



BED BUGS:

THE COST OF THEIR PRESENCE
& THE POWER OF PREVENTION



CANADA™

PEST CONTROL DOWN TO A SCIENCE®

Travel is back on the rise and, as people begin to hit the road or take flight throughout Canada, bed bugs will also want to hitch a ride to popular travel destinations throughout the country. As the world continues to open back up, you should invest your time perfecting the guest experience and welcoming travelers back into your hotel rooms—not bed bugs. More than just a nuisance, bed bugs can sneak their way into your business and create an avalanche of problems ranging from an unhappy guest or a room out of service, to unexpected expenses, negative reviews and, in the worst-case scenario, even litigation.

From 5-star to 1-star accommodations, bed bugs can and will live anywhere, so don't wait for the wake-up call to get serious about these unwanted guests. This is the kind of disruption you want to head off at the pass, and taking a proactive approach to bed bug management is the best course of action. Luckily, Orkin Canada is here to help you quantify the risks of these relentless pests and put preventive measures in place.



FROM OBSCURITY TO ROOM 137

Depending on your personal experience with these pests, you may think that bed bugs aren't likely to make an appearance at your hotel. Bed bugs were a relatively rare pest prior to the early 2000s, but they've steadily climbed to notoriety. In fact, recent research conducted by Orkin in the United States suggests that they're more widespread than ever.

90% OF HOTELS
HAVE TREATED FOR BED BUGS

82% HAD TREATED WITHIN THE
LAST TWELVE MONTHS

40% EXPERIENCED A BED BUG INCIDENT IN THE
PAST MONTH THAT REQUIRED TREATMENT

Travelers are the perfect host for these adept hitchhikers, so the hospitality industry is particularly vulnerable to an introduction. Given the prevalence of bed bugs, it's likely that if you haven't seen them yet, you will.

YOU AREN'T THE ONLY ONE KEPT UP BY THIS NEWS

Hoteliers have been battling the introduction of bed bugs into their business for some time now. It's become a fact of business for many and a dreaded potential problem for others. The splashy headlines from high-profile incidents, and the size of settlements resulting from litigation, ups the ante for your reputation and bottom line.

MORE THAN 90%
OF HOSPITALITY FACILITIES ARE
WORRIED ABOUT THE IMPACT OF
BED BUG INFESTATIONS

AND THE STRESS LEVEL IS HOLDING
STEADY OR **INCREASING.**



2/3 REPORTED WORRYING
THE SAME OR MORE THAN
THEY DID 5 YEARS AGO

CONSEQUENCES OF BED BUGS IN HOTELS

So what happens when bed bugs are spotted in your hotel? It starts with a panicked and disgruntled guest, a call to the pest control provider and a room out of service. If you're lucky, the inspection comes back negative (there are several insects that can be mistaken for bed bugs). But when the culprit turns out to be an actual bed bug, what happens then? Now you're facing a room out of service for even longer, adjacent rooms out of service, treatment, disposal of soft goods and more.

**BED BUG INCIDENTS
COST AN AVERAGE OF
\$8,000 (CA)**



That includes the necessary treatment and lost revenue from rooms taken out of service.



IT CAN GET EVEN MORE COSTLY IF LITIGATION ARISES.

ONE IN FIVE

US HOTELS SURVEYED REPORTED FACING A **LAWSUIT** INVOLVING A BED BUG INCIDENT WITHIN THE PAST 12 MONTHS



THESE LEGAL BATTLES COST UP TO \$20,000 (CA) ON AVERAGE

That means in the worst-case scenario where an incident leads to litigation, you could be facing unexpected expenses of almost **\$30,000 (CA)** between lost room revenue and legal fees. And no one has room in the budget for that.

Monetary loss isn't the only kind of damage you face. There's the hit your reputation can take from negative reviews and media attention.



