2016 HOSPITALITY LAW CONFERENCE

FEBRUARY 22-24, 2016,

Hotel Attack Analytics – Helping Hotels Mitigate Terrorism Risks

Presented by:

Jeff M. Moore, PhD
CEO, Muir Analytics
Purveyor, SecureHotel

HospitalityLawyer.com®
worldwide legal, safety and security solutions

PRESENTERS

Jeff M. Moore, PhD

CEO, Muir Analytics, purveyor, SecureHotel

- PhD, Thai counterinsurgency (COIN), University of Exeter, UK 2011
- MA (US mil history), BA (political science,) ECU
- Planning cell, US Army, Plans and Operations Division (G-3,) Pentagon
- Professor CT/COIN, National Defense University
- Executive protection, Angelina Jolie, London 2012 Olympics, etc.
- Books, *Spies for Nimitz*, and *The Thai Way of Counterinsurgency*
- Writer, UPI, Jane's, *Proceedings*, *Small Wars Journal*, *Naval History*, *World Refining*, *Asia Inc*.
- Briefs, DIA, PENT, Thai SF & NSC, U.S. Chamber of Commerce in SG, London's IISS, the FBI, etc.
- US Army, hand picked, SME for COIN Army/Marine Corps COIN manual upgrade
- Personal experience with terrorism, Pentagon, 9-11

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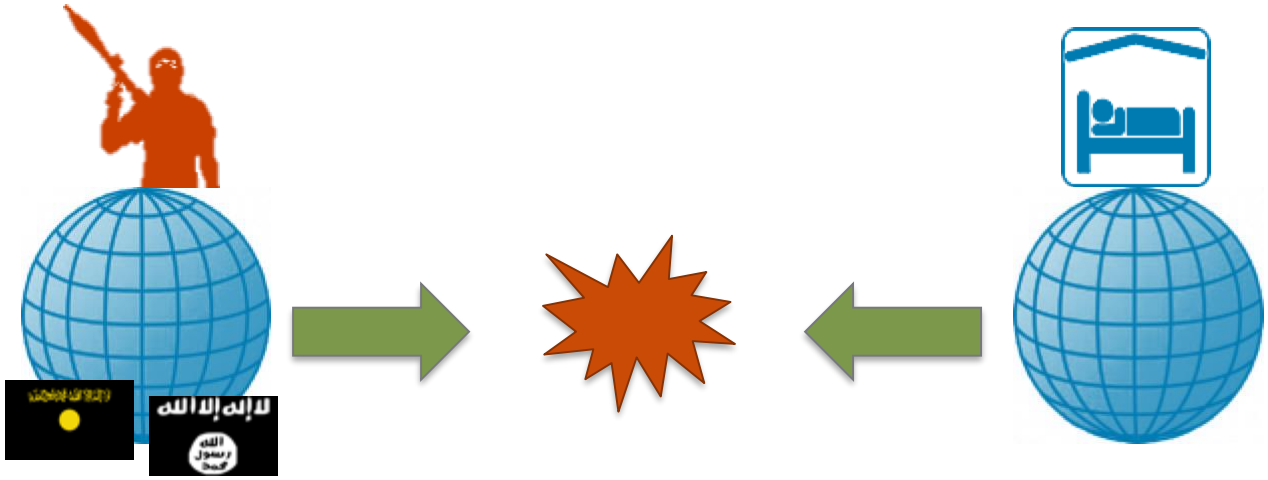
AGENDA



+ 43% in 2013

+ 35% in 2014

+ 81% fatalities in 2014

32,727 KIA via 13,463 attacks in 2014

Hotels are in the line of fire

Dublin, Ireland	Regency Hotel
Ouagadougou, Burkina Faso	Splendid Hotel
Hurghada, Egypt	Bella Vista Hotel and Resort
Bamako, Mali	Radisson Blu
Paris, France, Alfortville, France	Le Petit Cambodge, Appart'City hotel
Londonderry, Northern Ireland, UK	Waterfoot Hotel
Davao del Norte, the Philippines	Holiday Oceanview Samal Resort
San Salvador, El Salvador	Sheraton
Narathiwat, Thailand	Top Asia Hotel
Sousse, Tunisia	Hotel Riu Imperial Marhaba
Baghdad, Iraq	Cristal Grand Ishtar, Warwick Babylon
Mahabad, Iran	Tara Hotel

