes!*

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

After 9/11, I was the Keynote speaker at a major security event for the Florida Tourism Board. This was a meeting of those that controlled the total tourism picture of what Florida would have to enact after the terrible Twin Towers attack. How the vacationing public would react regarding security thereafter and what steps would be required.

Never had we seen such an attack and there was a numbness toward what steps would be accepted by the tourism trade and what major steps the public would demand.

**REMOVE THE  
FEAR FACTOR &  
INCREASE THE  
COMFORT ZONE**

That is where I created this byline that had to be front and center for all staff within a facility and enacted by owners and managers.

Not just words but planned actions in the line of sight of hotel guests. Nothing better than the people who greet you when you arrive at a hotel or vacation resort, the valets, bellhops, and concierge.

These frontline people have the initial connection with guest and visitors who enter a facility, especially a hotel as there is always just one major entrance for all to pass through. Casinos are a little different with multiple entrances and today must consider pipelining entrances to concentrate on security measures.

My security points back in 2001 are as relevant today and have only been placed on the backburner because of our overall complacency.



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Valets, bellhops and the concierge are the key when trained to observe all that exit a vehicle, open the trunk and expose their luggage and carry-in baggage. The aroma of the truck when the trunk lid is opened is so important if chemicals or other materials have been transported over a period of time. Yes, we are talking explosives, they have a very distinctive odor and if hidden by cheap perfume, still stand out!

Conversation, mannerisms, profuse sweating and other characteristics are other and important observations that frontline must be trained for. *Nothing must be left to chance!*

Yesterday, I was on Brian Kilmeade's radio show as a call in while Eric Prince was a guest, they continued to talk about the event and why they were not talking proactivity which is required. I suggested that more security, including technology, must be used to know who is entering hotels and casinos. Prince stated that this will never happen, as "**What goes on in Vegas, Stays in Vegas**". **Wrong answer!**

The public wants to know and sees that steps are being taken, they want peace of mind whilst they can relax and enjoy. This is not the time, *not to step up* the hotel and casino security.

The other side of the coin, it is impossible to secure all situations, the world is a dangerous place and we must also rely on "**See Something, Say Something**" more than ever.

Vigilance is the key, but visually we must reduce the **Fear Factor and increase the Comfort Zone!**

Can we prevent all evil megalomaniacs with a death-knell ringing in their mind? **NO!**

There is never 100% security, but there are competent measures that can be taken and drastically reduce collateral effects.

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