IN AN INDUSTRY WHERE ONLINE REVIEWS HAVE TREMENDOUS IMPACT,

NEGATIVE WORD OF MOUTH IS THE

#1 CONCERN OF HOTELIERS

1/3 WORRY ABOUT LOSING CUSTOMERS

IDENTIFYING BED BUGS

We've established that bed bugs aren't a pest you want to see in your hotel, but what exactly are you looking for?

Bed bugs are small, flat insects with a reddish-brown hue that appear swollen and rounded after they've fed. Unfortunately for us all, bed bugs feed exclusively on blood. While they don't have a preference for humans per se, bed bugs have become a human pest because we provide an easy food source.



Their name is a bit of a misnomer. These pests don't hide exclusively in beds. They seek harbourage under wallpaper edges, in electronics and outlets, and at carpet edges as well as within our furniture.

Bed bugs are stealthy, but there are signs of their presence if you know what to look for.



THE INSECT IN ANY LIFE STAGE

There are five life stages from egg to adult.



CAST SKINS

As bed bugs move from one life stage to the next, they shed their exoskeleton and leave the casing behind.



INKY OR RUST-COLOURED STAINS

You may see dark stains from bed bug fecal matter on mattress seams and tags.

At times, you (or an alarmed guest) may think you've found a bed bug, but there are insects that closely resemble these pests. Other insects that may be mistaken for bed bugs include carpet beetles, barn swallow bugs, book lice and even cockroach nymphs. It's still a best practice to reach out to your pest control provider any time you think you may have detected bed bugs—a false positive is far better than an ignored problem.

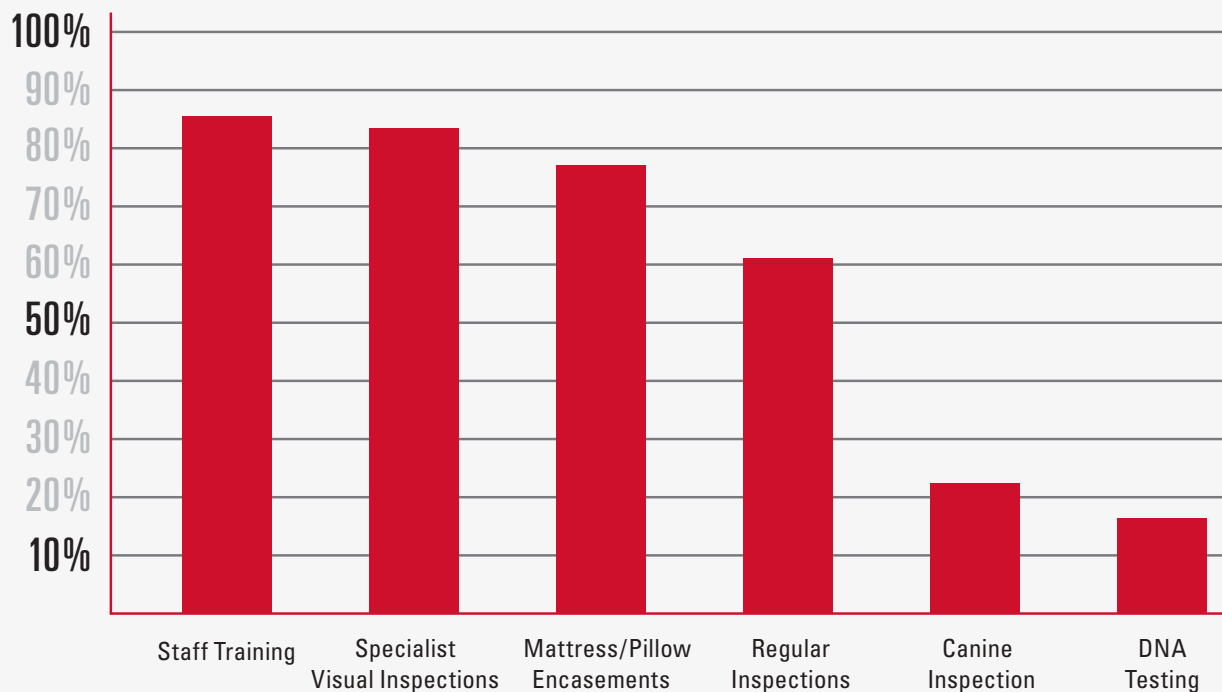
When you or your staff do see signs of the pests, it's important to follow the proper protocol.

