



PRESS RELEASE

## PARTNERSHIP

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### Biogents and Accor Join Forces for a Sustainable and Effective Fight Against Mosquitoes

September 1st 2025 – [Biogents](#), a pioneer and recognized expert in sustainable mosquito control for over 20 years, has become an official partner of [Accor](#), a global leader in hospitality. The partnership aims to progressively deploy Biogents' insecticide-free solutions across Accor's hotel portfolio in France, from economy to luxury segments, with plans for international expansion.

Amid the growing proliferation of mosquitoes, this collaboration stems from a successful pilot conducted during the 2024 Tour de France. It reflects a shared ambition: to enhance the protection and comfort of hotel guests and staff in a sustainable and effective way.

#### A Proven, sustainable Solution

The partnership originated in the summer of 2024, when Biogents, **Official Protector of the Tour de France** for the second consecutive year, installed twelve mosquito traps at the Novotel Pau Pyrénées. Thanks to the high-precision counting device included in the solution, the BG-Counter, the hotel was able to quantify the impact of the installation **using concrete data on captured mosquitoes**, enabling continuous monitoring and improvement. In just eight weeks, **over 30,000 mosquitoes were captured**. This impressive result was a key driver in establishing **a broader partnership between Biogents and Accor**, paving the way for large-scale deployment.

**Biogents has also demonstrated its expertise in other hospitality settings**, such as the luxury [Soneva Fushi resort in the Maldives](#), where trap installations reduced the mosquito population by 95% in six weeks without using insecticides, and at the Castello del Sole Beach Resort & SPA in Switzerland.

*"Providing a comfortable and safe stay is a top priority for both our guests and our teams. With Biogents, we're choosing a scientifically validated solution with a positive impact that aligns perfectly with our CSR commitments. This collaboration opens the door to a new and sustainable form of protection in our properties,"* said **Emmanuel Poignant, Vice President Astore – Accor Procurement Europe & North Africa**

#### A Shared Vision from Two Committed Players

With strong international footprints, Accor and Biogents are united by a common goal: to create safer, healthier, and more sustainable environments. *"Accor is a natural partner for us. We share the same values: innovation for well-being, sustainability, and a commitment to quality. This is a true collaboration, and we're proud to help protect Accor's guests and staff,"* said **Hugo Plan, Co-Director of Biogents**.

## About [Biogents](#)

Biogents has been a pioneer in mosquito control for over 20 years, operating in more than 100 countries across six continents. Its team of passionate researchers and scientists designs solutions to protect people from the nuisance and health risks posed by mosquitoes, especially tiger mosquitoes. Biogents' scientifically proven expertise enables the development of innovative, sustainable traps that mimic human signals attractive to mosquitoes (such as breath and scent), as well as breeding sites, capturing female mosquitoes that have already bitten and are seeking to lay eggs.

By equipping private gardens and public spaces with these traps in synergy, a protective network is created that significantly reduces mosquito presence and disease transmission risks in a preventive and sustainable way.

Biogents is a trusted partner for cities, tourism and hospitality professionals, and individuals, supporting them throughout their mosquito control efforts. As the first company in the sector to develop patented insecticide-free traps, Biogents' solutions preserve biodiversity (targeting only mosquitoes, not bees or butterflies) and offer a sustainable, environmentally friendly alternative to combat mosquitoes—now recognized as a major public health and nuisance issue. Combined with essential best practices (eliminating stagnant water, maintaining green spaces), Biogents traps remain unmatched in effectiveness.

Established in France since 2013, Biogents is now the market leader in the French retail sector. Its solutions are also distributed throughout Europe and the US.

### BIOGENTS IN NUMBERS:

- Over 20 years of scientific experience
- Presence in more than 100 countries
- Nearly 400 independent scientific publications worldwide
- #1 in mosquito traps in France with nearly 50% market share in retail distribution
- 1 million traps sold worldwide across all models and markets
- 100% insecticide-free traps
- Effectiveness rates of 87% and up to 93% with CO<sub>2</sub>

For more information, visit [biogents.com](https://biogents.com)

## About Accor

Accor is a world-leading hospitality group offering stays and experiences in over 110 countries, with more than 5,600 hotels, 10,000 restaurants & bars, wellness centers, and coworking spaces. The Group operates one of the industry's most diverse ecosystems, with around 45 brands ranging from luxury to economy, including lifestyle brands through Ennismore.

ALL, Accor's booking platform and loyalty program, embodies the Group's promise during and beyond the hotel stay, supporting members in their daily lives and enabling them to enjoy unique experiences. Accor is committed to ethical business practices, responsible tourism, sustainable development, community engagement, and diversity & inclusion.

The Group's mission is expressed through its purpose: As a pioneering artisan of responsible hospitality, we bring cultures together with passion and generosity. Founded in 1967, Accor SA is headquartered in France and listed on the CAC 40, Euronext Paris (ISIN code: FR0000120404), and the OTC Market (Ticker: ACCYY).

For more information, visit [group.accor.com](https://group.accor.com) or follow us on X, Facebook, LinkedIn, Instagram, and TikTok.

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