



## CASINO AND ENTERTAINMENT COMPLEX INTRODUCES AMBIENT SCENTING

Diamond Jo's Casino is a casino and entertainment complex in Worth County, Iowa, that is owned and operated by Boyd Gaming. The casino prides itself on prioritising guest needs, but was struggling with malodours from smoke and high-traffic toilets.



YOU CAN SMOKE INSIDE BUT YOU WON'T SMELL AFTER YOU LEAVE - THEY MUST HAVE GREAT HVAC SYSTEM. AND I WAS SURPRISED THAT THE CASINO DIDN'T SMELL OF SMOKE. IT HAD A PLEASANT SMELL.

*2018 Online Guest Reviews*





## THE CHALLENGE

How could Diamond Jo's Casino elevate their level of customer service and eliminate malodours?

## THE SOLUTION

In September of 2018, Diamond Jo's Casino introduced our ambient scenting services to create a welcoming effect for clients in their lobbies.

The "Blue Wood," "Tidal Wave," and "Casino" fragrances were chosen for the brand. 11 AQ1280 and 10 AQ370 diffusion appliances were installed in the HVAC system and restrooms.

## THE RESULTS

The refreshing "Blue Wood," "Tidal Wave," and "Casino" fragrances create a fresh environment throughout the casino, from the gaming area to the restroom.

Since the installation of the new scenting program, customer evaluations of the casino have been very positive.

## HIGHLIGHTS

- THE "BLUE WOOD," "TIDAL WAVE," AND "CASINO" FRAGRANCES WERE CHOSEN FOR THE BRAND. 11 AQ1280 AND 10 AQ370 DIFFUSION APPLIANCES WERE INSTALLED IN THE HVAC SYSTEM AND RESTROOMS.
- SINCE THE INSTALLATION OF THE NEW SCENTING PROGRAM, CUSTOMER EVALUATIONS OF THE CASINO HAVE BEEN VERY POSITIVE.



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