

HotelBusiness  
**EXPERT**  
INSIGHT

*Allergy* Technologies  
a PhilanProfit Company

# 2021 BED BUG SURVEY



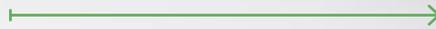


We asked hoteliers about how they address the scourge of bed bugs, from operations and cost allocation to prevention and remediation.

Here is what we learned about this insidious pest, whose name often goes unspoken in the hospitality industry.

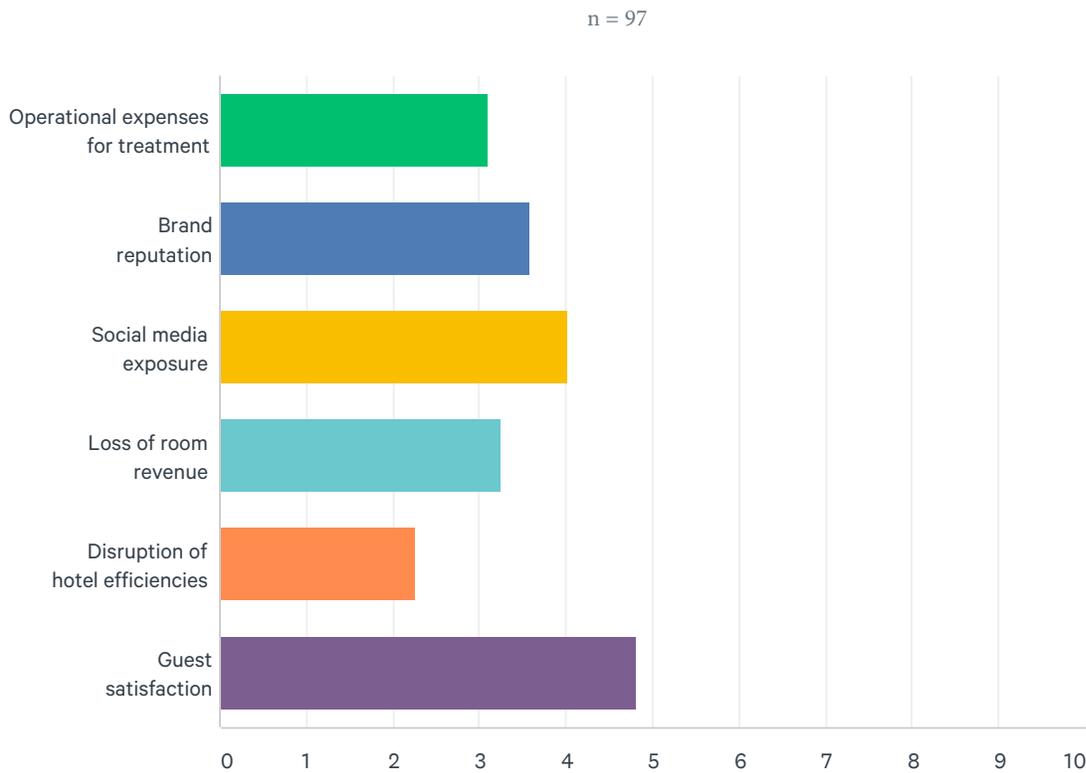


# RESULTS



Q1

Prioritize from 1 to 6, in order of importance, the main drivers that you are concerned about when it comes to bed bugs, 1 being most concerned to 6 being least concerned.

