

MULTI-SENSORY HOTEL SUITE LAUNCHES FOR A HAPPIER STAY IN LONDON

Sheraton Grand London Park Lane commission research to identify items and experiences scientifically proven to uplift guests according to each sense



London, October 2017: With daylight hours dwindling and the winter blues setting in, the [Sheraton Grand London Park Lane](#) has launched London's first Five Senses Suite. Working with a Behavioural Scientist and Psychologist, the renowned Art Deco hotel in Mayfair has introduced an array of items and experiences which have been found to be conducive to a happy state, marked by an increased release of endorphins.

The three-layered research (questionnaire, facial coding and heart rate monitoring) revealed the soothing sound of Jazz made 3 out of 4 respondents feel happy and positive, whilst soft, fluffy towels ignited feelings of contentment in an impressive 98% of respondents. Other findings showed that the colour green was one of the most smile-inducing sights, with an image of flowers making almost three quarters of people (72%) report feeling content. Champagne and fresh fruit encouraged the highest release of endorphins during a taste test, and when it comes to smell, the fresh scent of the ocean came out top with 79% of respondents reporting feeling uplifted. Lavender was a close second of the scents, producing 1.3 smiles per person on average.

In response to the findings, the luxurious Grand Suite overlooking leafy Green Park at the Sheraton Grand London Park Lane will become London's only Five Senses Suite offering guests a memorable multi-sensory hotel experience. A dedicated Five Senses Concierge will greet guests on arrival, offering a choice of the finest quality towels from the limited edition bath linen menu. Guests will also choose their favoured smile inducing aroma, lavender or sea salt, which will be infused in diffusers and bath salts. A glass of their preferred fizz and the uplifting British Jazz played through the vintage record player will ease guests through the tough decisions.

Guests will also receive a specially curated 'Extra Dose of Happiness Menu,' offering experiences such as an in-suite 'Happy Hour' complete with Champagne cocktails served by a private mixologist, a packing and unpacking service and a personal bath butler to provide the ultimate in pampered relaxation.

Kieran Quinn, Hotel Manager says: *“Sheraton Grand London Park Lane has gone above and beyond for its guests for 90 years and with the creation of London’s Five Senses Suite we are now offering our guests an even more memorable experience. This new offering absolutely elevates our five star service to the next level and encourages guests to make the most out of their stay with us with an added guaranteed boost of contentment.”*

The Five Senses Suite Package:

‘Extra Dose of Happiness Menu’

- A beauty experience at local Mayfair salon Nails & Brows
- A packing and unpacking service
- A bath butler to prepare guests’ bath with scented oils to be ready as they walk through the doors
- A private mixologist for an in-suite ‘happy hour’

Items and Experiences

- Sound: Jazz: A record player with British Jazz vinyls
- Touch: Soft Items: Luxury towel menu with a choice of three of the softest, fluffiest towels available and a 100% silk eye mask
- Sight: Favourite colour of flowers on arrival, magnificent view over Green Park and a tropical printed throw
- Scent: Diffusers and bath salts infused with the scents of lavender and the sea
- Taste: A seasonal basket of fresh fruit and a bottle of their choice of Champagne or sparkling wine

London’s Five Senses Suite is bookable from 6th November and is priced from £1,570 per night.

Please visit <http://www.sheratonparklane.com/> or call (44) (207) 499 6321 for further information.

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Notes to Editors:

Results and Sensory Delivery – In Detail

Working with Behavioural Scientist and Psychologist, Patrick Fagan, the below findings were discovered:

1. Sound: Jazz
 - 75% of respondents said Jazz made them feel positive and participants smiled an average of 4.3 times throughout the sound clip.
 - Fagan adds: *“Jazz plays with our expectations of musical rhythms and patterns, which piques our interest in the same way a piece of abstract art, or clever joke would.”*
 - The suite comes equipped with a vinyl player. Guests can choose their favourite British Jazz songs, providing an uplifting soundtrack to enjoy during their stay.

2. Taste: Champagne and fresh fruit
 - Champagne was the top performing taste, making 79% of respondents smile and 71% feel positive and happy.
 - Fresh fruit encouraged an average of 1.7 smiles per person. Fagan suggests this could be explained due to its: *“natural, unprocessed nature, chiming strongly with the tastes that have developed throughout our evolutionary history. In particular, fruits are high in natural sugars, providing much-needed calories when times were scarce, evolutionarily speaking.”*
 - A platter of fresh fruit and choice of fizz from both Champagne and British soils are provided on arrival into the suite.