Oliver Hotel
Dec ‘13
Danok, Thailand
$2 m

Marriott
Sep ‘08
Islamabad, Pakistan
$20 m
$33.6 m
DiFederico suit

Taj Mahal
Nov ’08
Mumbai, India
$28.4 m
$29.2 m
Will Pike suit

Thomas Cook
Jun ‘15
$30 m in losses
Tour operator, not
even prop owner
Suit underway

“Liability insurance premiums are the fastest growing expense for hotel owners.”

PKF Hospitality Research

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Use threat intelligence to help reduce these risks

…“5 Ws”…

violence ✓

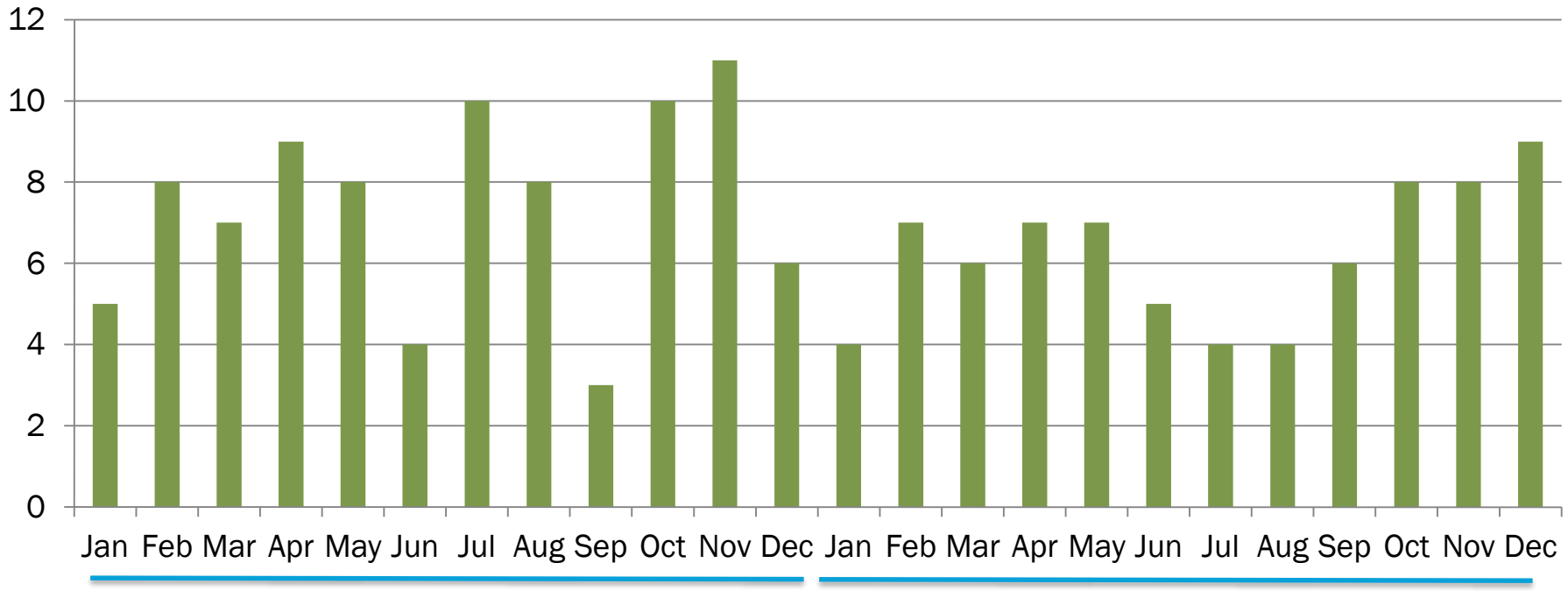
lawsuits ✓

calibrate insurance ✓

protect business development ✓

Big picture threat intelligence

Attacks per month
(undisclosed time period)



sample data only – do not use

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Big picture threat intelligence

