



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**

1



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

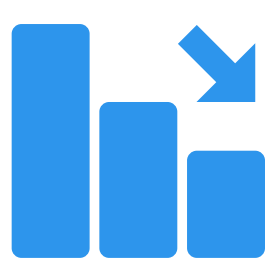


Pest Management Professionals report problems in hotel rooms

- 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](#)

3



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](#)

4

6/10

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"](#)

6



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



ActiveGuard
Mattress Liners for Use Against Bed Bugs & Dust Mites

Click Here to Start Preventing Bed Bugs



FOR MORE INFORMATION:

www.hotelbedbugprevention.com