



THE NEW
HOSPITALITY
待客新道

FRAGRANT HOTELS 香氛酒店

Hotels are harnessing the most basic of human senses to keep guests coming back, says CLARE VOOGHT. Welcome to the hotels that smell
Clare Vooght 發現不少酒店都利用人類最原始的感官，吸引賓客再次光臨。歡迎光臨幽香四溢的酒店

SMELLS CAN TRIGGER emotions and memories: fresh linen at home, strawberries from a picnic, freshly cut grass on playing fields. Brands – including hotels, malls, restaurants, even this airline's The Pier First Class Lounge at Hong Kong International Airport – have realised this, too. A bad fragrance can ruin the atmosphere of a hotel, but when done right, a scent can boost a hotel's sense of comfort and homeliness, even its whole design concept – whether or not a guest is conscious of it.

Scent can even influence brand loyalty. Fragrance branding firm 12.29, which has created fragrances for brands including Mercedes-Benz and Thompson Hotels, says that an olfactive 'logo' is much more likely to be recognised accurately afterwards than a visual prompt.

That's why, increasingly, hotels are launching their own signature scents. Here are a few brands that are ahead of the olfactory curve.

不論是家中新洗乾淨的床單、野餐的香甜草莓，還是球場的新剪草地，氣味都能喚起人的情感及回憶。酒店、商場及餐廳集團，甚至國泰航空的香港國際機場「玉衡堂」頭等貴賓室，都明白這一點。俗不可耐的香氣會破壞酒店的氣氛，但如果使用得宜，不論住客能否察覺得到，都能令酒店的舒適度及整個設計概念大大得到提升，營造賓至如歸的感覺。

香氣甚至會影響對品牌的忠誠度。香氣設計公司12.29曾為平治汽車及Thompson酒店集團等品牌創作香氣，他們表示，這種用嗅覺形成的「品牌標誌」，比視覺更能讓品牌名「聞」遐邇。

因此，愈來愈多酒店推出自己獨有的特色香氣。接下來介紹多個率先創造自家芬芳的酒店品牌。

COTTON HOUSE, BARCELONA (OPPOSITE AND RIGHT)

When the former headquarters of Barcelona's Cotton Textile Foundation was turned into a hotel, the aim was to preserve the building's heritage. The dramatic marble staircase, the frescoes and fireplaces are all original; the black, white and sepia colour palette represents the cotton plant; and the light fittings are shaped like the cotton flower. The aroma is the icing on the conceptual cake: fresh cotton and candy floss in equal parts, providing a modern twist on the scent that would have hung in the air back in

HOTEL SP34, COPENHAGEN (BELOW RIGHT & BELOW)

This hip boutique hotel in Copenhagen's Latin quarter has two signature scents that were mixed to match the hotel's aesthetic – think wood, fancy filament bulbs, clean lines and greyscale – and overall Nordic mood. With the aim of establishing a strong emotional connection with guests, the lobby and selected rooms are perfumed with notes of wood and flowers to trigger an intimate feel, while in the lobby toilets and suite bathrooms a wood and fresh linen scent helps create a luxurious spa-like atmosphere.

brochner-hotels.dk/our-hotels/sp34



哥本哈根HOTEL SP34(下圖及中圖)這家位於哥本哈根拉丁區的時尚精品酒店以兩種招牌香氣混合出獨特芳香氣味，與酒店的設計美學——木材、漂亮的鎊絲燈泡、簡約線條及灰調，以及整體的北歐格調相輔相成。酒店大堂及特選房間更選用帶有木和花香的香調，感覺親切，令住客感到賓至如歸。大堂洗手間及套房浴室則洋溢木香和清新的麻布香氣，令人儼如置身奢華的水療中心。
brochner-hotels.dk/our-hotels/sp34



the 19th century when it was filled with cotton samples and rolls of fabric ready for tailoring.

hotelcottonhouse.com

巴塞隆那COTTON HOUSE(左頁及右圖)酒店由Cotton Textile Foundation前總部翻新而成，全面保留了大樓的歷史面貌，奪目的大理石樓梯、壁畫及壁爐均原封不動。酒店以象徵棉花的黑色、白色及深褐色為主調，燈飾亦仿照棉花的花朵形態。這裡的氣味由清新的棉花及棉花糖香平分春色，為19世紀時堆放的棉花樣板和布匹氣味注入時代新氣息。
hotelcottonhouse.com