3. Sight: Greenery
 - Green was one of the most smile-inducing sights, with an image of flowers making almost three quarters of people (72%) report feeling good.
 - Fagan adds: *“Academic research has consistently shown that plants and greenery have a positive effect on mental wellbeing, medical recovery and workplace productivity.”*
 - Before their stay, guests will be contacted by the dedicated Five Senses Concierge to find out their favourite colour of flower, which will then be gifted on arrival in the suite. The Five Senses Suite overlooks the leafy grounds of Royal Green Park to encourage guests to wake up with a smile and a luxury, tropical printed throw has been added for a further treat for the eyes.

4. Scent: lavender and the sea
 - The fresh scent of the sea made 79% of respondents feel good and nearly half of respondents smile (46%).
 - Lavender was the second most smile-inducing scent, producing 1.3 smiles per person. Over two-thirds of respondents said it made them feel positive.
 - Diffusers infused with the scents of lavender and the sea will be placed in the suite. Guests will also receive a gift of scented bath salts to enjoy during and after their stay.

5. Touch: softness on the skin
 - 98% of respondents reported feeling contented through touching soft items.
 - Soft objects produced the most smiles, making over half of respondents beam for the longest.
 - The luxury towel menu gives guests a choice of some of the softest, fluffiest towels available, including Egyptian cotton, hydro-cotton and pure 100% organic cotton towels. There is also a 100% silk eye mask to ensure a great night's sleep.

An Extra Dose of Happiness Menu

For an instant mood-booster, the 'Extra Dose of Happiness Menu', with specially curated items available to order from the Five Senses concierge, offers:

- An in-suite beauty experience to ensure guests are feeling and looking their best. *"Research consistently shows that pampering experiences, such as being massaged, can boost wellbeing - it can decrease your heart rate and blood pressure, and release the happiness neurotransmitter serotonin."* – Fagan

- A packing or unpacking service. *"Having another person do something for you has strong links with increased happiness and wellbeing."* - Fagan

- A bath to be run for guests before their arrival, with scented oils to provide the ultimate in relaxation. *"Scented oils can lead to an enhanced mood, sedation and wellbeing. The physical warmth of a bath activates the same part of the brain that processes interpersonal warmth, making you feel happier."* – Fagan

- An in-suite cocktail 'happy hour'. *"Guests can enjoy the luxury of a private bartender serving them the finest cocktails on request which have implicit associations in memory with celebration, friends and family, and indulgence."* - Fagan

The Science Part

Patrick Fagan created a preliminary questionnaire to narrow down the most sense-stimulating elements and then tested 68 stimuli to find the most effective – according to all five senses.

The interactive research included a three-layered approach:

1. Conscious questionnaire

This captured the more 'conscious' side of people's responses to the sights, sounds, etc. Respondents were asked how much they liked each stimulus as well as how important it is in a hotel stay and how it would improve their stay.

Fagan explains: “Participants were asked how they feel about each stimuli - a feeling is a conscious interpretation of an emotion (for example, a horror film can scare you but make you feel excited and happy). Images were used here to capture a more authentic response, since images are more concrete than words. Participants rated each stimulus on how positive they felt about it, and how excited they felt about it.”

2. Facial coding

To capture the subconscious, participants' automatic emotional responses to each stimulus were measured using facial coding.

Fagan explains: “While participants saw each image, heard each sound, etc., their faces were filmed. This video was then analysed by a machine-learning algorithm which is able to detect which emotional expression (if any) a person is showing at that point in time. This is based on a huge database of faces rated on each emotion by experts. This allowed us to see, for example, if people were smiling while they experienced each stimuli.”

3. Heart rate monitoring

This is another method of measuring non-conscious emotional response and was done using a light-dependent resistor placed on each participant's ear lobe.

Fagan explains: “As blood pulses through the ear lobe, the lobe becomes more opaque and the sensor records this, allowing us to measure each participant's heart rate in beats per minute. This gives an indication on how each stimulus affects the participant and in what way. For example, if an item increases the heart rate it indicates the feeling of excitement and happiness.”

About Sheraton Hotels & Resorts

Sheraton Hotels & Resorts, part of Marriott International, Inc., makes it easy for guests to explore, relax and enjoy the possibilities of travel at more than 440 hotels in over 70 countries around the world. Sheraton continues to enhance the brand through innovative guest experience, differentiating design, multi-channel marketing and a sharp focus on service. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and [facebook.com/Sheraton](https://www.facebook.com/Sheraton).

About Patrick Fagan

Patrick Fagan is a Consumer Psychologist and Behavioural Scientist specialising in helping businesses commercially use scientific insights. He is a Lecturer and Associate Lecturer at UAL and Goldsmiths, respectively, and has published papers on topics such as price psychology. He has consulted and run experiments for brands including Diageo, eBay and Vodafone, among many others. His book, #Hooked: Why cute sells... and other marketing magic we just can't resist, is available from Pearson Business.