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SYTA ANNUAL CONFERENCE
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Student Youth & Travel Association

Technological Applications to Address Safety and Security Gaps During Tour Events

Introduction

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Former Law Enforcement—13 years

A.L.I.C.E. Certified Instructor

Crisis Management

Lethal Weapons Certified

Emergency Response

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Microsoft Certified Engineer
Operations and Product Development Manager
Avaya Certified Engineer, Sales Engineer and Solution Architect

Technological Applications to Address Safety and Security Gaps During Tour Events

- **The session will provide attendees with the latest technology platforms designed to bring effective security solutions to a real-time, location-based format.**

- **Components of the session include:**
  - **Security gaps in the tour industry**
  - **Availability of Apps to supplement onsite security**
  - **Review of technology options**
  - **New technology advantages to address todays needs**

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Crossing the Chasm of Safety and Security in this Industry

Security Gaps in our Industry

What do we know about student travel tours?

- Industry sector worth an estimated $5.6 billion*.

- Domestic student group travel is growing 3% to 5% per year*.

- Highly repetitive business*.

- Students safety is paramount;

  - Natural disaster, active shooter, terrorist attack

  - Injury or medical emergency

  - Lost child—human trafficking

  - Drug and alcohol issues

  - Overnight hotel safety

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Soft Target Destinations, Venues and Locations

- A soft target is a location or place that is vulnerable due to its lack of security or protection and access control.

- Often populated by large groups of people.

- Characteristically susceptible to intimidation and acts of violence and terrorism.

  - National monuments, dedicated landmarks, historical icons
  - Open air events; concerts, graduations, parades, sports stadiums
  - Schools, universities
  - Hospitals and healthcare facilities
  - Office campus, manufacturing plant
  - Airports, bus terminals, train stations, cruise ship docks
  - Public utility facilities, power grids
  - Churches, Temples, Synagogues, other places of worship
  - Shopping malls, retail outlets
  - Other

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2018 Top 10 US Travel Destinations (SYTA)

- **New York City, NY**
- **Washington D.C.**
- **Orlando, FL**
- **Chicago, IL**
- **Philadelphia, PA**
- **Boston, MA**
- Williamsburg, VA
- **Los Angeles, CA**
- Nashville, TN
- Cleveland, OH

What do these locations all have in common?

- **Washington DC* New York City* Orlando*** Chicago, **Philadelphia* Boston* Los Angeles*** Nashville*, Williamsburg* and Cleveland*

Top 10 student tour destinations for 2018

Top 6 terrorist target destinations

- Targets of gravity; massive casualty count
- Targets of opportunity; minimal to no access control
- Targets of iconography; cultural treasures/resources

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Gaps in General; we have a lot of worry about

- **Transportation**
  - Driver, breakdown, accident
- **Locale**
  - Criminal activity, ICE, quality of life profile
- **Lodging**
  - Vulnerability, after-hours, evacuation, security
- **Places of interest**
  - Crowd management, kidnapping, evacuation
- **Headcount**
  - Constant accountability, positive identification, consistency
- **Injury**
  - Availability of urgent care, prescriptions, access
- **Human trafficking**
  - Stalking, social media, unknown contacts
- **Aggregated assault**
  - Robbery, theft, assault, molestation,

Some Specific Serious Issues That Have Occurred

- Attempted kidnapping (social media connection)

- Ingestion of eatables

- Lost student

- Hotel evacuation

- Car thieves in parking lot of hotel

- Attempted suicide

- Stalker (girl gave out hotel info)

- Chaperone (intoxicated) misconduct with student

October 1, 2017, Las Vegas, Mandalay Bay Hotel; 91 Harvest Music Festival

- **39 million tourists in 2017**
- **22,000 attendees**
- **58 fatalities**
- **20 – 64 years of age**
- **850 injuries**
- **Any tour groups?**

Would you have been prepared?
- Mass confusion
- Disoriented
- Dispersed
- Physically
- Mentally
- Local familiarity
- Assistance

Timeline—stopwatch of death; Vegas

- **10:05 PM, shooting starts**

- **10:12 PM, law enforcement inside the hotel**

- **10:13 PM, exterior law enforcement officers realize the source of the shooting**

