



RENOWNED CASINO COMPLEX INTRODUCES AMBIENT SCENTING

The Grand Casino Marriott has provided Romania a “world of elegance and exclusiveness” for over 10 years. The casino offers luxurious sports and spa clubs, world class dining and shopping, and a gaming experience that can only be described as “gambling glamour.” Both live games and slot machines are available for guests in Romania’s “Players’ Greatest Playground.”



PLEASANT SCENTS CAN INCREASE MONEY SPENT IN SLOT MACHINES BY UP TO 53%.



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THE CHALLENGE

How could the Grand Casino Marriott elevate their brand to improve guest experience and increase casino spending?

THE SOLUTION

In January of 2016, the Grand Casino Marriott installed our ambient scenting services.

The “White Tea Fusion” fragrance was chosen for the brand. Five AQ550 diffusion appliances were installed throughout the lobby areas and the roulette gaming floor.

THE RESULTS

With such a harmonious atmosphere, the Grand Casino Marriott shows their guests that the brand cares about their experience.

The relaxing “White Tea Fusion” fragrance has improved customer evaluations of the casino and has driven return visits.

Feedback from customers has been very positive and has shown that guest linger time has increased.

HIGHLIGHTS

- THE “WHITE TEA FUSION” FRAGRANCE WAS CHOSEN FOR THE BRAND. AN AIRQ 550 SOC DIFFUSION APPLIANCE WAS WALL MOUNTED.
- AMBIENT SCENTING HAS BEEN PROVEN TO INCREASE SPENDING IN CASINO ENVIRONMENTS.



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