



scent study  
**Sanctum Soho Hotel**

### CHALLENGE

Sanctum Soho is an oasis of comfort and style set in the busy heart of London, yet taking advantage of its quiet location to give its guests the best of both worlds in terms of location and luxury. Set within two converted Victorian Townhouses within the centre of Soho; the client required a scent solution to compliment the celebration of edgy glamour and individuality to complement the award winning unique interior design.

### SOLUTION

The simple placement of scent within the reception area by way of a dry air diffusion system was the preferred solution for this project. The scent greets the hotel guest on arrival with the subtle scent of White Tea & Thyme to enhance the luxurious, feel and first impression of this award winning hotel.

### REACTION

The introduction of a sophisticated, yet fresh fragrance has enhanced the overall guest experience at Sanctum Soho making it a truly unforgettable experience for all guests. Not only is the system extremely simple to set up and install, but the full service management of the scent continually ensures a very effective solution and one less worry for our business. Furthermore recent feedback has shown that our customers feel scent as a crucial part of their guest experience.



*"ScentAir adds a truly exceptional dimension to our guest experience."*

General Manager

