



HOTEL

**AUTHENTICITY AND MULTISENSORY
ENVIRONMENTS PLAY A KEY ROLE IN
THE FUTURE OF HOSPITALITY.**

OLFACTORY BRANDING FOR HOTELS:

SCENT REALLY CHANGES THE EXPERIENCE IN A HOTEL

Interior Designers & hotel decorators are making new products for hotels that appeal to our heightened interest in tactile and sensorial stimuli. Their aim is to provide new solutions to increase the sense of wellbeing. Hotels are integrating innovative technologies for services.

But authenticity and multisensory environments play a key role for the future of hospitality.

Whether for business or for pleasure, lifestyle travellers seek places where architecture, design and ambience **reflect wellbeing, speak about emotions and offer an authentic experience.**

Scent really changes the experience in a hotel, enhances all other interior design elements and creates a strong brand identity. A tailored scent allows the brand to express or communicate itself through another medium to complete the branding message immediately the moment the guests arrive in the hotel lobby.

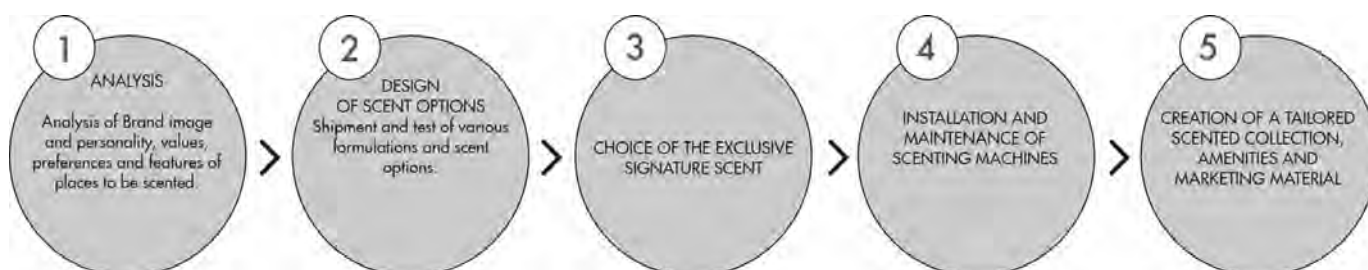
The guests start their journey enveloped by an invisible charming hug, accompanying them through the rest of the building, the reception, the private rooms, the SPA, the fitness room and so on. As soon as guests smell the custom scent of the hotel, they immediately recognize the fragrance, the hotel, and most importantly how they feel about their experience there.

" You walk into one of the most exclusive luxury hotels, with the most beautiful architecture and the most incredible design and panoramic views you have ever seen. Then you smell a fragrance never felt before... elegant, welcoming, energizing, that makes you dream...

– "that's when you are living a unique luxury experience".



THE STEPS OF THE OLFACTORY BRANDING PROJECT FOR HOTELS

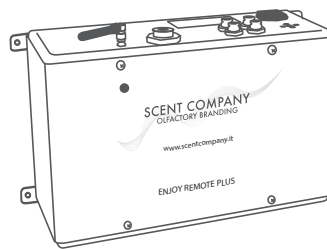


THE PROCESS AND THE SOLUTIONS OF AN OLFACTORY BRANDING PROJECT FOR HOTELS

Scent Company creates the olfactory identity tailored to the Hotel. The signature scent is used for the diffusion of perfume through professional fragrance diffusers and incorporated into a custom scented collection, a line of amenities and other scented marketing material.



ENJOY REMOTE



ENJOY REMOTE PLUS

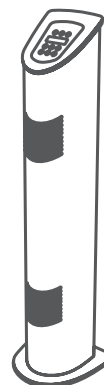
Enjoy Remote and Remote Plus are scent diffusers connected to the air-conditioning or ventilation system of the Hotel and are completely hidden and programmed and controlled through a remote system. The number of machines needed depends on the size of the area to be scented. Enjoy Remote has a scent capacity up to 1200 m³ while Enjoy Remote Plus up to 1800 m³.

These machines are usually installed to cover specific areas of the hotel: the entrance hall, the reception area, the lobby, **the relaxation area, the main corridors, the elevators, the bar area, the SPA and fitness room areas, finally the rooms for congresses and meetings.**

Hotels that can not install the remote machines in the air-conditioning or ventilation system, can choose a different solutions: our mobile systems called Enjoy Sensitive and Enjoy Sensitive Lux. Usually these diffusers are positioned by the entrance door of the hotel or are placed in hidden areas of the reception and lobby and corridors. Scent coverage is up to 300 m³.