- Take the room out of service immediately. Do not clean, move furniture or disturb bedding. Shifting items in the room can lead to spreading the infestation.
- Instruct staff to notify the hotel manager immediately.
- Contact Orkin Canada to help you correctly identify and treat the problem.

THE POWER OF PREVENTION

Bed bugs come with a big price tag. You want to do everything you can to help prevent their introduction. Ninety-eight percent of hotels report at least one ongoing bed bug prevention program in place. Here's the breakdown:

MOST COMMON ONGOING PREVENTION PROGRAMS



It's crucial to take the time to develop a plan for preventive measures in order to catch bed bugs before they become an expensive problem. More than half of hotels inspect for bed bugs at least weekly. Your staff is one of the best resources for ongoing monitoring, since they're frequently in rooms where activity is likely to start. Ask them to check rooms for signs of bed bugs during routine cleaning and turnover. Hotels who use staff for bed bug inspections report weekly inspections at a higher rate (72%), giving them a better chance to catch introductions before they turn into infestations.

Keep your staff proficient in knowing what to look for through regular training with your pest management provider. Almost 9 out of 10 hoteliers indicate staff turnover is a challenge, so remember that a "one and done" training approach is less effective.

A PROACTIVE APPROACH TO BED BUG MANAGEMENT

Orkin Canada's team of trained bed bug experts can help take the stress off your plate when it comes to bed bugs.



PROACTIVE BED BUG TREATMENTS

Aprehend® is a quarterly treatment that can help prevent and eliminate bed bug infestations. A proprietary and patented formula, this natural biopesticide solution contains a combination of oils that apply *Beauveria conidia* (spores) to surfaces where they remain attached until encountered by a bed bug. *Beauveria* is a natural disease that infects both eggs and adults by direct contact and doesn't require ingestion. Non-toxic and odour-free, Aprehend remains active for three months after application and can be used as a stand-alone treatment or part of any pest control protocol.



CANINE INSPECTIONS*

With guests coming and going every day, you never know when a bed bug might sneak into your hotel. That's why we offer proactive inspections using our trained and certified bed bug dogs.

Faster and more reliable than any other detection method, bed bug dogs are ideal for regularly inspecting hotel guest rooms. Our canine teams can inspect a room in minutes and help ensure treatments are only applied in necessary areas.



BENEFITS OF PROACTIVE INSPECTIONS

Peace of mind. When you know that your bed bug program will catch infestations early, you can rest easy knowing that your guests, employees and reputation are protected.



Minimize lost revenue. Proactive inspections help you isolate a bed bug incident, helping you prevent upset guests, out of service rooms and lost soft goods.



HEAT TREATMENT*

In the event of a bed bug infestation, Orkin Canada can use heat treatments to effectively eradicate bed bug populations. This environmentally responsible, chemical-free approach uses sustained high temperatures to penetrate all bed bug harbourage areas, including furniture, electronics and walls. Heat treatments are the most effective way to eliminate bed bugs at all life stages—eggs, nymphs and adults.

* Only available in certain areas.

CALL **ORKIN CANADA** AND SLEEP TIGHT

Not planning for bed bugs is no way to keep it from happening to you. Guests can easily—and unknowingly—bring them in on luggage and leave them behind for the next guest. With a strong preventive approach and vigilance, you're much more likely to spot the problem before it grows from a small isolated population to a full-blown infestation. Orkin Canada can help you assess the best protection protocols. With a comprehensive inspection of your property, we'll design a plan that will let you sleep tight knowing the bed bugs won't bite.

**SAY "NO VACANCY" TO BED BUGS.
CALL ORKIN CANADA TODAY
FOR A FREE CONSULTATION.**



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