SHANGRI-LA HOTELS (ABOVE)

Bottom notes of vanilla, sandalwood and musk are lifted with top notes of light bergamot and ginger-spiced tea to create the subtly Asian signature Shangri-La scent hitting the nostrils of guests staying at most of the chain's 90 properties across the world, including its London hotel at The Shard (above). The fragrance was created with the Shangri-La concept in mind – the idea of a beautiful, harmonious land in the mountains of Tibet, as described in British author James Hilton's 1933 novel *Lost Horizon*. Guests can make their homes smell like utopia with The Essence of Shangri-La candle, reed diffuser or room spray. shangri-la.com

香格里拉酒店集團 (上圖)

集團遍佈全球的90間酒店，包括位於倫敦碎片大廈的一間(上圖)，大部分都飄送獨有的香味，前調是淡淡的香檸檬及薑味香料茶，基調是雲呢拿、檀木及麝香，為客人帶來含蓄的亞洲特色芳香。香味按香格里拉酒店的概念調配，即英國作家James Hilton於1933年寫成的小說《消失的地平線》中所描述的西藏高原，那是美麗而和諧的樂土。住客可選購The Essence of Shangri-La蠟燭、藤枝香薰或香薰噴霧，令家中也瀰漫烏托邦的氣息。shangri-la.com



ST REGIS, NEW YORK (ABOVE)

Before Jay Gatsby there was Mrs Astor – the matriarch of the St Regis brand's founding family loved throwing parties. Her biggest was on 28 January 1900, when 400 members of New York high society funnelled into the wood ballroom of the St Regis hotel on Fifth Avenue. It was decorated with potted palms, American Beauty roses and apple and cherry blossoms – and the champagne kept flowing. The Four Hundred scent, now perfuming all 35 St Regis hotels, was created late last year by Arquiste, a fragrance developer specialising in historic preservation, to evoke the elements of that night. Guests can also buy it in candle form.

starwoodhotels.com/stregis

紐約瑞吉酒店 (上圖)

在Jay Gatsby出現前，最愛舉行大型派對的，應該就是瑞吉酒店創辦家族的女當家Astor夫人。1900年1月28日舉行的派對更是空前盛大，當晚有400位紐約社交名流赴會，雲集第五大道瑞吉酒店以木為本的宴會廳，觥籌交錯。宴會廳以棕櫚樹、美國紅玫瑰、蘋果花及櫻花佈置，香檳喝之不絕。善於以香氣留住歷史的香氣研發商Arquiste去年底研製了一款「四百」香氣，藉此喚起當晚盛況的回憶，現於全線35間瑞吉酒店使用。住客亦可選購這款香氣的蠟燭。

starwoodhotels.com/stregis



RITZ-CARLTON, KYOTO

As the area surrounding its Kyoto outpost is known for growing matcha, Ritz-Carlton brought scent solutions company Air Aroma on board to launch a green tea fragrance specifically for the hotel. The RCK scent – found in diffusers in The Ritz-Carlton Kyoto's public areas – projects a sense of calm and tranquility through a blend of green tea, light florals and earthy cedarwood. It's also available as an oil and a room spray for guests to buy and take home.

Cathay Pacific Holidays offers an exclusive package price for the Ritz-Carlton Kyoto. Visit cathaypacific.com for details

京都麗思卡爾頓酒店

京都麗思卡爾頓酒店附近一帶以出產抹茶著稱，於是酒店與香氣研發公司Air Aroma攜手合作，推出酒店專屬的綠茶香氣。這款RCK香氣以綠茶、清新花香及雪松木的芳香調配而成，在酒店的公眾範圍散發，為賓客送上平靜安逸的感覺。如果你對這種香氣情有獨鍾，可選購香薰油及香薰噴霧帶回家。

國泰假期提供京都麗思卡爾頓酒店獨家套票優惠，詳情請瀏覽cathaypacific.com

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