ENJOY SENSITIVE LUX



ENJOY SENSITIVE

THE PROCESS AND THE SOLUTIONS OF AN OLFATORY BRANDING PROJECT FOR HOTELS

To cover small areas such as bathrooms or small lobbies and reading rooms is usually recommend the Enjoy Mood machine which has a scent coverage up to 300 m³.



The creation of a bespoke scented collection that incorporates the signature scent of the hotel is perfect to complement the ambient scenting even in areas where professional machines can not be installed. The final result is a 360 °, consistent, constant and exciting olfactory journey, which starts at the entrance of the hotel and in the common areas, and then continues in the private room of the guest where they will find a rattan stick diffuser for example, a scented candle, a fragrant notebook and blocknotes, a room & linen spray, body mist, a scented card in the wardrobe, as well as the line of amenities in the bathroom.

The Hotel staff usually spray the signature scent before the guest's arrival.

This can all be achieved with the same exclusive ambient fragrance.

It is also possible to create a "Goodnight Pillow Mist" with fragrances that combine sleep and relaxation, which the guest can choose according to their preferences.

Usually every Hotel creates its olfactory identity that is declined in various solutions and products.

It could also happens that the Hotel decides to combine their olfactory logo with other fragrances to create an olfactory journey.

This is the case, for example, of the Ritz Carlton in Tokyo, which has decided to design with Scent Company a signature scent for the hotel and a different fragrance for the SPA with an important component of bamboo and another different scent for the Wedding Chapel, with an incisive component of rose notes.