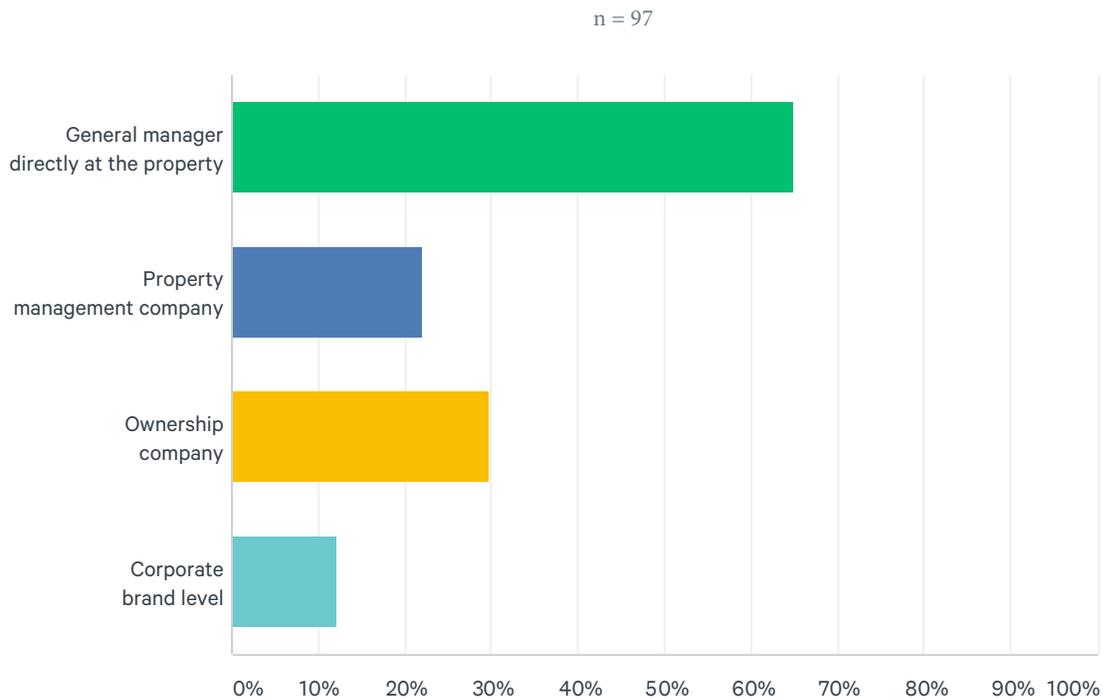


## IMPRESSION

Graded responses from hotels indicate that while guest satisfaction is the Number #1 concern regarding bed bug encounters, other factors (e.g., social media exposure, brand reputation, operational expense, loss of room revenue and disruption of hotel operating efficiencies) ALL contribute to the overall angst.

Q2

Who makes the decisions in terms of bed bug prevention programs?  
(check one or more)

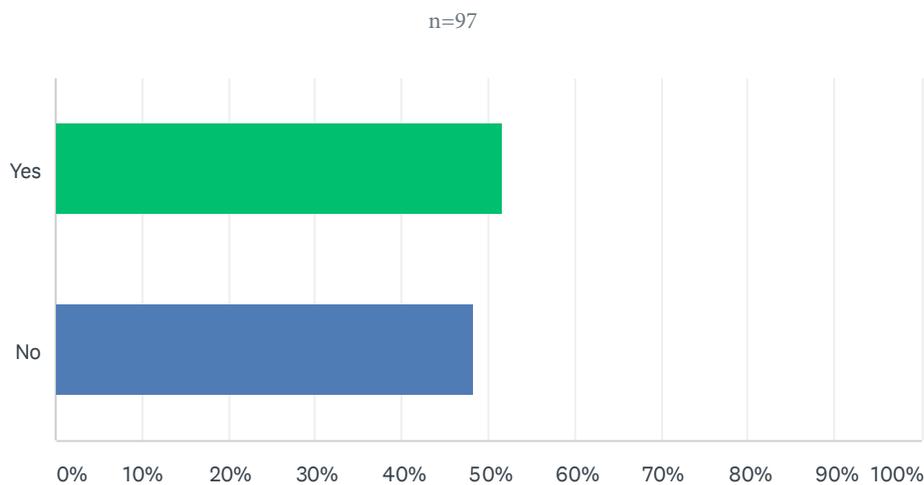


IMPRESSION

While the General Manager most often makes the final decision as to implementing a bed bug preventive program, decisions of this magnitude are also attributed to Property Management, Ownership and Corporate Brand level leadership.