- **10:15 PM, shooting stops**

- **10:17 PM, first police arrives to the hotel floor**

- **10:25 PM, police issue active shooter alert**

- **11:20 PM, SWAT breaches shooters room**

It Happens Quickly and Unexpectedly

- **Understand, there will be a gap in police response time, average in the US is 18 minutes**

- **You have custodial supervision of the students**
  - **Duty of care expectation**

- **Your situational awareness level is low**

- **Your security awareness may be low**

- **Your geo-spatial awareness is compromised**
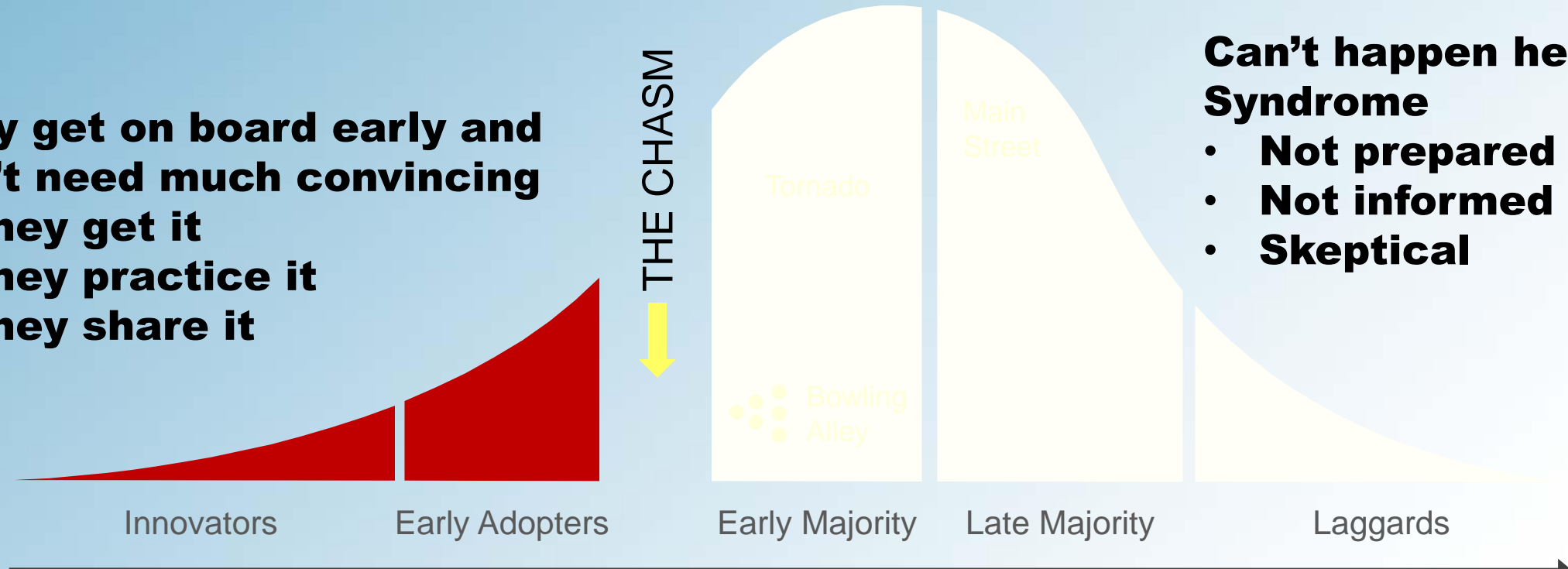
- **Motor coordination skills misfire**

Adopting a Sense of Safety & Security in the Student Travel, Venue & Event Planning Market

They get on board early and don't need much convincing
- **They get it**
- **They practice it**
- **They share it**

THE CHASM

Tornado

Main Street

Bowling Alley

Can't happen here Syndrome
- **Not prepared**
- **Not informed**
- **Skeptical**

Innovators   Early Adopters   Early Majority   Late Majority   Laggards

Wide Gap Exists in the Industry

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"By failing to prepare, you are preparing to fail."
— Benjamin Franklin

Technology Options—How do we address the gaps?

What may be available to help you deal with an emergency?

