

Scented hotel rooms? Hampton Inn says, nonsense



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Press Release Summary: New Non-Scents program breathes fresh air into every guestroom

Press Release Body: The old saying goes, "the nose always knows." When it comes to a hotel stay, the traveler's nose – it seems – notices and knows more. In a survey released today the majority (86 percent) of travelers say the smell of fresh air and linens is a better indicator to them that a hotel room is clean – compared to 14 percent who feel that the smell of cleaning products is more indicative. Starting today, travelers can breathe a little easier – **Hampton Hotels** has announced a brand-wide initiative to "non-scent" its more than 145,000 hotel rooms.

Non-Scents, created through a joint effort with **Procter & Gamble's Febreze Linen & Sky brand**, is a freshening program designed to leave the room smelling like nothing but clean air. No odor of bathroom or window cleaner; no hint of perfume; no remnant of the previous night's takeout.

"We conducted rigorous consumer research and found that travelers just want their hotel room to smell fresh and clean – and not like anything else," said **Kurt Smith, senior director of product and service development for [Hampton Hotels](#)**. *"Part of our **100% Satisfaction Guarantee** is ensuring we do everything we can to ensure our guests have a pleasurable stay while appealing to all the senses – we've accomplished that with our bed, complimentary high*

*speed internet access and wi-fi, and our **On the House Hot Breakfast. Non-Scents** is our way of evoking that guarantee by continuing to surprise and delight our guests via some of the finer senses.”*

The development of **Non-Scents** is a bold statement for **Hampton** in the midst of an industry-wide trend that has seen many hotels choosing signature scents for their lobbies and guestrooms. **Hampton** conducted extensive consumer research and testing, as well as a national survey of Americans’ attitudes toward hotel room scents – the results of which have also been announced. The survey, in addition to the statistics above, found that the majority of people (58 percent) simply prefer their hotel room to smell like nothing at all – compared to scented air freshener (25 percent), an exotic or tropical smell (7 percent), strong cleaning products (3 percent), or even like a new car (2 percent).

About Hampton Hotels
Hampton, which includes **Hampton Inn** and **Hampton Inn & Suites hotels**, is a **mid-priced hotel** leader in the lodging segment. **Hampton is part of Hilton Hotels Corporation**, the leading global hospitality company, with more than 2,800 hotels and 500,000 rooms in 78 countries and territories, including 105,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton, Conrad, Doubletree, Embassy Suites Hotels, Hampton Inn, Hampton Inn & Suites, Hilton Garden Inn, Hilton Grand Vacations, Homewood Suites by Hilton and The Waldorf=Astoria Collection. The Hilton Family of Hotels adheres to founder Conrad Hilton’s philosophy that, **“It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality.”** The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: be hospitable. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity. Hilton Hotels Corporation’s sponsorship of the U.S. Olympic Team will extend through the 2008 Olympic and Paralympic Games in Beijing, China, and includes the 2008 U.S. Paralympic Team(s) and the 2007 U.S. Pan-Am Team.

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