



SIGNATURE SCENTS ENSURE THE SWEET SMELL OF SUCCESS AT SOFITEL

Five-star tackles five senses with fresh fragrance menu
for corporate, conference and leisure guests

Luxury hotel brand Sofitel has 'sniffed' out the final frontier in ambient experiences for its guests, introducing a series of signature scents designed to motivate, uplift and increase memory – from the boardroom to the bedroom.

Andrew Loader, National Director of Sales and Marketing for Sofitel Hotels and Resorts in Australia, says that from the 7th of August, fragrances will be incorporated into each five-star Sofitel space and environ across the country to better create a sanctuary for the senses.

"Stimulating all five senses greatly impacts how our guests feel and behave, but research shows that the sense most often left to chance – smell - actually accounts for more than 70 percent of what our emotions are based on," says Mr Loader.

"With that in mind we have created an exclusive signature Sofitel scent for all of our hotel foyers. This scent complements three other fragrances our hotels now use in guests rooms and during functions, ideally as part of a specially tailored scent 'menu' that can be personally selected by our guests."

The new fragrance concept builds on Sofitel's new blueprint for both emotionally and functionally 'smart' guest and function rooms, prioritising personal preference and wellbeing as the order of the day.

Mr Loader explained that while the notion of using fragrance in hotels was not new, the new diffusion technology and application of Sofitel scents for meetings and events purposes was pioneering.



"Luxury hotels are about creating memorable experiences, so in essence what we're offering is a 'fragrance journey' that both our leisure and corporate clients can enjoy and customise, depending on

their needs.

“In addition to using scents in foyers and public areas, our vision is for guests to select their preferred fragrance as easy as they would room service or the morning paper for a personalised stay. From creating a relaxed, romantic atmosphere in a suite to enhancing memory and the attention span of delegates using a function room for a meeting or conference, the applications are endless.”

Working in conjunction with scent specialists 'Brandaroma', Sofitel's methods of fragrance diffusion have also been updated, with once popular oil burners and scented candles now replaced with electric 'Scentjet' or 'Scent Cones' for a more effective approach to filling the air with a timely burst of fragrance.

Sofitel's signature foyer scent is joined by three other feature scents that include:

A revitalisation scent combining ginger and lime for a fresh fragrance that inspires a feeling of nature with woody or green undertones – ideal for morning meeting sessions or breakfasts

An energizing scent (called 'Hydro Spa') containing bergamont oil to lift moods and provide a 'pick me up' – perfect for afternoons, especially to invigorate and re-focus conference delegates, or in rooms for corporate hotel guests.

Calming Vanilla, a soft and relaxing essence that also adds a level of sweetness to an area – recommended for evening events, private dinners or romantic getaways to help set the mood.

Following initial trials at the Sofitel Gold Coast, the Sofitel fragrance project will rollout across all seven Sofitel hotels and resorts in Australia from the beginning of August.

The scent will be offered initially to premium rooms, VIPs and suites only.

Conference and meeting planners interested in using the technology for their next event can contact each hotel direct to design a fragrance menu. Holidaymakers can select their preference on check in or at any time during their stay.

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