



Bed Pod Case Study

Executive Summary

The Spotta Bed Pod system solved the problem of guest encounters with bed bugs for our customer. The system achieved a 100% success rate at detecting bed bugs before guests or even staff became aware of them.

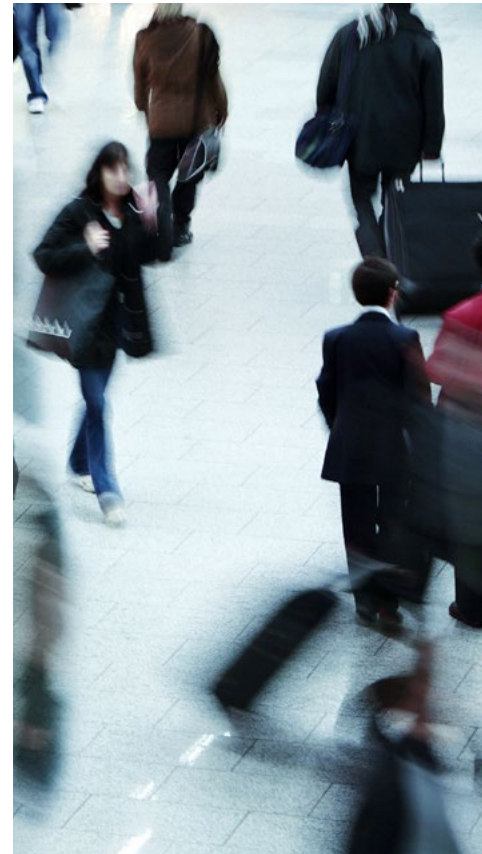
As a result, the hotel avoided any complaints or negative reviews relating to bed bugs. The early warnings provided by the Spotta Bed Pods also allowed the hotel to plan and manage room treatment in an organised way, which greatly reduced the disruption to hotel operations caused by bed bugs.

The Situation

Our customer operates a busy hotel in central London with several hundred rooms. They cater to a wide range of guests, including groups, short city breaks, and business travellers. The hotel has very high occupancy rates and the room prices are competitive. The average stay is 1.7 nights.

Anyone familiar with the problem will recognise that the combination of high occupancy and high guest-turnover means the hotel is at an increased risk of bed bug infestations. Before working with Spotta, the hotel had seen a rising number of incidents, in line with the global growth of the problem.

Management knew that bed bugs were causing significant damage to their reputation, their room availability and, therefore, their bottom line. They also believed that guests who had read online reviews arrived 'on the lookout', making further reviews more likely and risked escalating reputation damage.



Before Spotta

In the past, to prevent guests coming into contact with bed bugs, the hotel tried a number of conventional methods to detect and control bed bugs, including investing heavily in training of housekeeping staff to inspect rooms.

Like many hotels in their situation, they found that staff training did not fully solve the problem. Typically, trained staff who are given the time to check thoroughly will detect the presence of bed bugs, at best, around 50% the time before guests are bitten or spot bugs themselves.

Recognising that the problem was damaging their bottom line and competitive position against other hotels in the area (while concluding that their existing practises were not delivering the results they needed) the hotel asked Spotta to install the Bed Pod system.





With Spotta

- In the first four months of operation the system detected 100% of bed bug arrivals
- Zero guests encountered bed bugs
- No complaints or negative reviews regarding bed bugs
- All new cases of bed bugs were identified by the Bed Pod system before the trained hotel staff
- Follow-up inspections showed that Spotta caught new infestations in the very early stages, making containment easier and treatment more successful
- Management peace of mind from 24/7 monitoring for bed bugs
- No false alarms

After just four months of using the Spotta Bed Pod system, the hotel extended their subscription to 5 years and also recommended it to another hotel in their chain.

Comments from Hotel Management

'Spotta's Bed Pod system has transformed how we protect our guests from bed bugs. A 100% successful at detecting them before staff or guests. With Spotta we're able to solve a problem before it even begins, saving money and time.'

- Hotel General Manager

"I didn't believe that Spotta would detect bed bugs early. Within weeks I'd totally changed my opinion. From day one, the system and service has been practically flawless. I now trust Spotta to protect our guests and reputation by giving us early warning of any 'new arrivals'.

- Hotel Director of Engineering