Q3

Has your pest professional ever offered you a product to prevent bed bug infestations; that is, to prevent a bed bug introduction from turning into an infestation?

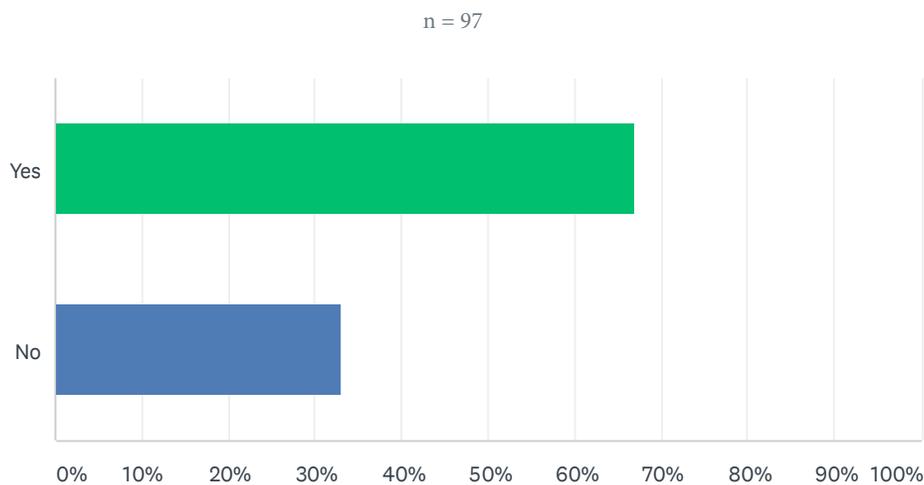


## IMPRESSION

About 50% of hotels responded that their pest management professional has offered a product to prevent bed bug introductions from turning into an infestation. *ActiveGuard*<sup>®</sup> Mattress Liners are the **only** EPA-registered product labeled to prevent bed infestations for two years...could hoteliers be referring to *ActiveGuard*?

Q4

Do you rely on your contracted pest management professional to make an informed decision about bed bug strategies at your properties?

