

A look into how a ScentAir luxury resort customer increased overall guest satisfaction, linger time and guest spending utilizing the ScentAir cloud-based scent management platform, ScentConnect

To build a true brand experience, luxury resorts must provide the ultimate experience starting with the first impression when guests arrive. To achieve this, one ScentAir luxury resort customer in Reno, Nevada, sets itself apart from their competition by creating an atmosphere that fully engages all five senses.

Using scent marketing to create and distribute a signature scent throughout its property, the resort relies on the ScentAir ScentConnect cloud-based scent marketing management platform to easily control, regulate, and customize the guest scent experience.

Challenge

- Ability to view real-time system performance
- Exude luxury and improve guest experience through scent
- Consistent, customizable scent solution for each resort area
- Full remote management of numerous scenting devices

Solution

- Utilized ScentConnect as an all-encompassing scent management platform
- Fully connected and synchronized ScentAir delivery systems
- Remotely customized scent strength by target area and time of day
- Leveraged online portal to monitor scent up-time and control fragrance levels

Result

- Sales data proves guests linger longer in scented areas of resort
- High satisfaction levels from ease of use and customizable control
- Consistently rated as a top upscale resort by guests
- Increasingly positive resort cleanliness reviews by guests
- Expanding ScentConnect managed scent delivery systems to other properties

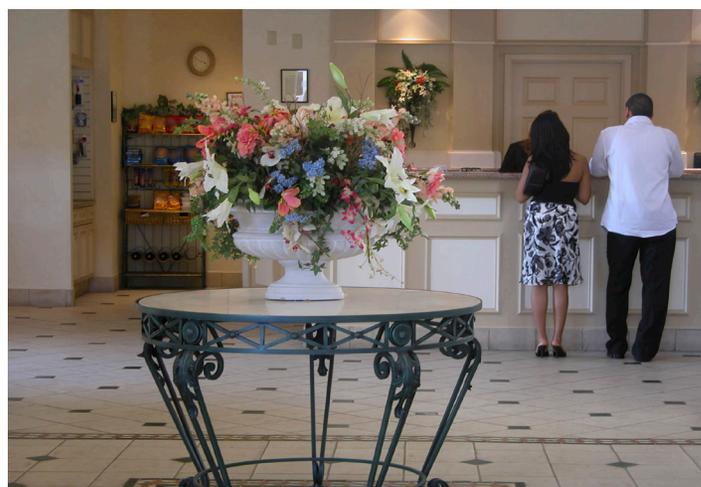
CHALLENGE

As a high-end resort devoted to creating an atmosphere of luxurious relaxation, the incorporation of scent was a key element to their guest experience—one that would increase overall guest satisfaction, linger time and drive sales. Doing this effectively while balancing scent strength property-wide was of critical importance as each individual area of the resort needed to be regulated and customized separately. This needed to be accomplished in an easy way that allowed the property to manage each individual ScentAir scent system remotely rather than manually.

SOLUTION

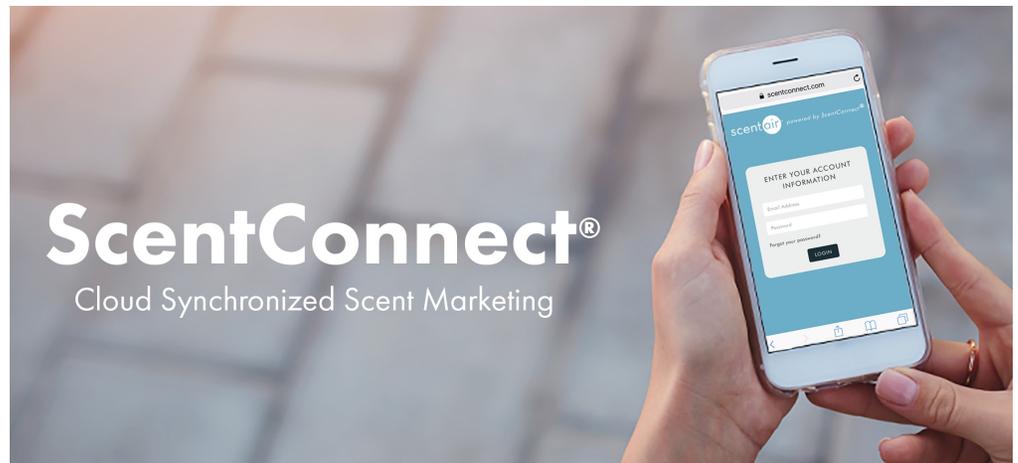
In consultation with ScentAir, the resort implemented ScentConnected HVAC delivery systems with cloud-based platform control to deliver long-lasting ambient scent throughout the resort. With an easy way to monitor and customize scent strength by target areas and time of day, resort employees are easily able to manage fragrance levels remotely, rather than by adjusting delivery systems manually. Additionally, since ScentConnect operates on an independent network outside of the resort systems, demand on IT and facility engineering staff is minimized.

ScentConnect has ensured this resort of a uniform, reliable and high quality scent experience, which is able to be monitored 24/7 via the easy-to-use online portal.



RESULT

After several months of use, the resort has seen consistently high ratings from customers both on overall resort experience and perceived cleanliness due to the ScentConnect performance of ScentAir's ambient scent delivery systems. Further setting them apart from competitors and reinforcing their overall brand perception and upscale appear, the resort has been extremely pleased with the level of scent control they now have with ScentConnect.



Additionally, their own internal sales data shows that customers linger longer and spend more in resort areas that are scented. The resort is so happy with the results, they are expanding ScentAir ScentConnect systems to secondary areas of the resort and have plans to expand to other resorts properties within Nevada—all of which will be monitored and controlled from a single location via the ScentConnect cloud-based scent marketing management platform.



About ScentAir: ScentAir Technologies, LLC., privately held and founded in 1994, provides best-in-class ambient scent marketing solutions to many of the world's most recognized brands. As the global leader in olfactory marketing, the Company creates memorable impressions for both small businesses and global enterprises, elevating their customer experience through the power of scent. Based in Charlotte, NC, USA, and corporate offices in the United Kingdom, France, Netherlands, China, Hong Kong, and Australia. The Company's 425+ global team members service customers in 119 countries through its dedicated global supply chain and manufacturing operations in North America, Europe, and Asia. ScentAir is committed to the creation of customized scent strategies that boost clients' brand sentiments, customer loyalty, and sales. To learn more, go to [ScentAir.com](https://www.scentair.com).