

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 BEST WESTERN PREMIER HOTELS

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

THE BEST WESTERN PREMIER BRAND SCENT

GREEN CLOVER & ALOE | In the early morning light, dew drops gather on top of delicate clover leaves and watery aloe. A renewing scent that opens with Lemon Verbena, watery Aloe Leaf, Green Daisy, hillside Clover Leaf and natural Woods.



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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