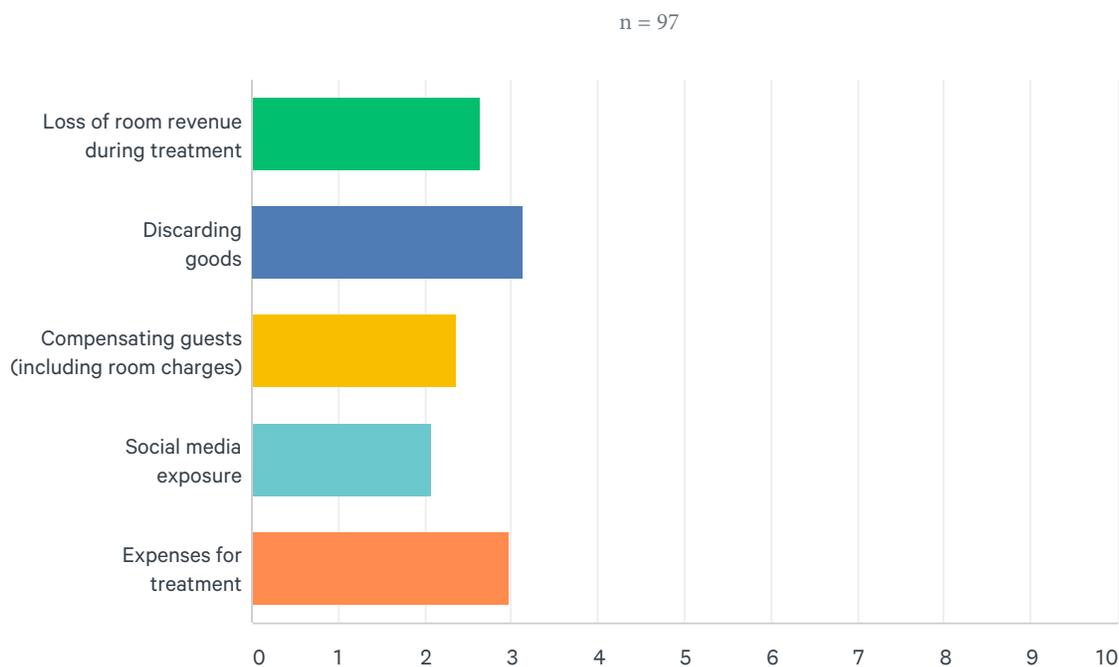


## IMPRESSION

Almost 7 out of every 10 hoteliers **rely** on their pest management professional to advise as to which strategy(s) the hotel should employ for bed bug control in their property.

## Q5

Rate which are the most damaging to your business as a result of a bed bug infestation, 1 being most damaging to 5 being least damaging.

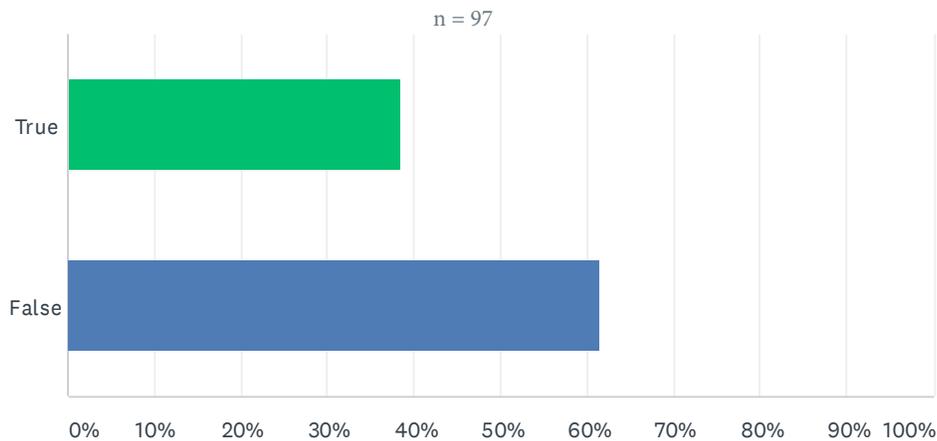


## IMPRESSION

Hoteliers are quite varied in their responses as to the most damaging aspects of bed bugs for their property. While treatment expense and discarding of goods lead the pack, loss of room revenue, social media exposure and guest compensation are ALL areas of concern.

Q6

It is impossible to control and prevent bed bugs in a hospitality setting.

