

Downtown Miami Hotel

Smoking Alerts reduce guest complaints and provide instant financial and operational benefits.



Property Type: Full Service Downtown Hotel
Location: Miami, FL
Size: 528 Rooms

Challenges

- Security could not pinpoint rooms where smoking occurred
- Evidence of smoking was reported to security during turnover, long after the guest left
- Negative experience for non-smoking guests
- Loss of repeat customers and recommendations
- Additional cleaning and ionizing required after smoking events

Solution

- FreshAir Sensor immediately detects tobacco and marijuana smoking in guest rooms by location
- Security receives detailed Smoking Alerts with timestamp and location
- FreshAir Smoking Alerts provide immediate, indisputable scientific evidence of smoking to confidently charge cleaning fees while guests are still on property, prevent chargebacks, and archives the evidence needed to fight them if needed

Results

- Improved follow-up process for smoking violations
- Prevented credit card chargebacks for smoking fees

“What has been beneficial for us is the fact that there are much less complaints by guests of the smell of smoke near their room.”

In-Depth Review

The security team at a prominent downtown Miami hotel frequently smelled tobacco and marijuana smoke in the hallways. The director of security and safety at the active and popular hotel knew guests were smoking in their rooms, but his team could not pinpoint the locations.

When non-smoking guests complained of smelling tobacco and marijuana smoke from other rooms, security staff would investigate but could not definitively identify the room(s) with smoking.

Housekeeping would find evidence of smoking during room turnover and notify hotel security. By then, the guest had left, leaving behind a smoking damaged room that could not be rented and unhappy guests who were unlikely to stay at the hotel again or recommend it to others.

To stop unauthorized smoking, the hotel began working with FreshAir Sensor. The FreshAir Smoking Detection system immediately detects smoking and sends time-stamped, location specific Smoking Alerts to hotel staff. FreshAir Smoking Alerts are scientific proof of smoking at a molecular level.

Deploying the FreshAir Smoking Detection system has made a real difference. "We've saved time and effort," the hotel's director of security and safety reported. "The Security team can now respond to incidents of smoking with a specific room to check."

Hotel security responds to FreshAir Smoking Alerts quickly. The FreshAir Smoking Sensors detect smoking "before it overwhelms neighboring rooms," explained the director of security and safety. "There are much less complaints by guests about the smell of smoke."

As standalone proof of smoking the FreshAir Smoking Alerts are indisputable, enabling the hotel to collect smoking fees and win chargebacks. The system provides instant, positive operational and financial returns.

"ROI is in the black and that is good news for us. Some guests try to dispute the smoke alert charge, but we hold our ground," said the hotel's director of security and safety.

The FreshAir Smoking Detection system is the tool the hotel needs to effectively enforce their no-smoking policy and help their team pinpoint when and where smoking occurs.

Operational efficiency was a major added benefit according to the director of security and safety: "I would recommend using the product. Since the installation of FreshAir, the hotel's efforts in monitoring and responding to smoking incidents have diminished considerably. That time is used on other efforts now."

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Hotel Director of Security and Safety