



## EXPLORE GWINNETT BECOMES FIRST COUNTY IN THE COUNTRY TO INSTALL FLOCK SAFETY CAMERAS ACROSS ALL HOTEL PROPERTIES

Groundbreaking New Destination Safety Initiative Will Add More Than 100 Cameras  
in Commitment to Ensuring Safe Travel Experience for Visitors

**Gwinnett County, Ga. – (March 22, 2022)** – [Explore Gwinnett](#), the tourism marketing brand for the Gwinnett Convention and Visitors Bureau (GCVB), today announced the launch of its Hospitality Flock Program – a first-of-its-kind destination safety initiative that will place more than 100 new [Flock](#) Safety cameras in the county’s hotels and major venues. Utilizing cellphone camera technology to read license plates and capture traffic data, the Flock Safety cameras will play a key role in increasing security and minimizing crime, ensuring Gwinnett County remains a secure destination for business and leisure travelers.

“While our primary role is to promote tourism to the county, we realize it is incumbent upon our team to continue thinking innovatively, in terms of what we offer travelers once they arrive here – and that includes all that we do to ensure not only a fun experience, but a safe one,” said Explore Gwinnett Director of Community Relations Bruce Johnson. “I have spent a large portion of my life working in hotels, so I am very passionate about this project. I’m confident that this effort is going to make Gwinnett County hotels safer, enriching the experiences of our visitors and providing an unparalleled sense of security throughout their entire stay.”

Through this new program, Explore Gwinnett will provide one or two Flock cameras per hotel in Gwinnett County, depending on the size of the property. The cameras will provide both county and city police with critical information to investigate and solve crimes. The county currently has 300 Flock cameras installed at key intersections, highways and large businesses and since 2020, the addition of Flock Safety cameras in and around Gwinnett County’s Central Precinct has resulted in a 19% decrease in robbery and 8% decrease in motor vehicle theft. Once installed at all of the county’s hotels, there will be more than 410 Flock cameras across Gwinnett County. Explore Gwinnett’s Flock Safety camera initiative will account for nearly a fourth of the Flock cameras in the county.



“This initiative is truly groundbreaking, and we are honored to be part of it,” said Central Precinct Commander Christopher Rafinelli with the Gwinnett County Police Department. “Lisa Anders and the rest of the staff at Explore Gwinnett share our mutual mission to make Gwinnett Country safe for residents

and guests and we are excited to work with them on this program as we continue to provide a safe experience for all who visit us here in the county.”

Founded in 2017, Flock Safety is a public safety operating system that aims to eliminate crime while respecting individual rights, building devices that capture objective evidence and use machine learning to detect and deliver unbiased investigative leads to law enforcement. Communities that have implemented Flock Safety have reported crime reductions of up to 70% and the program is now used by more than 1,500 cities across the United States.

"Nobody wants to be a victim of crime, but especially not while trying to enjoy a hard-earned vacation. When we started Flock Safety, we knew it would take the entire community — businesses, neighborhoods, and law enforcement — working together to achieve our mission of eliminating crime," said Founder and CEO of Flock Safety Garrett Langley. "With this new partnership, Explore Gwinnett and Flock Safety will work together to ensure that hotel guests, employees, and business owners can feel protected with the latest crime-fighting technology."

**For more information, visit [ExploreGwinnett.org](https://www.exploreGwinnett.org). Stay up-to-date on the latest Explore Gwinnett news by following [@ExploreGwinnett](https://www.instagram.com/ExploreGwinnett) on Instagram or [ExploreGwinnett](https://www.facebook.com/ExploreGwinnett) on Facebook.**

**About Explore Gwinnett:**

Consisting of 16 cities north of Downtown Atlanta, Explore Gwinnett is Gwinnett County's official tourism organization. With culture every around corner, Gwinnett County offers visitors a blend of classic Southern charm mixed with a vibrant flair with award-winning dining, shopping options, arts programming, outdoor activities and more. Featuring some of the state's most delicious cuisine ranging from authentic Asian fare to southern delights, the county offers unique opportunities for visitors to explore a variety of culinary offerings with special events including Sippin' in the Suburbs Beer Tours and Seoul of the South Food Tours. Gwinnett also serves as a thriving production hub for popular films and television series, as well as a flourishing community for artists. With events taking place year-round and a wide range of activities, there are infinite possibilities to explore in Gwinnett.

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