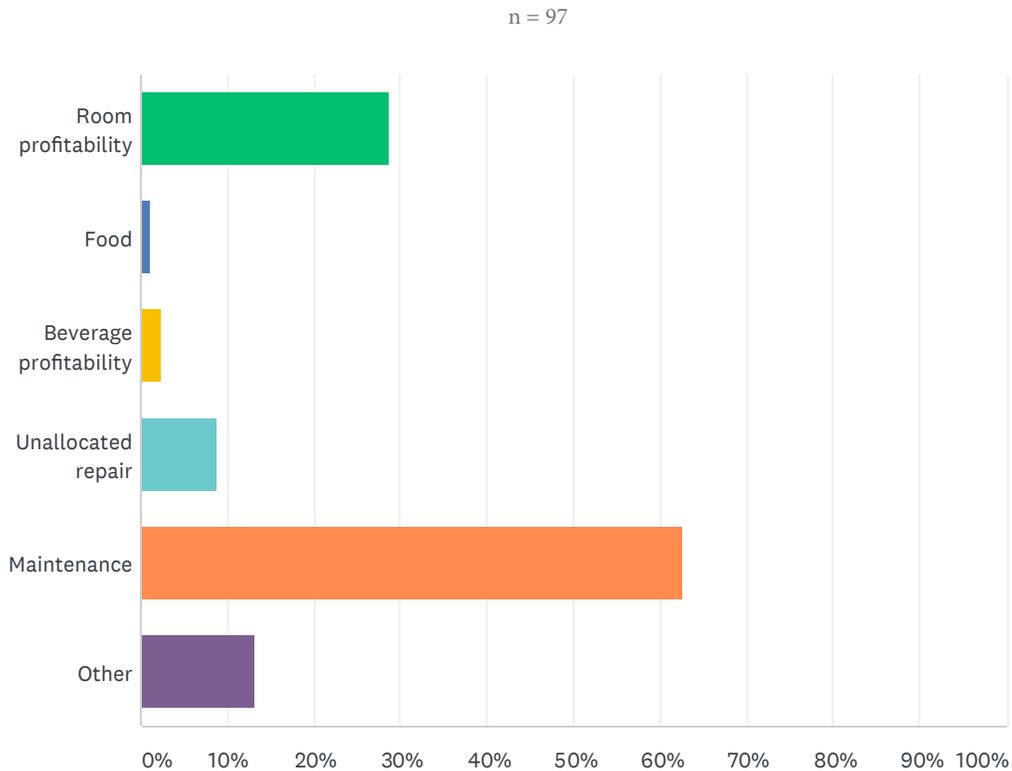


## IMPRESSION

Sad but true, 4 out of every 10 hoteliers **still** believe that prevention of bed bugs in hospitality cannot be achieved, and are the price of doing business in this industry. Given that prevention is now possible in hospitality, the lack of it's implementation may expose hoteliers and their stakeholders to legal jeopardy.

## Q7

### Where are bed bug related expenses listed on your Profit and Loss Statement?

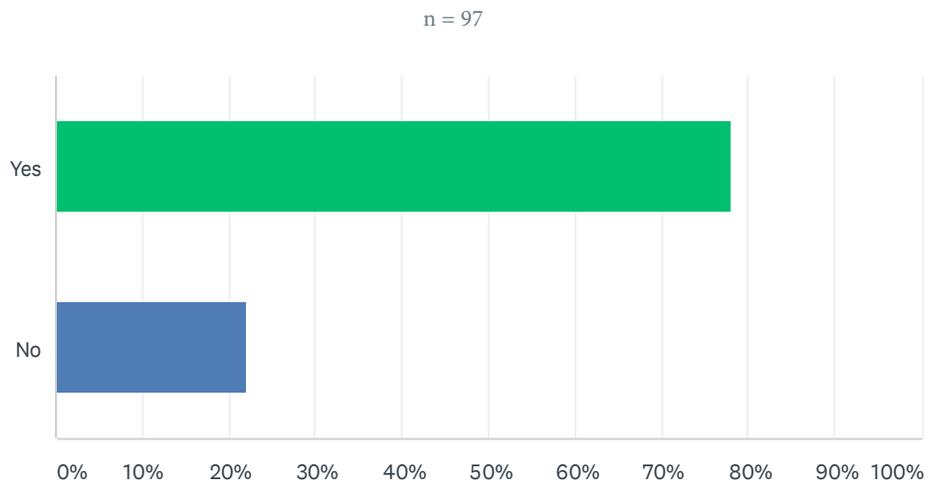


## IMPRESSION

While most hotels indicate that Maintenance and Room Profitability are the two main P&L cost sectors impacted by bed bugs, other areas including F & B, unallocated repair and the catch-all 'Other' were often additionally listed. The bottom line is that bed bug-related expense is distributed across hotel P&L Statements making the 'true cost of bed bugs' often underestimated.

Q8

When considering regaining guest confidence post-pandemic, do you take bed bug prevention into account?

