

# CREATE POWERFUL IMPRESSIONS WITH A COMPLETE SENSORY GUEST EXPERIENCE

Creating enduring and powerful impressions is a key driver of guest satisfaction and loyalty in the hotel and resort industry today. Your guests' sense of smell is one of the most powerful ways they will connect with your brand.



## SCENT PROGRAM DESIGNED FOR AIDEN BY BEST WESTERN HOTELS

The ScentAir Scent Program created exclusively for Aiden by Best Western Hotels offers you up to 25% off retail price.

### THE AIDEN BRAND SCENT

**SWEET COMFORT** | Friendly and warm, this pleasant and welcoming aura feels like coming home. A comforting blend of sweet Fig and lush Florals intertwine with soothing Amber, Tonka Bean, Sandalwood and Musk.



### SCENT FACTS

- 75% of the emotions we generate are from scent
- Our mood can improve up to 40% when exposed to scent
- 59% of consumers would spend more money in a place that was pleasantly scented

### HOW TO GET STARTED

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