



HOTEL CHAIN ENHANCES GUEST EXPERIENCE THROUGH SCENT

Hilton Hotels & Resorts is a global brand of full-service hotels and resorts and the flagship brand of American multinational hospitality company Hilton. With more than one million rooms worldwide, Hilton is one of the largest hospitality companies in the world.

This global hospitality brand needed a way to create a welcoming atmosphere for their guests while distinguishing their brand.



SINCE WE HAVE ADDED SCENTING INTO OUR PROPERTY, OUR GUESTS HAVE LOVED IT AND TOLD US IT SMELLS SO CLEAN AND FRESH IN HERE.

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OUR APPROACH

Ambius works with more than a dozen Hilton properties around the US including the Garden Inn, Embassy Suites, Double Tree, and Hilton brands. Each location has chosen a fragrance that enhances their brand and regional aesthetic.

“White Tea Fusion” creates an elegant yet friendly feel to spaces in Florida with soft woods against a bright citrus medley of bergamot, lemon, and ginger, with freesia, wild rose, and peonies bringing welcoming notes of fresh nature.

“Marine Sawgrass” brings crisp green notes to hotels in the Northeast with undertones of jasmine and lily of the valley against the contrast of cedarwood and the soft accents of musk and vanilla.

“Blue Wood” brings a feel of modern luxury to locations in the Midwest with bright green apple, lotus flower, and magnolia against a backdrop of blended woods.

MEETING THE CHALLENGE

The results have been positive with both the staff and guests alike. Hilton management reports that guests comment on how refreshing the reception areas smell.

HIGHLIGHTS

- SCENT USED TO ENHANCE GUEST EXPERIENCE AND TO DISTINGUISH THEIR BRAND
- GUESTS COMMENT ON HOW REFRESHING THE RECEPTION AREAS SMELL

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