



# INTERNATIONAL AIRPORT ENHANCES TRAVELLER EXPERIENCE WITH SCENT

Seattle-Tacoma International Airport (SEA) is the largest airport in the Pacific Northwest of the US. Formerly known as Sea-Tac, the Seattle-Tacoma International Airport underwent a sweeping rebrand and emerged as 'SEA,' with an enhanced focus on being helpful, efficient, original, natural, and encouraging discovery.

Operated by the Port of Seattle, SEA is a top-ten U.S. airport, serving 36.2 million passengers just last year. With such heavy foot traffic, SEA needed a solution to reduce stubborn odours in pet relief areas and bathrooms to maintain top traveller ranking.

**SEA** Seattle-Tacoma International Airport



“AMBIENT SCENT CAN POSITIVELY IMPACT THE TRAVELLER EXPERIENCE, WHICH IS WHY WE DIFFUSE REFRESHING SCENTS IN OUR HIGH TRAFFIC AREAS”

*Valentine Smith  
C.M., Manager  
Custodial Services at Port of Seattle*

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## OUR APPROACH

Our technology-driven odour control systems and they proved to be just the ticket for SEA. “Tidal Wave” fragrance was chosen to diffuse in the high-traffic bathrooms and the pet relief spaces.

“Tidal Wave” creates a crisp feel with a lively fusion of zesty orange and bright greens, sprinkled with subtle hints of white flowers and lily of the valley. Soft notes of sandalwood and musk add dimension and richness to the scent.

## MEETING THE CHALLENGE

AQ270 appliances were installed, wall-mounted in the bathrooms and pet relief spaces. The effect was immediately positive.

Today Seattle-Tacoma International Airport reports positive feedback from staff and customers and is ranked in J.D. Power’s top 20 airports in the country today.

A lot of that success is attributed to SEA’s emphasis on improving the traveller experience.

## HIGHLIGHTS

- THE “TIDAL WAVE” FRAGRANCE WAS INTRODUCED TO ENHANCE THE BRAND
- SCENT USED TO ENHANCE TRAVELLER EXPERIENCE AND ELIMINATE ODOURS IN BATHROOMS AND PET RELIEF AREAS

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