



HOTEL ENHANCES GUEST EXPERIENCE THROUGH SCENT

Radisson Blu is an international chain of hotels operated by Radisson Hotels. This luxurious hospitality brand provides an upscale hotel experience distinguished by positive, personalised service and iconic buildings with stylish spaces. After giving thoughtful attention to every aspect of the guest experience, Radisson Hotel wanted to further differentiate themselves even more in the increasingly competitive hotel market by adding scent.

Radisson Blu wanted a fragrance that would complement their modern, elegant design and ensure a memorable first impression for all the right reasons.



THE SENSE OF SMELL IS ONE OF THE MOST INFLUENTIAL HUMAN SENSES, ESPECIALLY AROMA “BLUE WOOD” GIVES OUR CUSTOMERS A VERY POSITIVE EXPERIENCE THAT OUR GUESTS RECALL BECAUSE IT EVOKES THE FEELING OF A SPRING WALK THROUGH THE WOODS.

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OUR APPROACH

We worked with Radisson Blu hotels in India and Czech Republic. Both locations wanted to create a sophisticated atmosphere that matched the elegance of their buildings. To truly delight their guests and build a stronger brand experience, they chose fragrances that were elevated, yet regionally appropriate.

The European location opted for the classic fresh “Cucumber Mint” fragrance, which creates a friendly atmosphere with watery cucumber, invigorating mint, fruity melon, and florals from water-lily and jasmine to add freshness and light. India chose “Jasmine,” which gives an equally friendly, yet relaxing feel with alluring florals complemented by crisp green notes of ivy softened with a touch of white musk.

MEETING THE CHALLENGE

Since the installation of the new scenting program, guest satisfaction has significantly improved. The new calming scents at the Radisson Blu add a welcoming effect to the hotel’s reception, an energetic boost in the conference hall, and refreshing notes in the bathrooms.

HIGHLIGHTS

- THE “BLUE WOOD” FRAGRANCE WAS INTRODUCED TO ENHANCE THE BRAND
- SCENT USED TO ENHANCE GUEST EXPERIENCE AND DIFFERENTIATE THEIR BRAND

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