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FOR IMMEDIATE RELEASE

In hotels, scent spreads beyond the lobby
Who are you kidding, Hampton Inn?

(Scarsdale, NY , March 27, 2008) In all the recent buzz about the hospitality industry's efforts in branding via customized "signature" scents and providing guests with multisensory experiences, one news item stands out: Hampton Inn recently announced that 76% of hotel guests would prefer their room "smelling fresh and clean or after nothing at all".

The New York-based Scent Marketing Institute tends to disagree and will tackle the subject (and more) at it's SCENTworld CONFERENCE & EXPO 2008, from June 29th through July 1st at the Marriott Marquis Times Square in Manhattan.

While scented lobbies and public areas have almost become industry standard, the guest room is the final (and most profitable) fragrant frontier. Sure, everybody wants to feel like she's the first person ever setting foot in the room but we know that this is far from reality. First of all, "smelling fresh" is usually connected to the perception of "clean". That's the way our brain is wired. Second, some kind of scent is often necessary to cover up malodors such as cigarette smoke (or worse).

Assuming that "scent free" cleanliness can be achieved and smoking bans will soon grab hold, a blank canvas emerges. "Multiple technologies are about to be unveiled to provide a customized scent experience in the room", says Harald H. Vogt, founder of the Scent Marketing Institute. "Imagine, at check-in you will be asked which scent you want in your room and having that information stored in your guest profile for future visits."

Granted, there are hotels guests that may suffer from Multiple Chemical Sensitivity (MCS) or may have allergic reaction to any scent. So this offering has to be strictly on an opt-in basis. Then again, American consumers spent \$5.1 billion on home fragrances in 2007 and would certainly appreciate a similar, pleasant environment while they are away from home.

A scent delivery system from Air Aroma in Australia has been part of "Guestroom 2010", a traveling exhibit showcasing the latest in-room technology to the hospitality trade. But according to Vogt, even more sophisticated, programmable, remote-controlled multi-scent systems are on the way and will be on display at the conference. "Ultimately, a seamless olfactory experience can be provided throughout a property if so desired, say, for a group taking over the whole property for a convention or corporate meeting." The Scent Marketing Institute is a worldwide leading authority that supports and facilitates the development and implementation of Scent Branding efforts and scent-centered marketing strategies. For more information about the Institute visit www.scentmarketing.org or call Harald H. Vogt at (646) 236-4606.

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If you would like more information about this or any other scent marketing related topic or to schedule an interview with Harald H. Vogt please call (646) 236-4606 or e-mail us at info@scentmarketing.org.