



SCENT MARKETING FOR LUXURY HOSPITALITY

Corporate Product & Business Opportunity Presentation
Prepared By Aroma Vera Corporate Marketing

ABOUT AROMA VERA

Four Decades of Craft. Three Decades in Asia's Finest Hotels.

Aroma Vera was founded in 1981 by Marcel Lavabre, a French aromatherapy pioneer and co-founder of the American Aromatherapy Association, who believed fragrance was a tool for genuine emotional and physical wellbeing.

Since 1991, Iris Ho has built Aroma Vera into Asia-Pacific's trusted authority on scent wellness — over 30 years designing bespoke fragrance programmes for luxury hotels, premium retail brands, and discerning homes across Hong Kong and the region.

PURE ESSENTIAL OILS · WARRANTY-BACKED HARDWARE · WHITE-GLOVE SERVICE

1981

Founded — 45 years of aromatherapy heritage

30+ Years

Bespoke scent programmes for luxury hotels, retail & home across Asia-Pacific

1991

Headquartered in Hong Kong since

THE OPPORTUNITY

Scent Is the Memory Guests Take Home.

In a market defined by visual spectacle, fragrance is the one impression that lingers long after check-out.

Guests at an integrated resort are surrounded by dazzling design — but design is seen and then may be forgotten. Scent is processed directly by the limbic system, the brain's centre for memory and emotion, bypassing conscious thought entirely. A consistent signature scent across the lobby, gaming floor and guest rooms gives Hotel Lisboa Macau an identity guests recognise instantly — and recall long after they've left.

LIMBIC SYSTEM

Scent is the only sense wired directly to memory and emotion — unfiltered by rational thought.

+45%

Ambient scent research (Hirsch, Psychology & Marketing, 1995) found pleasantly scented casino zones saw gamblers deposit 45% more into slot machines than unscented areas.

SIGNATURE IDENTITY

Singapore Airlines, Ritz-Carlton and Four Seasons properties worldwide have each built recognisable brand equity around one ownable scent.

Source: A. Hirsch, "Effects of Ambient Odors on Slot-Machine Usage in a Las Vegas Casino," Psychology & Marketing, 1995.

WHY AROMA VERA

A Scent Partner Built for Luxury Hospitality

45

Years in Aromatherapy

30+

Years in Luxury Hospitality
& Retail Scenting

1991

Serving Asia-Pacific Since

1-Yr

Warranty With Proprietary
Oils

1

Bespoke Scent Development

Every hotel programme is custom-matched to brand identity — never off-the-shelf.

3

Pure, Consistent Oils

The same proprietary formulations trusted across three decades of luxury retail, hospitality and home use.

5

Warranty-Backed Hardware

Every diffuser carries a full manufacturer's warranty when used exclusively with Aroma Vera diffusing oils.

2

Full-Spectrum Scent System

From lobby-scale HVAC diffusion to guest-room units to portable VIP amenities — one partner for every touchpoint.

4

Hands-On Local Service

Hong Kong-based team with direct hospitality experience, including a signature scent partnership with The Spa at Four Seasons Hotel Hong Kong.

6

Turnkey Delivery

2 – 4 weeks lead time, straightforward trade terms, and ongoing oil replenishment support.

THE PROPOSED SYSTEM

One Scent Identity, Engineered for Every Space

Three diffuser tiers and two oil collections — per Aroma Vera Quotation AIQU2609001, 2 September 2026.

Lobby & Gaming Floor

HVAC Scent System · SD-SA600

Up to 6,000 sq ft

Guest Rooms & Corridors

Tower Diffuser · SD-BD900

Up to 1,500 sq ft

VIP Amenity & Concierge

Car & Room Diffuser · ND-A603

Portable · 5–15ml refillable

All Diffuser Tiers

Diffusing Synergy Oil Collection · 5 blends, 10ml

Uplift · Fresh · Zen · Breathe
· De-Stress



01 · LOBBY & GAMING FLOOR

HVAC Scent System

Whole-space signature scenting for Hotel's grand lobby and gaming floor.

Connects directly into existing HVAC ductwork, or runs wall-mounted and standalone, delivering consistent, whisper-quiet fragrance across up to 6,000 sq ft — turning the arrival experience into Hotel Lisboa's signature first impression.