SUGGESTED FRAGRANCES FOR **HOTELS**

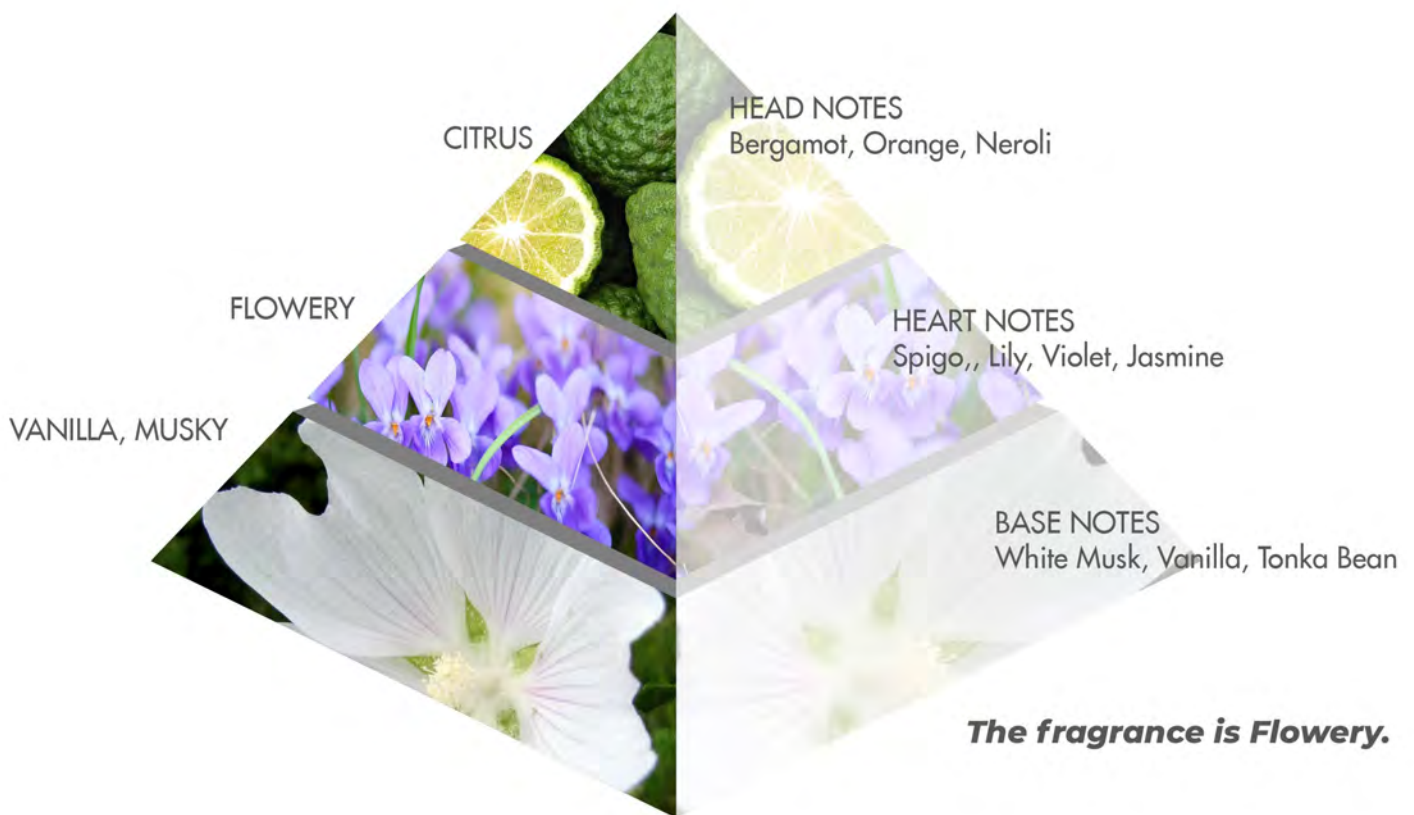


MUSKY AND AMBER FRAGRANCE



FLOWERY AND FRESH FRAGRANCE

SUGGESTED FRAGRANCES FOR **HOTELS**

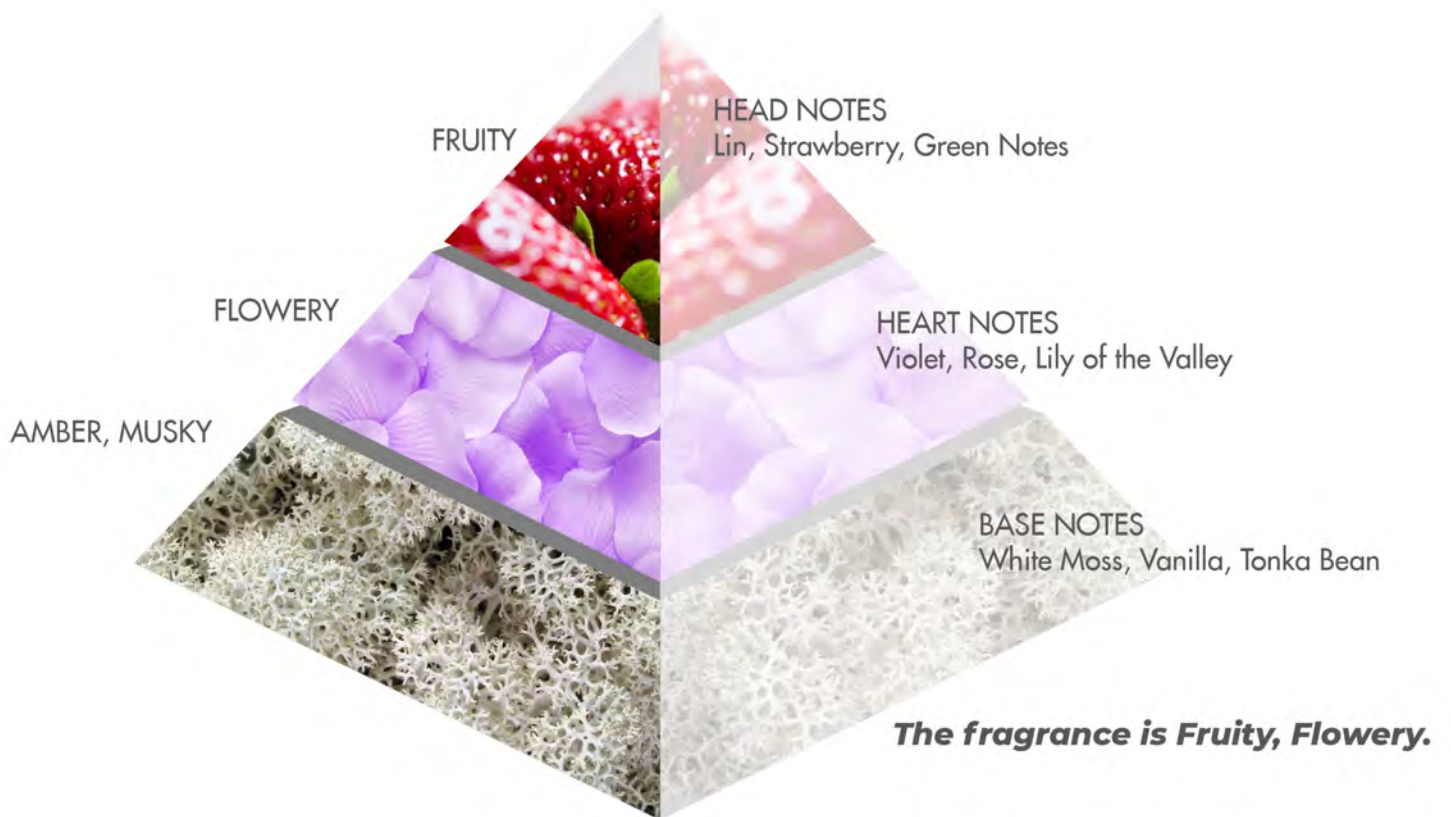


FLOWERY FRAGRANCE



FRESH AND FLOWERY FRAGRANCE

SUGGESTED FRAGRANCES FOR **HOTELS**



FRUITY AND FLOWERY FRAGRANCE



A woman with blonde hair is lying back in a gold-colored spa chair, wrapped in a white towel. She is looking upwards with a peaceful expression. The background is softly blurred, showing other spa equipment.

SPA & WELLNESS AND FITNESS CENTERS

SPAS, WELLNESS & FITNESS CENTERS REMAIN PLACES WHERE ONE TAKES CARE OF THEMSELVES AND RECOVERS THE BALANCE BETWEEN BODY, MIND AND SOUL. IT IS ALL ABOUT EMOTIONS, AND SO IS SCENT.

DO NOT FORGET ABOUT AMBIENT SCENTING IN YOUR SPA OR WELLNESS OR FITNESS CENTER

SPAs today represent a discreet and private area where guests can experience their personal relax and wellness experience, in a space suspended in time, far away from any communication with everyday life.

Exclusive treatments, unique décor and customer service all help to develop a strong SPA or Wellness & Fitness Center brand. **But do not forget about ambient scenting!**

The design of a bespoke Signature Scent to scent and complement the interior space, aromatherapy and finally the use of special aromas inside the sauna, steam and emotional showers to propel clients to new levels of relaxation.

Smell is an invitation to a journey: it allows us to leave the ordinary course of things and start a journey. Just close your eyes and try to realise scent is something alive, vibrant and unique.

Start to imagine and relax, just like you take the first sip of a fine wine or listen to beautiful music.

THE PROCESS AND THE SOLUTIONS OF AN OLFACTORY BRANDING PROJECT

Scent Company creates the olfactory identity tailored to SPA, Wellness or Fitness Center. The signature scent is used for the diffusion of scent through professional fragrance diffusers and incorporated into a custom and branded scented collection, a line of amenities and other scented marketing material.