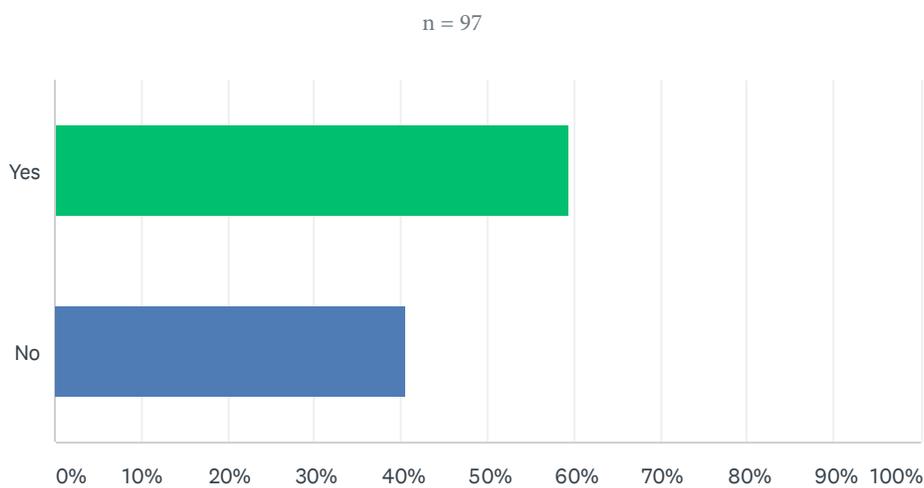


## IMPRESSION

Eight out of 10 hotels indicated that bed bug prevention post-COVID was being accounted for as one step in regaining guest confidence. A huge transition from a few years past when bed bug issues were often 'swept under the carpet.' **But equally important, what preventive steps are actually being taken?**

Q9

Is bed bug prevention a specific part of your COVID-19 safety, cleaning and sanitization plan?

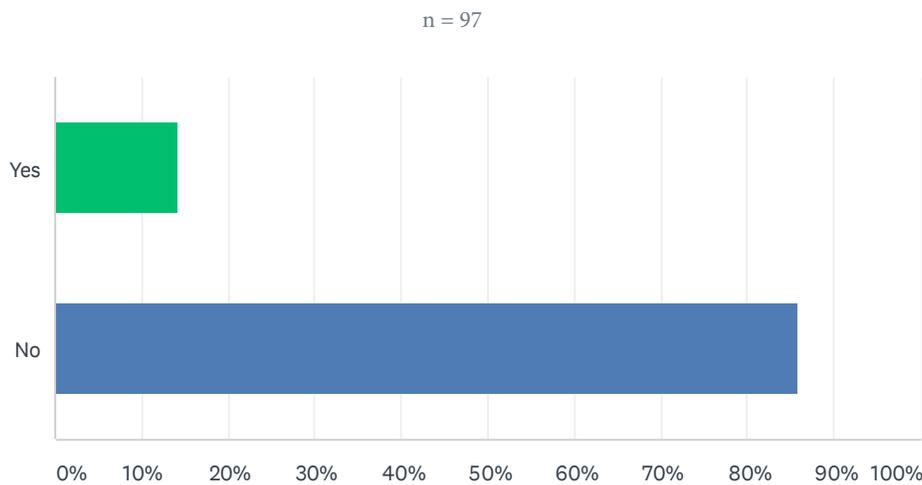


## IMPRESSION

60% of hotels responded that bed bug prevention is part of their COVID-19 cleanliness and sanitization protocols. Excellent progress is being made in the recognition that bed bugs can disrupt hotel's efforts to reintroduce guests to hospitality. **However, the question that remains is, "are the steps presently being taken really preventing bed bug-guest encounters in hotels?"**

## Q10

Do you communicate your pro-active bed bug prevention plan to your guests through signage or other methods?

