



L'Auberge Baton Rouge

Reducing unauthorized smoking events by more than half to enhance the guest experience.

Property Type: Casino Hotel
Location: Baton Rouge, LA
Size: 205 Rooms



Challenges

- Guest smoking violations leading to complaints from other guests
- High occupancy rate making it challenging to keep smoked-in rooms out of order
- Difficulty in discovering incidents in real-time, usually identified at check-out
- Problems in collecting fees from guests for smoking violations
- Cleaning process involving room downtime for shampooing carpets, running ozone machines, and deodorizing

Solution

- Implementation of FreshAir's solutions to proactively address smoking incidents
- Real-time communication with guests during smoking occurrences to facilitate fee payment
- Enhanced ability to identify and address smoking incidents immediately

Results

- Drastic reduction in smoking occurrences from 2-3 per day to approximately 10 per month
- Improved guest service scores and elimination of smoking complaints
- Positive impact on overall ROI, with an average monthly profit of \$1,000 from paid fees
- Lowered cleaning costs and damages due to reduced smoking incidents
- Enhanced guest satisfaction and experience

"The devices have truly paid for themselves, and guest service scores have increased." - Daniel Hutchinson, Manager

In-Depth Review with Daniel Hutchinson, Hotel Manager

L'Auberge Baton Rouge is a distinguished casino hotel in Louisiana boasting 205 rooms. We caught up with Daniel Hutchinson, a key player in the hotel's management team, to delve into the game-changing influence of FreshAir Sensor's cutting-edge technology on their operations.

Before the integration of FreshAir into their operations, L'Auberge Baton Rouge grappled with challenges related to smoking violations. The hotel's high occupancy rate posed difficulties in promptly addressing smoked-in rooms, leading to an increase in guest complaints about lingering smoke odors, ultimately impacting overall guest satisfaction.

The discovery of smoking incidents solely during check-out caused a predicament for the hotel. Collecting fees from guests became a cumbersome task, particularly when no physical evidence was found.

FreshAir's innovative solutions ushered in a paradigm shift for L'Auberge Baton Rouge. Smoking occurrences have seen a drastic decline, dropping from 2-3 per day to a mere 10 per month.

"The devices have truly paid for themselves," Daniel Hutchinson explained. "After paying the monthly subscription, our team is averaging \$1,000/month in profit from paid fees. Guest service scores have increased, eliminating almost all of the smoking complaints from our guests."

When asked about recommending FreshAir to others in the industry, Daniel Hutchinson had a resounding endorsement: "You should do it! It's offered our guests a much-improved experience at a very low cost."

The story of L'Auberge Baton Rouge exemplifies how embracing innovative solutions can revolutionize guest experiences, enhance operational efficiency, and drive substantial returns on investment in the competitive landscape of the hospitality industry. FreshAir's smoking sensor technology has proven to be a game-changer, offering a win-win solution for both the hotel and its valued guests.

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