PRODUCT SPECIFICATIONS

Model	SD-SA600
Coverage	Up to 6,000 sq ft (≈800m ² / 2,400m ³)
Bottle Capacity	1,000ml · Metal & Acrylic housing
Power	DC12V · 15W
Control	Time programming · Bluetooth & WiFi
Installation	HVAC-connected, wall-mounted, or standalone
Oil Runtime	≈30 days continuous at high setting



02 · GUEST ROOMS & CORRIDORS

Tower Diffuser

A sleek, waterless diffuser for guest rooms, corridors, and back-of-house lounges.

Remote-controlled, whisper-quiet and anti-leaking, with RGB ambient lighting — built for continuous, unattended hospitality use across guest floors.

PRODUCT SPECIFICATIONS

Model	SD-BD900
Coverage	Up to 1,500 sq ft
Bottle Capacity	120ml
Power	5V · 10W
Control	Remote & button · RGB mood lighting
Finish	Black or Silver aluminium · < 38 dB(A) noise
Oil Runtime	≈35 days continuous at low setting



03 · VIP AMENITY & CONCIERGE

Car & Room Diffuser

Sized for suites, concierge desks, VIP limousine service, and amenity gifting.

A rechargeable, waterless diffuser - Available in White + Rose Gold or Black + Gold finishes.

PRODUCT SPECIFICATIONS

Model	ND-A603
Bottle Capacity	5 / 10 / 15ml refillable
Coverage	≈1,600 cu ft
Battery	2,000mAh Li-ion · ≈20hr life
Control	3 scent intensities · ambient lighting
Finish	White + Rose Gold / Black + Gold
Oil Runtime	≈40 days continuous at low setting

THE SIGNATURE OILS

Five Blends, One Sensory Signature

10ml Diffusing Synergy oils, formulated for ultrasonic and HVAC diffusion.



ENERGIZING

Uplift

Mentha arvensis,
Nutmeg, Peppermint,
Rosemary.



PURIFYING

Fresh

Eucalyptus, Geranium
Egypt, Lemon, Lime.



HARMONY

Zen

Cedarwood, Litsea
cubeba, Mandarin,
Sweet Orange.



PURIFYING

Breathe

Cajuput, Eucalyptus,
Niaouli, Rosemary.



RELAXATION

De-Stress

Lavender, Sweet
Orange, Tangerine.

RECOMMENDED APPLICATION

A Scent Zone for Every Guest Journey

A starting recommendation — to be refined together during the trial placement.

SPACE	RECOMMENDED SYSTEM	SUGGESTED BLEND	WHY
Main Lobby & Gaming Floor	HVAC Scent System	Zen or Fresh	Composed yet energising — sustains guest energy across long play sessions
Guest Corridors & Elevator Lobbies	Tower Diffuser	Breathe	Clean, purifying transition between public and private space
Suites & VIP Rooms	Tower / Car & Room Diffuser	De-Stress	A calming welcome for high-value guests
Concierge, Limousine & Gifting	Car & Room Diffuser	Uplift	Energising, memorable send-off

WARRANTY & SERVICE

Every Diffuser, Fully Protected

Aroma Vera stands behind every device for the full-service life of the programme — not just at installation.

1

1-Year Warranty

Every diffuser is covered for the life of the unit when used exclusively with Aroma Vera proprietary diffusing oils.

2

Ongoing Replenishment

Aroma Vera manages oil resupply, so Hotel Lisboa's team never has to think about it.

3

Local, Hands-On Support

A Hong Kong-based team on call for maintenance, troubleshooting, and seasonal scent refresh.

4

Consistent Fragrance Quality

Using only Aroma Vera's proprietary oils protects both the warranty and the reliability of the scent experience.

Warranty coverage is void if third-party oils are used in Aroma Vera diffusers — ensuring consistent fragrance quality and device longevity throughout the partnership.

NEXT STEPS

From Pilot to Signature Scent Programme

1 Trial Placement

Install the proposed pilot set in a chosen lobby zone, guest floor, and VIP amenity point for hands-on evaluation.

3 Order Confirmation

Confirm scaled quantities per zone; lead time 2–3 weeks after confirmation.

2 Scent Refinement

Aroma Vera reviews guest and staff feedback to fine-tune blend selection by zone.

4 Ongoing Partnership

Aroma Vera manages replenishment, warranty service, and seasonal scent refresh.

We are eager to assist our clients in creating a distinctive scent identity that is as unforgettable as its location.



Thank You

We are excited to introduce a unique signature fragrance tailored for you.

www.aromavera.com.hk

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