Attacks per region
(undisclosed time period)

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Big/intermediate picture threat intelligence

Attacks per country
(undisclosed time period)

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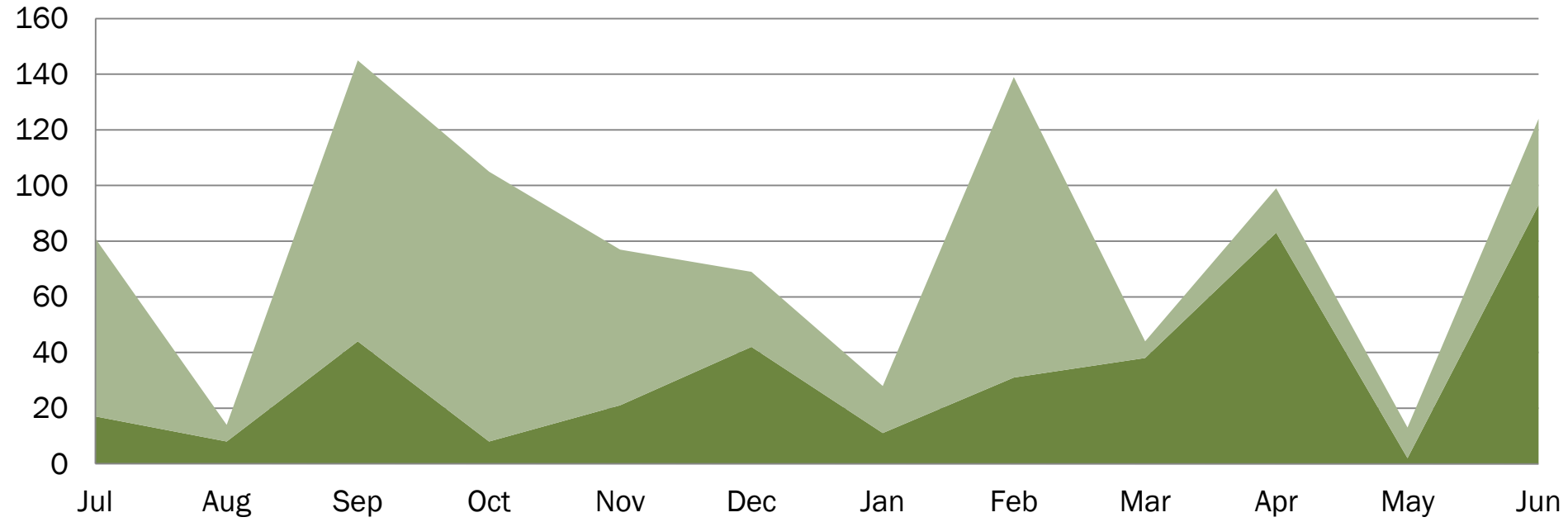
Big picture threat intelligence

Hotel attack casualties

(undisclosed time period)



sample data only – do not use

Tactical picture threat intelligence

Hotel attack tactics
(undisclosed time period)