After the signature scent is designed, it is important to catch the correct method to diffuse it in the environment, in order to appreciate the depth of a custom fragrance inside the branded space. The scent diffusers to be used can be either exposed, mobile and freestanding, wall-mounted or concealed, or directly connected to the air conditioning or ventilation system in place. Everything depends on the size and characteristics of the spaces to be scented.



ENJOY REMOTE



ENJOY REMOTE PLUS



ENJOY MOOD



ENJOY SENSITIVE



ENJOY SENSITIVE LUX

THE PROCESS AND THE SOLUTIONS OF AN OLFACTORY BRANDING PROJECT

Scent Company also supplies ready-to-use fragrance solutions for steam baths, showers and saunas. We have an innate feeling for natural aromas (which are mostly used inside steam baths, emotional showers and saunas).

The creation of a bespoke scented collection that incorporates the signature scent of the SPA or wellness clinic is perfect to extend the ambient scenting even in areas where professional machines can not be installed. The final result is a 360 °, consistent, constant and exciting olfactory journey, which starts at the entrance of the SPA or wellness center and then continues in the waiting rooms, at reception, in corridors and lifts, in relaxation and massages rooms and in the areas of the pools.

The perfect scented products for SPAs and wellness & fitness centers are:

Rattan sticks diffuser, scented candle, fragrant notebook and blocknotes room & linen spray, eau de parfum, body mist for the pool area as well as an amenities line.

SUGGESTED FRAGRANCES FOR SPAS AND WELLNESS & FITNESS CENTERS



FLOWERY AND CITRUS FRAGRANCE



CITRUS, SPICY AND WOODY FRAGRANCE

SUGGESTED FRAGRANCES FOR **SPAS AND** **WELLNESS & FITNESS CENTERS**



FLOWERY AND CITRUS FRAGRANCE



FLORAL AND POWDERY FRAGRANCE

SUGGESTED FRAGRANCES FOR **SPAS AND** **WELLNESS & FITNESS CENTERS**



POWDERY, MUSKY AND AMBER FRAGRANCE

