



## ESTEEMED CRUISE COMPANY INTRODUCES AMBIENT SCENTING

Mosturflot Cruises has more than a century and a half of tradition and experience, with their roots coming from one of Russia's oldest shipping companies, which was founded in 1857. The cruise line now has a fleet of 14 ships with more than 300 routes that visit over 50 cities.

Mosturflot wanted to increase sales in their cafés and to elevate their customers' on board experience.



CRUISE  
MOSTURFLOT  
COMPANY



THE PRESENCE OF SCENT WAS FOUND TO INCREASE THE AMOUNT OF TIME AND MONEY SPENT IN THE STORE.

*Northwestern University 2010*



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## THE CHALLENGE

How could Mosturflot Cruises increase café sales and create a lasting impression of luxury for their guests?

## THE SOLUTION

Mosturflot Cruises decided to add ambient scenting to 10 of their 14 ships to increase sales at their cafés and to create a multi-sensory experience of luxury for customers.

We installed 17 AirQ 100 diffusion appliances in the ships' Café and Lobby Areas to diffuse the scents "Coffee Supreme" and "Mediterranean Journey."



## THE RESULTS

Our ambient scenting program has greatly improved customer service and satisfaction.

The elegant fragrance "Mediterranean Journey" communicates the luxury of the brand, while "Coffee Supreme" has encouraged customers to spend more at the cafés on board.

## HIGHLIGHTS

- WE INSTALLED 17 AIRQ 100 DIFFUSION APPLIANCES IN THE SHIPS' CAFÉ AND LOBBY AREAS TO DIFFUSE THE SCENTS "COFFEE SUPREME" AND "MEDITERRANEAN JOURNEY."
- AMBIENT SCENTING HAS BEEN PROVEN TO ENCOURAGED CUSTOMERS TO SPEND MORE AT THE CAFÉS ON BOARD.

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