



# Housekeeping

by Angela Graves

## The sweet smell of success: Sachets for hotel guestrooms

*Another great article from The Rooms Chronicle, the #1 journal for hotel rooms management! \*\*\*Important notice: This article may not be reproduced without permission of the publisher or the author.\*\*\* College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

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Have you ever experienced a scent that uplifted your spirits or evoked fond memories? Many scientists say that the sense of smell has the greatest influence on peoples' moods because it is associated with the limbic system, a group of brain structures involved in emotions and memory. The sense of smell can impart harmony, improve moods, and transform thoughts to another place and time. Clearly, scents play an important role in creating the right atmosphere.

Ambience is a distinguishing factor among hotels in particular. Hotel managers know quite well that their guests expect a warm, pleasant, and relaxing atmosphere. Of course, such things as a beautiful environment, personalized service, and spacious rooms offer an enclave of comfort to guests. In fact, such amenities are known as the trademarks of fine hotels. However, it is important not to overlook the power of scent and how it can invoke positive feelings about a hotel.

Scents need not be overpowering as a mere essence can be quite effective. One of the best ways to introduce a scent to an environment is through the use of sachets. Scented sachets can hang from closet rods or hangers. They can also serve as a decorative element to curtain rods.

Ideally, a sachet designer should be consulted as such fine details add a meaningful touch to rooms and impress hotel guests. Sachets can be designed in a variety of fabrics, sizes, and colors. Typically, they match the guestroom decor or corporate colors of the hotel. Sachets can be simple or very extravagant. They can have a wide array of adornments such as French lace, Swarovski crystals, golden charms, and dazzling gemstones. However, the most important part of any sachet is how it smells.

The scent must evoke positive emotions and enhance the welcoming atmosphere of the hotel. To go one step further, the scent must accurately reflect the hotel's image. In some cases, the scent of the sachet may become the hotel's signature of sorts, distinguishing it from the rest, much like a corporate logo. This is why the choice of scent is so important.

The scent needs to be appropriate and significant to the hotel. For example, it would be logical for a hotel in Florida to have a citrus scented sachet while a hotel in Seattle could have a scent in the rain family of fragrances. However, for a more custom approach, the sachet designer will examine the hotel's theme and consider many distinguishable aspects. Is the hotel upscale and luxurious? Is the hotel family oriented? What is the architecture of the hotel? Does the name of the hotel suggest a particular scent?

An experienced sachet designer will know how to analyze such aspects and formulate creative scent solutions. At the same time, the sachet designer knows that the scent needs to have mass appeal. While an intricate perfume-like scent may be someone's personal favorite, usually singular or familiar scents work best for hotel guests.

Among the more popular are powder, lavender, and soft rain scents which tend to be dreamy and comforting. Also enjoyable are gourmet scents such as vanilla or mango, which both evoke warmth. The scents of peppermint and spearmint are known as uplifting and rejuvenating.

From an economical point most sachets are inexpensive; acquisition cost averages approximately two or three dollars each. The scented sachets will last for at least 6 to 8 months. Prorated, the cost of a sachet is only a penny or two a day.

Pictured below: Custom designed sachets, such as this one for The Waldorf Towers, can look quite elaborate yet deliver a pleasing, singular scent for guests.



Given their low cost, hotels can also consider giving sachets to all of their guests upon departure as a lovely memento of their stay. Guests will appreciate such a charming gesture of thanks and have a continual reminder of the hotel's "sweet smell of success." ✧

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