

Ecolab Bed Bug Service Helps Hotel Reduce Room Downtime



CASE STUDY - PEST ELIMINATION

CSBB500/0118



BACKGROUND

Many hotels have experienced an increase in bed bug incidents. Bed bugs have rebounded within the last decade due to increased international travel, pesticide resistance, and higher 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.

SITUATION

A 1,500+ room hotel and convention center attracts sports groups, tourists, and business travelers, resulting in average occupancy above 85%. Due to an increase in occupancy and global travelers, the hotel continued to see a rise in bed bug incidents year over year, averaging nearly 4% of rooms becoming infested annually. The hotel grew more concerned after consistent negative reviews on social media threatened group bookings. Discarding furniture meant high, un-budgeted costs, and room downtime for 9-10 days after each bed bug treatment led to lost revenue with their past pest provider. They needed a more proactive approach to help reduce bed bug risk, as well as to reduce costs associated with bed bugs.

SOLUTION

The hotel decided to partner with Ecolab to develop a more proactive approach to bed bugs in order to reduce mattress cost and room downtime. To help reduce the risk of bed bugs, the hotel took advantage of Ecolab's complimentary housekeeping training program to be more proactive in identifying bed bug signs before a guest. Additionally, Ecolab implemented a proactive treatment and inspection program on a rotational basis in all guest rooms to help reduce the risk of bed bugs.

Each time bed bugs were identified, Ecolab quickly came onsite to treat via a multistep, science-based protocol using a combination of products and their patented Thermal EnclosureSM unit to treat the mattress and box springs.

**Ecolab Bed Bug Service Helps Hotel
Reduce Room Downtime by up to
9 Days Per Incident and Leads to
Overall Cost Savings up to 36%!**

(Continued on Reverse Side)

RESULTS

After the first year with Ecolab, the housekeeping staff was more likely to notice signs for bed bugs before a guest, and the Ecolab proactive treatments helped reduce the risk of bed bug introductions becoming wide-spread infestations.

The hotel also experienced 100% success in eliminating bed bugs after using Ecolab's service approach. Each treatment resulted in getting the infested room back in service 9 days sooner than with the prior provider. The Thermal Enclosure heat treatment resulted in over \$900 savings per infested room, and increased productivity by not having to re-order new mattresses.

The hotel now has peace of mind that bed bugs are under control and now has a "Very Good" rating on social media.

CUSTOMER IMPACT	eROI	ECONOMIC RESULTS
Saved money by heat treating furniture vs. discarding mattress	 COSTS	\$52,000 savings annually
Reduced downtime, drive revenue by getting infested rooms back into service more quickly	 PROFITABILITY	Rooms back in service 9 days quicker per incident, resulting in \$82,000 revenue annually
Improved ratings for both online reviews and corporate audits	 BRAND REPUTATION	Online Rating of "Very Good" (or 4.1/5 stars)

MONTHLY COST COMPARISON

	PRIOR SERVICE PROVIDER	ECOLAB HOTELPROTECT
Pest Management	\$3,200	\$4,500
Bed Bug Treatment Costs	\$3,150	\$7,900
Mattress Replacement	\$6,300	
Lost Room Revenue After Bed Bug Incidents	\$6,850	
Online Review		 (4.1/5 Rating)

36% Savings with Ecolab Pest Elimination and Bed Bug Program

Data Sources (Internal Documentation Only)

- Hotel = Southern California
- Background Information
 - Cost/mattress: \$1,400
 - Paid 1/2 for pest treatment with prior company
 - Room downtime was 9 - 10 days
 - Occupancy 85 - 95%
- 2016 BBREPT = 54 initial treatments; \$94,886 total spend
- 2017 CV Report = Invoice with Ecolab is \$4,500/month
- ADR (STR Data) = \$199/night
- Social Media Review 10/20/17 = 4.1/5 ("Very Good")
- Math – Customer Impact:
 - Save on mattresses = Save \$954 per treatment x 54 treatments = \$51,516
 - Increased revenue from rooms = 54 treatments in 2016 x 9 days (rooms back in service) x \$199 daily rate x 85% occupancy = \$82,206
- Math – Monthly Cost Comparison
 - Competitor was about 70% of the P/E
 - Assume Competitor was about \$700 per treatment (about half of Ecolab)
 - Mattress replacement: 4.5 x \$1,400 = \$6,300
 - Lost room revenue: calculations above, divided by 12 months = \$6,850

LEARN MORE AT:
www.ecolab.com

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