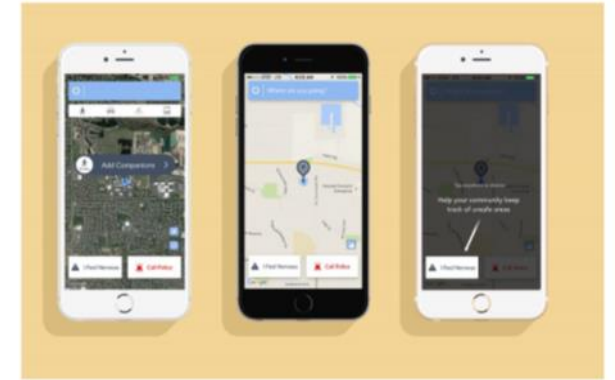# APPs Everywhere for Every Purpose

1. Red Panic Button sends your GPS coordinates and a link to your contacts when you're in trouble.
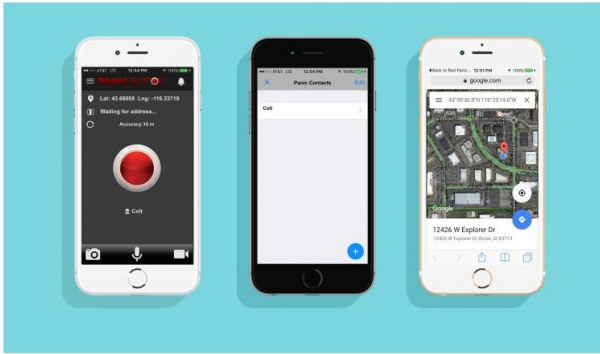
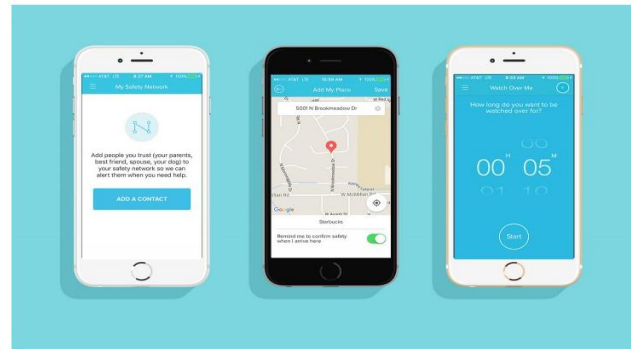3. bSafe sends an alert to pre-selected contacts if you fail to respond.
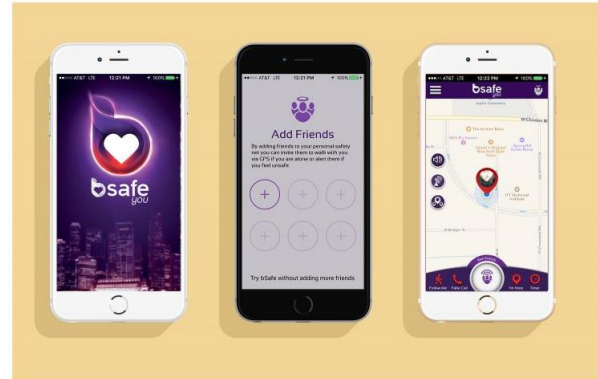
5. Companion reaches out to family, friends, or local police to keep an eye on you.

2. SirenGPS enables real-time, two-way communication in a crisis, even when cell service is down.

4. Watch Over Me tracks your location until you check in.

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- Photo Sharing / Social Media
- Translation & Language
- Travel Itinerary
- Flights
- Worst Case
- Augmented Reality
- Maps
- Communication & Organization
- Money
- <u>Safety</u>
- Health & Wellness

Safety First

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Reactive APPS—Too Late

- **WhatsApp**
- **Google Maps**
- **Touch Note**
- **Trip It**
- **Google Trips**
- **bSafe**
- **XE Currency**
- **Google Translate/iTranslate**

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Protecting your most important assets

Reactive to proactive technology

What is the SecureMe™ APP?

