

The Trust Advantage: Why Safety Is Becoming a Revenue Driver



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Session Summary



About the speaker

Martim Gois is Co-Founder and CEO of Valpas. His work explores how bed bug safety is becoming a visible, bookable attribute that drives hotel revenue.

3 Key Takeaways

1. Across the US, UK and France, bed bug safety is now a top hotel booking concern.
2. Guests already act on it silently — scanning, inspecting, switching — so most hotels never hear it and assume they have no problem.
3. Every decade, hospitality turns a back-office cost into a visible booking attribute — non-smoking, Wi-Fi, sustainability. Bed bugs are next.

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THE TRUST ADVANTAGE

Hotels have traditionally focused on location, service, amenities and price when communicating value to guests. Increasingly, however, travellers are evaluating accommodation through a different lens: safety.

Martim Gois showed bed bug safety has quietly become a top booking concern across the US, UK and France, drawing on new Phocuswright research of more than 1,000 travellers. Just as the industry stayed silent on the topic for decades, guests learned to do the same — but they're not passive. They scan reviews, check the bed, switch hotels, almost always without raising it with the property.

This is why most hotels believe they have no problem: the concern is real and widespread, but it stays invisible to them. The research points one way — when safety is made visible and verifiable at the booking moment, travellers respond with higher consideration, willingness to pay and stronger loyalty.

Delegates' first instinct is to ask if they've had bed bug problems. The sharper question: how does visible, verified safety turn demand into revenue?



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TURNING INSIGHTS INTO ACTION

FOR REVENUE MANAGERS

- Understand how guest trust influences pricing power and conversion.
- Monitor guest feedback and reputation indicators alongside traditional KPIs.
- Consider trust-building initiatives as part of the property's value proposition.

FOR OPERATIONS TEAMS

- Make safety visible and verifiable, not just operational.
- Ensure procedures are in place to minimise operational risks.
- Communicate safety standards clearly and consistently.

FOR MARKETING TEAMS

- Highlight trust-building measures where relevant.
- Reinforce guest confidence throughout the booking journey.

- Use transparency to strengthen credibility and differentiation.

FOR COMMERCIAL LEADERS

- Recognise the connection between operations and revenue.
- Treat trust as a commercial asset rather than a compliance requirement.
- Align operational excellence with the property's overall positioning.

THE GUEST PERSPECTIVE

Guests rarely see the systems and procedures operating behind the scenes. What they experience is confidence. The more confident guests feel about a property's ability to deliver a safe and reliable stay, the more likely they are to book.

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THE TRUST ADVANTAGE FRAMEWORK

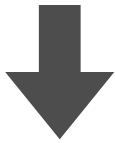
 Operational Excellence



 Guest Trust



 Booking Confidence



 Higher Conversion



 Revenue Growth

WHY THIS FRAMEWORK MATTERS

Trust influences decisions long before a guest arrives at the hotel. Properties that demonstrate reliability, transparency and operational excellence are more likely to build confidence, increase conversion and strengthen long-term commercial performance.

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Continue the Conversation

"Every decade, hospitality turns a back-office cost into a visible booking attribute — non-smoking, Wi-Fi, sustainability. Bed bug safety is making that jump now."

MARTIM GOIS

Co-Founder & CEO Valpas

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