5 most used attack tactics

1. Planted bombs
2. XYZ
3. XYZ
4. XYZ
5. Raids w/explosives

Median used 5 attack tactics

1. XYZ
2. Bus bombs
3. Kidnapping raids
4. XYZ
5. Placed bombs

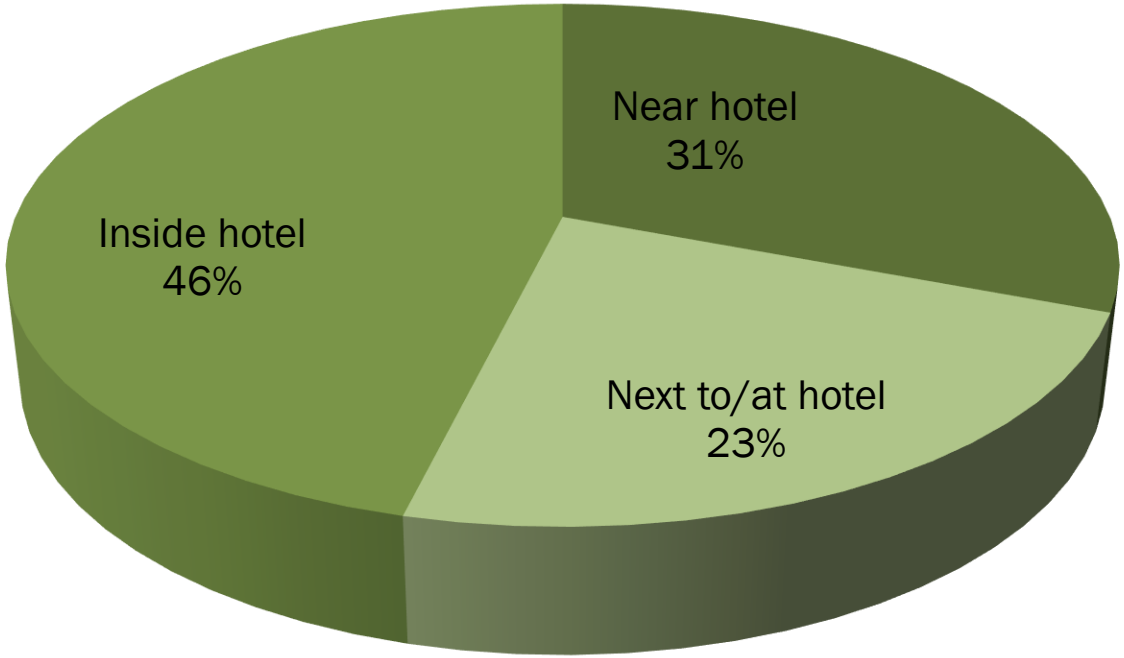
Least used 5 attack tactics

1. Shootings @ hotel
2. Bombs thrown from cars
3. XYZ
4. Missiles
5. XYZ

sample data only – do not use

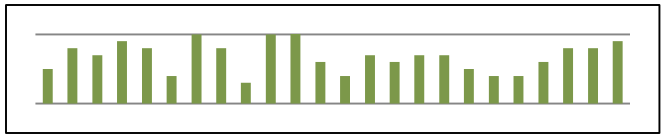
Tactical picture threat intelligence

Placement of explosives/bombs
(undisclosed time period)

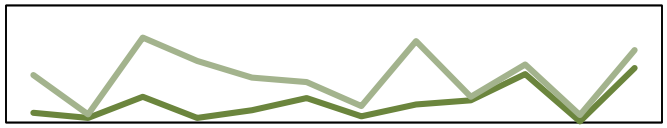


sample data only – do not use

...and scores of other analytics via 20+ variables...



...Hotel attack trends by country, city...



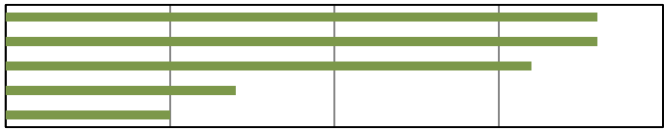
...Direct vs. indirect hotel attack trends...

Leading/Top Strike Times

2d Top Strike Times

3d Top Strike Times

...Top attack time trends vs. lowest attack time trends...



...What group attacked, and why...?

...all based on case studies, 400+ attacks...

Muir Analytics, LLC

Questions?

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