

# Cybersecurity: A Top Priority For European Hotels

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In the dynamic world of European hospitality, where digital check-ins, online bookings, seasonality and connected guest services are the norm, cybersecurity is no longer just a back-office concern - it's mission-critical.

At HBX Group, we understand the evolving landscape hotels operate in. As properties embrace contactless technologies and cloud-based systems to enhance the guest experience, they're also expanding the digital surface vulnerable to cyber threats. The numbers speak volumes: the average cost of a breach in the hospitality industry is \$3.82 million, and 89% of those breached report being hit more than once in a single year.

## The Reality: Hotels Are Prime Targets

Hotels have become increasingly attractive to cybercriminals due to the vast amount of sensitive data they manage. From payment card information to passport details, this valuable data makes them ideal marks for ransomware, phishing attacks, and data breaches. The most common threats include:

- **Phishing & Social Engineering:** Tricking employees into revealing credentials.
- **Ransomware:** Locking systems like bookings or payments until a ransom is paid.
- **Data Security Breaches:** Stealing guest information to sell on the dark web.

## Why Hospitality Faces Unique Cybersecurity Challenges

The hospitality sector in Europe faces a perfect storm of risk factors:

- **Contactless Technology:** While convenient, it can open new cyber-attack vectors.
- **Open Networks:** High guest turnover often leaves networks exposed.
- **Seasonal Staff:** Frequent turnover leads to inconsistent cybersecurity training.
- **Fragmented IT Systems:** Multiple property management systems across regions increase vulnerability.

[Read more about cybersecurity threats to the hospitality industry here.](#)

## Our Solution: Proactive Cyber Risk Assessment

In partnership with Wallbid, we're offering our hotel partners in Europe a tailored Cyber Risk Assessment. This service provides an expert-reviewed cyber rating and actionable plan to strengthen their defenses—at exclusive rates below 80% of the market price.

### With our Cyber Risk Assessment, your hotel can:

- Prevent business disruptions by identifying vulnerabilities before attackers do.
- Protect your reputation by safeguarding sensitive guest data.
- Save on recovery costs through proactive risk mitigation.
- Continuously adapt with annual reassessments and updated action plans.



## Start with Insights, Improve with Actions

Understanding where your hotel stands today is the first step toward a safer tomorrow. Don't wait for a breach to act—assess your vulnerabilities now and get ahead of threats before they happen.

Because in hospitality, [trust is everything](#). And in the digital age, trust starts with cybersecurity.

Ready to start improving your digital defences? Take your first step towards a safer and smarter

cybersecurity environment with [Cybersential](#), your cybersecurity solution for hotels.

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