

Case Study: 4-Star Superior Nature & Wellness Destination



Situation

Hotel Höflehner is a 4-Star Superior rated nature and wellness retreat, situated in the beautiful Enn Valley of Austria. Set amidst nature and away from the hustle of city life, Hotel Höflehner offers amenities and facilities focused on tranquility and wellness.

The 53,820 ft² (5,000 m²) premium alpine spa, awarded three lilies by the Relax Guide, has a 82-foot-long (25m) swimming pool, luxury infinity whirlpool, floating panorama hot tub, alpine hut sauna village with 12 saunas, showers, relaxing bar near the pool, and offers massages and relaxation treatments. With these facilities, humidity and sweat smells would accumulate — especially in winter — and management was concerned about unpleasant odors.

Facility Type: Sauna, Shower, Pool Bar & Spa Areas

Products:



Vibe Pro® White & Silver Dispensers

Bergamot & Sandalwood fragrance refills with Airadicate malodor technology

Solution

With a desire to provide a top-tier atmosphere, the Operations and Spa managers spent nearly 18 months testing the industry standard programmable aerosol dispensers, but the fragrance would quickly disappear.

Vibe Pro® stood apart from aerosols due to its innovative features — patented dosing, vibrating mesh, and Airadicate malodor technologies. The White Tea & Thyme fragrance was initially trialed and loved, but ultimately the Bergamot & Sandalwood fragrance was selected with its higher intensity.

Success

The initial reaction to the Vibe Pro has been positive. The hotel management is pleased with the fragrances and improved experience. Vibe Pro complements the wellness focus and relaxing atmosphere, helping maintain a welcoming, fresh, and hygienic environment.