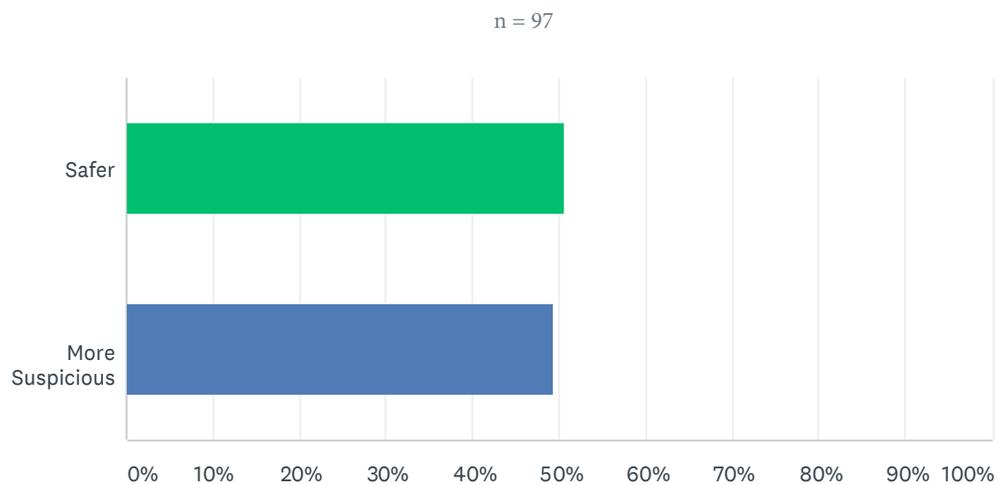


### IMPRESSION

The vast majority of hoteliers are reluctant to indicate to their guests that bed bug prevention is actively being implemented. Maybe the words 'bed bug' conjure negativity, but as with enhanced sanitization and cleanliness to 'prevent' COVID transmission, prevention to ensure a safe and healthy guest experience is likely welcome messaging.

Q11

Do you believe guests would feel safer or suspicious of past problems, if they knew the hotel implemented a bed bug prevention program?

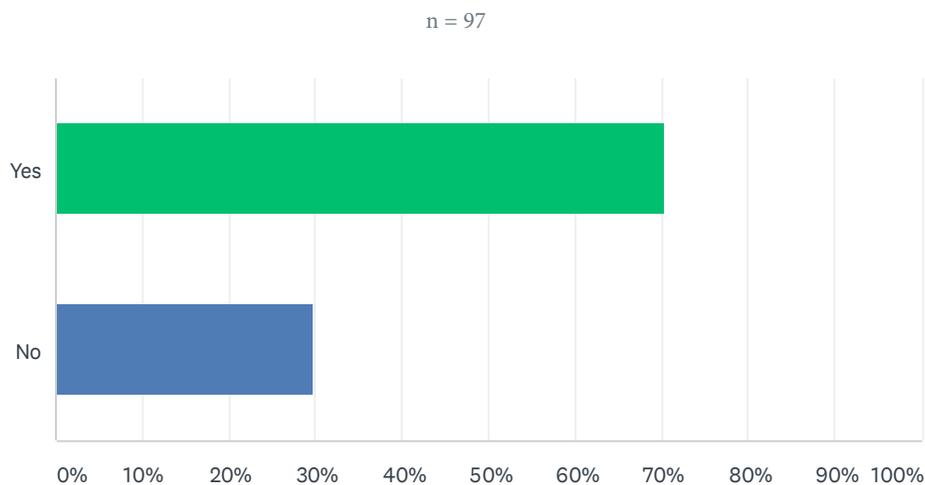


## IMPRESSION

Hotel's 'remain on the fence' as to the merits in advising guests about bed bug prevention, and its potential negative connotation. The focus should be on communicating 'overall prevention' to guests as a hotel mission statement, ensuring a healthy environment so that they may enjoy their hotel experience.

## Q12

Are you aware that bed bugs could have survived without feeding during the months of the pandemic where occupancy levels were significantly lower?

