



FOR IMMEDIATE RELEASE

## Valpas Joins the World Sustainable Hospitality Alliance to Accelerate Safe, Sustainable Hospitality Worldwide



**London, 3<sup>rd</sup> December 2025** – The [World Sustainable Hospitality Alliance](#) (the Alliance) today announces that [Valpas](#), the company creating the new global standard for safe and sustainable hotel stays, has joined its network of leading hospitality organisations. Through this collaboration, Valpas joins a network of industry leaders committed to accelerating positive change across the global hospitality sector.

As awareness grows around bed bug risks and pesticide safety, Valpas sets a new category in hospitality standards and sustainability: Certified bed bug-safe, pesticide-free stays. The company certifies and guarantees a safe, non-toxic stay for every guest thanks to their seamless in-room technology, providing a digital proof of safety for every stay. With more than 300 certified hotels in over 70 destinations, Valpas enables travellers to sleep soundly, free from both bed bugs and harmful chemicals, while supporting hotels in protecting biodiversity and guest wellbeing.

By joining the Alliance, Valpas strengthens its role as a thought-leader shaping what sustainability in hospitality means in practice. The company's mission aligns with the Alliance's vision of an industry that gives back more than it takes; from people and communities to the planet itself.

*"We are delighted to welcome Valpas to the Alliance. Their innovative approach to creating safe, pesticide-free stays brings a powerful new dimension to hospitality sustainability. By tackling an often overlooked issue in guest wellbeing and environmental health, Valpas exemplifies how*



*technology and purpose can combine to create lasting positive impact for both people and the planet.”, said **Glenn Mandziuk, President & CEO of the World Sustainable Hospitality Alliance.***

*“We are delighted to join the Alliance. The hotel leaders in this community are already redefining what modern hospitality stands for by moving beyond outdated assumptions and taking action where others still hesitate. By choosing Valpas, the Alliance and its members send a clear signal about the present and future of 5-star hospitality: a standard that no longer plays with avoidable risks, makes no toxic compromises, and extends guest care beyond the stay itself by ensuring they take nothing unwanted home. This is leadership — now visible through a recognisable certification present in hotels and OTAs.”, said **Martim Gois, Co-founder & CEO.***

The World Sustainable Hospitality Alliance unites leading hospitality companies, brands, and strategic partners to address pressing environmental and social challenges. With a portfolio of over 66,000 hotels across 300 brands, totalling more than 8 million rooms, including industry giants like Hilton, Marriott, and IHG, the Alliance is committed to developing actionable programs and resources that foster a Net Positive hospitality sector. Through a network of over 100 partners, the Alliance is dedicated to driving collaborative action for a sustainable future.

For more information about the World Sustainable Hospitality Alliance and its initiatives, please visit [sustainablehospitalityalliance.org](https://sustainablehospitalityalliance.org).

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### **Notes for Editors**

**For media enquiries for the Alliance, please contact:**

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### **About the World Sustainable Hospitality Alliance**

The World Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 66,000 hotels spanning 300 brands – totalling over 8 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, IHG Hotels & Resorts, Radisson Hotel Group, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network, which includes over 100 partners, also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.



### About Valpas

Valpas makes safe, sustainable, bed bug-free travel a reality, so everyone can travel today without fear of health or environmental risks tomorrow. Founded after co-founder Martim Gois encountered bed bugs while traveling, today over 300 hotels with more than 50,000 beds in the world carry the Valpas 'bed bug safe' label, which certifies that operators use Valpas technology in every room to ensure their guests' safety from bed bugs. Learn more at [valpashotels.com](https://valpashotels.com).