ROAR

THE WESTIN
BONAVENTURE
HOTEL & SUITES
LOS ANGELES

Expanding ROAR Capabilities Across a Million Square Feet of the Westin Bonaventure Hotel

Proactively adopting ROAR's panic button technology before local mandates, the Westin Bonaventure Hotel set a high standard for prioritizing workplace safety. Recognizing the need for even greater coverage and reliability, management recently upgraded its safety network with additional beacons and alert devices, ensuring seamless communication in all areas, including Wi-Fi and cellular dead zones.

ROAR's scalable, easy-to-install solution ensured reliability and ease of use, giving every staff member instant access to support when needed. **Over the last 8 months, the Westin Bonaventure Hotel recorded an average of 18 alerts per month, with an average response time of less than 2.5 minutes—a testament of continued commitment to staff and client safety.**

In this case study we explore how our client benefitted from our scalable panic button systems to cover **even the most isolated areas** of this extremely large facility—read on to learn more.

About The Westin Bonaventure Hotel

"It's 5,000 people a day in and out, and that's a lot of people to come in contact with, so to have that extra layer of security is important."

The Westin Bonaventure hotel in the heart of downtown LA sets a high bar for service and safety. As the largest hotel on the West Coast, with more than a million square feet of multifunctional space including 44 venues, 1,358 guest rooms and a rolling staff of more than 700 employees, maintaining the balance between top-class hospitality and the safety of all stakeholders is always a challenge.

The Problem

"Nothing happens without an ROI, right? Whether it be monetary or morale-based. Our staff feels safer with the panic buttons. It shows that we have consideration for them, that we recognize that they're vulnerable."

The Westin Bonaventure Hotel was ahead of the curve back in 2019 when it first implemented the ROAR solution within its premises. This was well before the City of LA's 2022 mandate requiring hotels with more than 60 guestrooms to equip employees with panic buttons, demonstrating a true commitment to the safety of its staff and guests.

As the hotel's needs grew—driven by changes in management and a larger staff—so did the demand for more advanced safety and security systems. ROAR's strong commitment to continuous R&D also meant that technology had significantly advanced, offering more robust designs and new customer-requested features. These improvements enhanced staff safety with better coverage, increased reliability, and more precise geo-location capabilities.

Objectives

"I believe the statute says that any associate that could be in a room with a locked door or a closed door would require a panic button. So that extends to our room service, delivery people, our engineering team that goes in to fix things, and people that go into storerooms."

The successes of the existing ROAR system were already appreciated by staff, with one housekeeper crediting ROAR's panic button with saving her life. While fast response times aided security in reducing and mitigating serious incidents, expanding coverage and increasing reliability in areas had become a priority for the Westin Bonaventure.

Upgrading and expanding the Westin Bonaventure panic button system to a more extensive solution required a significant number of new Smart Beacons and ROAR Alert Devices. Ultimately, the objective was to enhance geo-positioning capabilities throughout the property, particularly in areas not covered by conventional radio or Wi-Fi networks.

Additionally, ensuring there were enough buttons for staff and beacons installed throughout the premises was crucial for improving incident response times. Every staff member needed access to a panic button, and security teams had to be able to easily locate distress calls in every part of the building.

Challenges

"In back stairwells or store rooms where you're not as concerned about Wi-Fi connectivity those are the places where, to be honest, you should have the most availability to protect your associates, right? It's those places that people don't go to very much. That's where we put our beacons."

As with any large premises, the size and layout of the Westin Bonaventure building poses significant challenges to reliable communication and the ability to deliver instant support to staff during an incident. With two-way radios and cell phones in use, the hotel still found issues with the reliability of networks in less frequented areas of the hotel.

In addition, not all staff had access to radios and cellphones, meaning those without a fallback option were unable to call for help when they needed it most. Expanding panic button coverage provided the most cost-effective and reliable way to deliver coverage and access to all staff in all corners of the Westin Bonaventure—no matter how isolated.

Why Choose ROAR?

"We were obligated by due diligence to do a full market analysis. What's out there? Is ROAR the best solution just because we're already using it? Is it working for us? And so, we went to vet all the major competitors and still decided to stay with ROAR."

As a testament to the efficacy of ROAR panic buttons, the Westin Bonaventure decided to stick with our solution even after comprehensive market analysis. The lightweight, compact design of ROAR wearable devices stood out against competitors' bulkier devices that posed comfort and usability challenges, especially for staff who needed mobility across the property. Additionally, ROAR's advanced beacon technology provided unmatched reliability in areas where Wi-Fi dead zones were unavoidable, ensuring continuous safety coverage across the entire facility.

Ease of maintenance and scalability were also critical for the management team, and ROAR panic buttons eliminated the burden of managing extensive charging infrastructure—a common issue with other devices that required frequent recharging and significant staffing to maintain functionality. Instead, ROAR's battery-powered beacons and low-maintenance devices delivered unparalleled convenience.

Because ROAR Offers...

- Lightweight, compact button design
- Unmatched reliability
- Ease of maintenance
- System scalability
- Long-lasting batteries
- Unparalleled convenience

The Solution

"Our hotel is very large, we feel that individualized solutions are better, faster and more accurate. If a staff member is on the 15th floor in the Red Tower, we can find them much quicker. But also, if something really significant happens and staff are all on the same floor, we might get five panic alerts at the same time. That's a lot—five or six alerts means there's a big problem and quick responses from security and management means that staff feel they have more of a connection with both through this one particular device."

Expanding ROAR panic buttons and beacons across the premises required only minimal changes to the existing infrastructure. ROAR beacons are designed to be unobtrusive, discreet, wireless, and battery-powered, eliminating the need for extensive wiring or disruptive installations. This allowed the hotel to scale the solution across its premises efficiently, ensuring that all staff—regardless of their location—have access to reliable, instant support.

During the implementation, ROAR offered updated training tailored to the unique needs of each property. Through our commitment to unparalleled customer service we ensured that Westin Bonaventure could always count on direct, responsive assistance. Unlike competitors with slow response times or impersonal service models, we prioritize a personal, proactive approach. When a safety concern arises, our team is just a phone call away, ready to provide timely solutions.

Ready to achieve similar results? **Let's Talk**

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