



Ecolab's HotelProtect Premium Plus Program Helps Reduce Bed Bug Risk



BED BUG CASE STUDY - PEST ELIMINATION

CSBB501/0118



BACKGROUND

Many hotels have experienced a rapid growth of bed bug incidents over the last decade due to increased international travel, pesticide resistance, and increased occupancy rates. Although bed bugs do not spread disease, they are a risk to guest satisfaction, brand reputation, and introduce the potential for legal risk. Given their nature as hitchhikers, there is no way to prevent bed bug introductions but there are ways to be more proactive.

SITUATION

A hotel management group that owns and manages nearly 40 properties across the country was continuing to see a rise in bed bug incidents year over year. The increase in bed bugs across their properties was causing increased guest sightings and an overall increase in costs. Each bed bug incident led to additional treatment expenses, mattress replacement costs, guest compensation and excess hotel labor requirements. After experiencing a 47% increase in bed bug incidents per hotel vs. the prior year, the group needed a more proactive approach.

SOLUTION

The group decided to partner with **Ecolab Pest Elimination** on the HotelProtect Premium Plus program, which includes a proactive inspection and treatment service on a rotational basis in all guest rooms to help reduce the risk of bed bug infestations. Managers at each of the properties were trained on proper preparation and room access requirements for the program. During each monthly service visit, managers provided Ecolab Service Specialists with access to 1/6 of the rooms for proactive inspection and treatment.

Additionally, the properties took advantage of Ecolab's complimentary training program to help the housekeeping staff identify signs of bed bugs before a guest. The general managers at each property attended a bi-annual training to review program partnership requirements and refresh on training tools for their housekeeping staff.

The Ecolab HotelProtect Premium Plus Program **Helped Reduce** Bed Bug Growth

(Continued on Reverse Side)

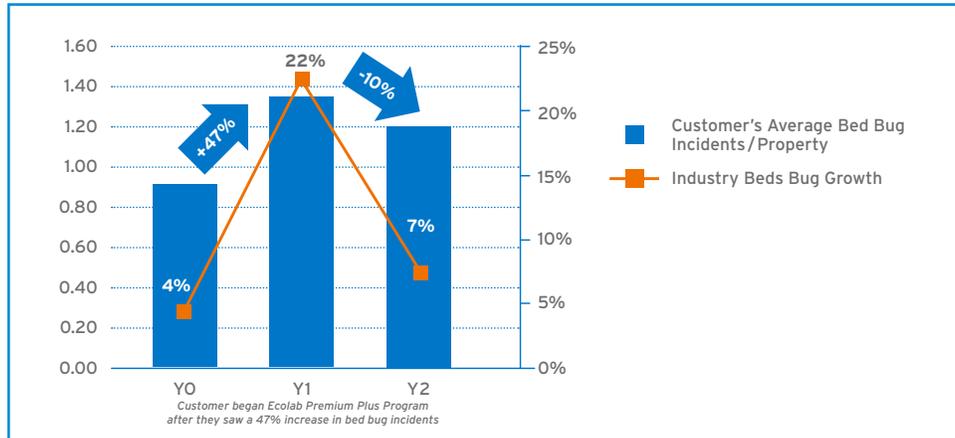
RESULTS

After one full year on the HotelProtect Premium Plus program, the group saw a **10%** decline in bed bug incidents per property, down from a **47%** increase the prior year. Meanwhile, the industry continued to experience growth in bed bug treatments. This **10%** decline in bed bug incidents led to nearly \$14,000 savings annually of treatment expenses, mattress replacement, labor expenses and guest compensation.

Additionally, it drove productivity by reducing hotel labor involvement with bed bug issues. By partnering with Ecolab Pest Elimination and by implementing a more proactive bed bug program, the group drove bottom line savings and guest satisfaction via fewer bed bug sightings. The hotel group feels confident in the program and the overall cost savings they have experienced.

CUSTOMER IMPACT	eROI
Reduced bed bug incidents and growth rate	 GUEST SATISFACTION
Saved money on treatment expenses, mattress replacement, and guest compensation	 COSTS
Reduced room downtime and labor requirements with fewer incidents	 PRODUCTIVITY

Chart 1: Average bed bug incidents per property (and growth rate) for this management group, along with industry bed bug growth rate.



- ▲ Customer EBR/bed bug trending
 - YO = 2014
- ▲ Decrease of .14 incidents/property (multiplied by 33 properties) and average BB incident costing \$3,000 = \$14,000 annual savings
- ▲ Bed bug industry growth rates:
 - 2014 – <http://www.pctonline.com/article/spc-2014-pest-control-market-report/>
 - 2013 – <http://www.mypmp.net/2014/04/03/spc-sees-6-percent-industry-growth/>
 - 2012 – <http://www.pctonline.com/article/spc-2012-research-report/>