



# Discover the Power of Bed Bug Prevention - Hospitality

**“Reacting to bed bugs isn’t enough. You need to be proactive”**



**"Reactive based measures alone**, however implemented, for effective bed bug management and control **is an ancient and ineffective way of dealing with bed bugs in hotels** and will assuredly create legal peril for hotel property owners."

**Jeffrey Lipman - Attorney-at-Law and Polk County Magistrate Judge  
Consumer Class Action Bed Bug Litigator**

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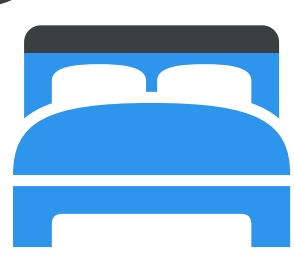


## Bed Bugs accounted for 21% of U.S. business liability claims

- U.S. claims involving bedbugs increased 50% between 2014 and 2015; projected totals for 2016/2017 indicate similar trending
- Commercial bed bug claims averaged \$5,660 per incident

[Allianz Global Corporate & Specialty Unit](#)

2

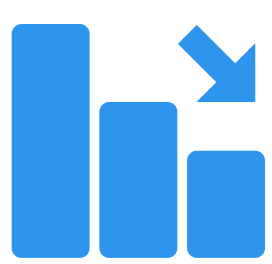


## Pest Management Professionals report problems in hotel rooms

- 75% of Pest Management Professionals reported problems with bed bugs in hotel rooms

["2015 Bugs Without Borders" Survey from the National Pest Management Association and the University of Kentucky](#)

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## A Single Report of Bed Bugs Lowers the Value of a Hotel Room by \$38/night - Enormous impact on Room Revenue

- Loss in room revenue of \$38 a night for business travelers and \$23 for leisure travelers.
- More than two-thirds of travelers were unable to distinguish a bed bug from other household insects.

[University of Kentucky Research: Bed Bugs 'Bite' the Wallet of Hotel Owners](#)

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## Infestations on the rise

- The number of bed bug jobs performed increased by 15.3% from 2016 to 2017.
- Six of ten respondents named bed bugs as the pest needing a better solution to control

["Strategic Analysis of the U.S. Structural Pest Control Industry" \(18th Edition, 2017\)  
Gary D. Curl and Rich Kalik, Specialty Consultants LLC](#)

5



## 1 out of 5 Americans have been touched by bed bugs

- Over 60 million Americans have had a bed bug infestation in their home or knows someone who has encountered bed bugs at home or in a hotel.

["Bed Bugs in America" Survey by the National Pest Management Association and "2017 US Census"](#)

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## Long Term View on Proactive Prevention

- "Although proactive IPM approaches for bed bugs may initially generate substantial additional costs, these long-term programs may eventually make economic sense as the best ways to effectively manage bed bugs..."

[A. Romero et al., Pest Management Strategies for Bed Bugs \(2017\)](#)

## BED BUG PREVENTION BENEFITS



[Maximize Hotel Profits by Reducing Bed Bug Treatment Costs - Social Proof - Case Study 1 - Case Study 2](#)



[A Bed Bug Attorney's Advice to Reduce Legal Liability in Hotels](#)



[Protect Guests from Bed Bug Bites](#)



[Protect Brand Reputation & Maximize Room Occupancy](#)



[Provides Prevention & Control for 2 Years](#)



[Long-Term Bed Bug Pro-Active Prevention Plan](#)

**Bed Bug Prevention**



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[www.hotelbedbugprevention.com](http://www.hotelbedbugprevention.com)