

HotelSafeGuard.com signs up over 7,800 hotels in first month

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Startling Revenue Losses Inspires Success of Web-based Hotel Community

HotelSafeGuard.com, a global, confidential, subscriber-only, database of hotel guests with a history of fraud and misconduct, officially launched in 2008. 'The sense of community and desire to help one another in the industry has exceeded our expectations with over 7,800 properties applying for membership in the first month,' says David Barber, Director of Sales & Marketing for HotelSafeGuard.com.

This online hotel community was started in response to increasing losses and the need to detect patterns of fraudulent behavior and misconduct of hotel guests. The American Hotel & Lodging Association estimates industry loses to be over 100 million dollars a year. According to Peter Goldman of The White Collar Crime Fighter, 'hotels lose an estimated 5% to 7% of annual revenues to fraud because until now, they lacked the ability to detect patterns of fraud'. Now hotels can take a discrete approach to decreasing losses and they can do so while still upholding the highest standards in guest services using HotelSafeGuard.Com.

'HotelSafeGuard allows hotels to research a guest when issues arise,' says Barber, 'Only valid complaints will be entered in the database.'

Key features of HotelSafeGuard.Com include:

Speed: Searching the database takes seconds. Submitting a report takes five minutes. The verification of report data is completed within two weeks.

Search: HotelSafeGuard enables subscribers to quickly and discretely search a database of guests with a history of misconduct. Subscribers will see what incidents the guests have been involved in (if any) and the city where the incident occurred. For confidentiality and privacy, names of hotels, which filed the report, are never stored in the database.

Submit: HotelSafeGuard believes that both guests and hoteliers deserve protection. By allowing hotels to submit reports on guests involved in fraud or misconduct and by implementing a three-stage verification process, both are protected.

About HotelSafeGuard.Com

HotelSafeGuard.com, a subscriber-based, global, web community among hotels, allows the confidential sharing of information on guests with a history of misconduct, scams and fraud. HotelSafeGuard works to reduce financial and physical risk caused by such clients. Sharing hotels' commitment to excellence in guest services, HotelSafeGuard is a facilitator for improved success in hospitality profitability. For more information, visit HotelSafeGuard.com.

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