- **Location based, real-time security situational awareness and emergency preparedness tool;**
  - Hotel/venue evacuation routes and muster/rally location
  - In Case of Emergency—ICE; important contacts
  - Availability and location of urgent care, hospital ER, dentist and 24 hour-pharmacy
  - Security plan, precautions and recommendation
  - SOS—I need assistance
  - Emergency broadcast to attendees
  - Emergency incident and disaster push notifications
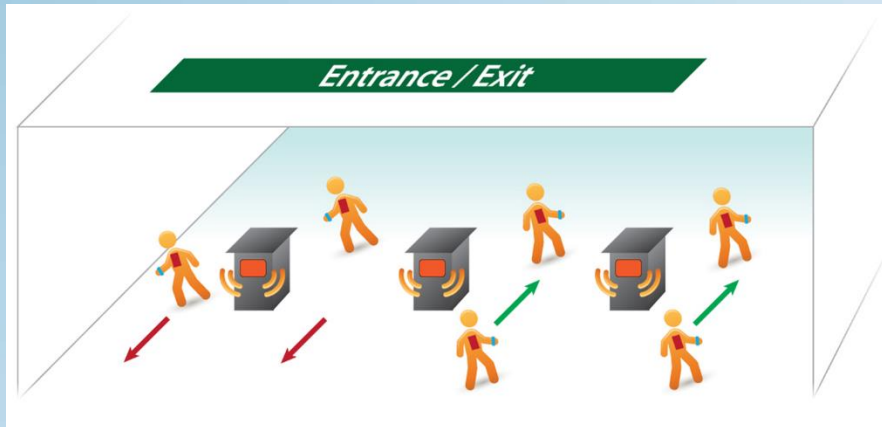 - Local weather forecast

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Basic uses of RFID Technology

- **Proven Technology**
- **Scalable**
- **Durable**
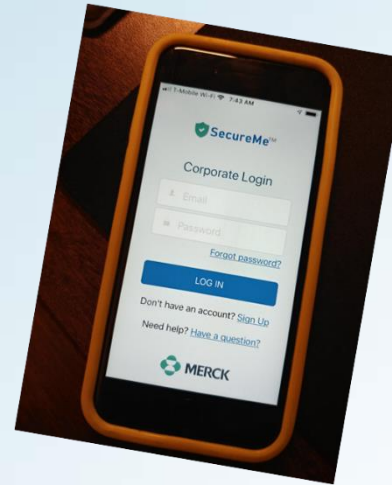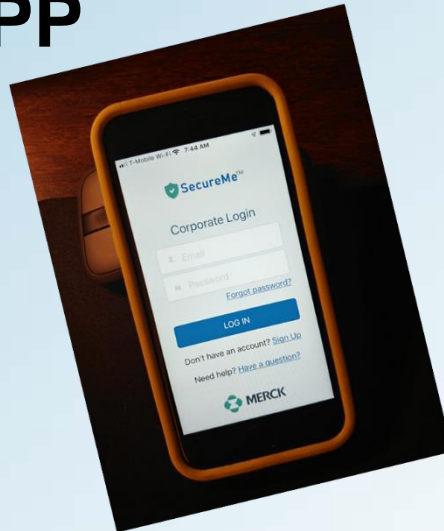- **Wide applications**
- **Cost-effective**

Expanding Access Control With Passive, Long-Range Scanning

SecureMe™ Components

- **SecureMe registration software**

- **Custom silicone wristbands with embedded/encrypted RFID chip**

- **Portable, SecureMe long-range passive RFID scanners**

- **SecureMe APP**

Advantages of Utilizing SecureMe™ Technology

- ## Safety and security

  - **Accurate, real-time headcount in the event of an evacuation or emergency situation**

  - **No visible name badge that anyone can see**

  - **Not likely to be misplaced, forgotten and or lost**

  - **Highly restricted access control**

  - **Immediate alert when secure area is breached**

  - **Positive attendee identification**

- ## Cost-effective

  - **No administrative handling required, just take the bracelets out of the box and ready for use—no assembly needed**

  - **Less bulk when shipping**

  - **Only 1 wearable part instead of 3 parts**

  - **Easily scalable**

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In Conclusion..

- **Student tours will continue to visit "soft target" venues and locations.**

- **Student safety and security needs to be a line item**

- **Migration to technology enhanced security situational awareness.**

  - **Comprehensive soft target location data**

  - **Facility/venue/hotel floor mapping**

  - **Mass communications (rapid information update)**

  - **Real time, location based social media intelligence**

  - **APP based ICE**

  - **RFID wristband GEO-tag verification**

Thank you

- **Remember, if you see something, say something, and do something**

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