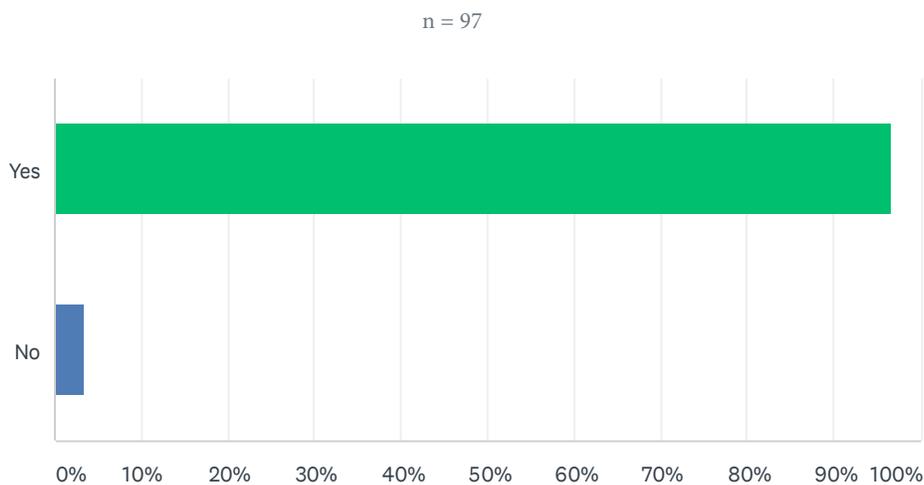


### IMPRESSION

Seven out of 10 hoteliers understand that bed bugs can lay dormant for months without feeding only to emerge once occupancy levels increase. This reinforces that prevention is key to ensuring that guest reentry into hotels post-COVID is not met with unfortunate and disruptive bed bug encounters.

## Q13

If there were a product or program that could prevent infestations in your property by 80 – 90%, would you take a serious look at this approach?



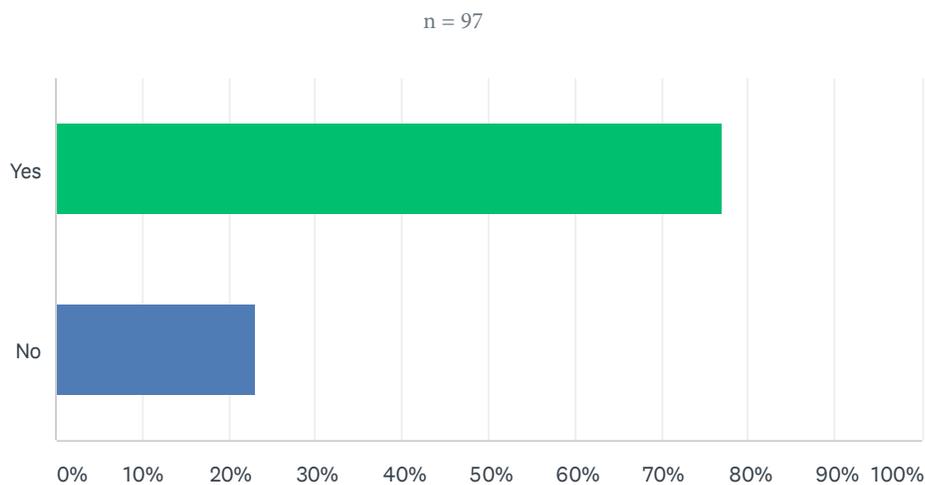
## IMPRESSION

The money question as they say...essentially **EVERY** hotelier responded that they would seriously consider a product/program to prevent bed bug infestations.

**Bed bug prevention is possible and affordable, without disruption of operating efficiencies; hotels need to learn how easily this can be achieved.**

Q14

Do you believe that bedding encasements exhibit any ability to prevent bed bug infestations?



## IMPRESSION

Eight 8 out of 10 hoteliers still believe that encasements can prevent infestations. The truth is encasements can only 'protect' a capital asset (e.g., mattress) from stains and acting as a potential bed bug harborage. **Encasements are not able to prevent a guest from a bed bug encounter nor stop a few newly introduced bed bugs from transitioning into a major infestation.**

**Only one solution, ActiveGuard Mattress Liners, has been proven to prevent bed bug infestations continuously for two years.**



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GOOD BUSINESS**

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