

Hotels & Resorts Process Guide

Welcome to leparfum.ai Hospitality Programs

Elevate your guest experience with personalized fragrances that transform stays into lasting memories. This guide details how to implement fragrance programs that drive revenue, increase loyalty, and differentiate your property.

Program Overview

Guests create personal fragrances inspired by their stay, receiving luxury products that transport them back to your property with every use.

- Minimum Order: 10 fragrances
- Timeline: 4 weeks for program setup
- Models: Complimentary amenity or revenue share

Implementation Models

Model 1: VIP Amenity Program

Complimentary for suite guests or loyalty members – you purchase at wholesale rates.

Model 2: Revenue Share Program

Guests purchase directly – you receive 30% commission with no inventory investment.

Model 3: Hybrid Approach

Complimentary for top tier, paid upgrade for others – maximize both recognition and revenue.

Setup Process

Step 1: Partnership Exploration

Initial consultation covers:

- Property positioning and guest demographics
- Current amenity and gift programs
- Revenue goals and budget parameters
- Integration with existing systems
- Brand standards and requirements

Step 2: Program Structure & Commitment

Once model is selected:

- 50% deposit on estimated volume (amenity model) or setup fee (revenue share)
- Program terms established
- Timeline confirmed
- Design process initiated

Step 3: Brand Alignment

Custom design development includes:

- Property logo and branding
- Destination imagery
- Luxury packaging design
- Digital experience customization
- Marketing material creation

Your brand team approves all materials.

Step 4: Operational Integration

We provide everything needed:

- QR codes for rooms/reception
- Staff training materials
- Concierge talking points
- PMS integration planning (where applicable)
- Marketing collateral

Step 5: Financial Setup & Launch

Depending on model:

- Balance payment for amenity programs
- Commission structure confirmation for revenue share
- Pricing strategy for guest charges
- Accounting integration setup

Step 6: Guest Experience Pathways

- Check-in Surprise: Concierge presents QR card with room key
- In-Room Discovery: Elegant card in welcome amenity
- Spa Integration: Offered with treatment packages
- Checkout Enhancement: Create lasting memory before departure

Step 7: The Guest Journey

Guests experience:

- Personalized welcome message
- 2-5 minute creation process
- Questions inspired by their stay
- Confirmation with delivery details

Property benefits:

- Real-time participation tracking
- Guest satisfaction insights
- Social media amplification
- Direct feedback opportunity

Step 8: Luxury Production

Every fragrance features:

- IFF master perfumer craftsmanship
- 20% Extrait de Parfum concentration
- Very high natural ingredients
- Property-branded packaging
- Guest name personalization

Step 9: Memorable Delivery

Fragrances arrive at guest homes:

- 2 weeks after their stay
- Elegant packaging with property branding
- Personal note reinforcing memories
- QR code for reordering

This extends the guest relationship beyond checkout.

Step 10: Revenue & Relationship Building

Ongoing benefits include:

- Monthly commission payments (revenue share model)
- Guest reorder notifications
- Marketing content from social sharing
- Enhanced review mentions
- Repeat booking correlation

Operational Support

Dedicated Hospitality Team

Your property receives:

- Account manager familiar with hotel operations
- 24/7 support during peak seasons
- Regular business reviews
- Performance optimization recommendations

Staff Resources

- Training videos for front desk
- Concierge presentation scripts
- FAQ sheets for common questions
- Monthly webinars for new features

Technology & Reporting

- Dashboard for participation tracking
- Revenue reports (for commission model)

- Guest demographic insights
- Integration with loyalty programs

Revenue Optimization

Pricing Strategies

- Competitive with spa treatments
- Positioned as luxury amenity
- Package enhancement options
- Seasonal promotion opportunities

Upsell Opportunities

- Room upgrade incentives
- Spa package additions
- Romance package inclusion
- Group and event offerings

Commission Structure

- 30% of guest purchase price
- Monthly payment cycles
- Detailed reporting provided
- No charge-backs or returns

Global Considerations

International Guests

- Multi-language experience
- Global shipping capabilities
- Duty-free compliant sizes
- Cultural customization available

Destination Marketing

- Fragrances become property ambassadors
- Guest-generated content opportunities

- Influencer program potential
- PR story angles

Virtual Experiences

Perfect for driving direct bookings and maintaining guest relationships between stays.

Quality Assurance

Every aspect maintains your luxury standards while adding innovative differentiation.

Ready to Create Lasting Guest Memories?

Contact us to explore how personalized fragrances can elevate your property's guest experience and revenue.