# The Internet of Things in Luxury Hotels: Generating Customized Multisensory Guest Experiences

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**Abstract :** Purpose This research bridges the gap between sensory marketing and the use of the Internet of Things (IoT) in luxury hotels. We investigated how stimulating guests' senses through IoT devices influenced their emotions, affective experiences, eudaimonism (well-being), and, ultimately, guest behavior. We examined potential moderating effects of gender. Design/methodology/approach We adopted a mixed method approach, combining qualitative research (semi-structured interviews) to explore hotel managers' perspectives on the potential use of IoT in luxury hotels and quantitative research (surveying hotel guests; n=357). Findings The results showed that while the senses of smell, hearing, and sight had an impact on guests' emotions, the senses of touch, hearing, and sight impacted guests' affective experiences. The senses of smell and taste influenced guests' eudaimonism. The sense of smell had a greater effect on eudaimonism and behavioral intentions among women compared to men. Originality IoT can be applied in creating customized multi-sensory hotel experiences. For example, hotels may offer unique and diverse ambiences in their rooms and suites to improve guest experiences. Research limitations/implications This study concentrated on luxury hotels located in Europe. Further research may explore the generalizability of the findings (e.g., in other cultures, comparison between high-end and low-end hotels). Practical implications Context awareness and hyper-personalization, through intensive and continuous data collection (hyper-connectivity) and real time processing, are key trends in the service industry. Therefore, big data plays a crucial role in the collection of information since it allows hoteliers to retrieve, analyze, and visualize data to provide personalized services in real time. Together with their guests, hotels may co-create customized sensory experiences. For instance, if the hotel knows about the guest's music preferences based on social media as well as their age and gender, etc. and considers the temperature and size (standard, suite, etc.) of the guest room, this may determine the playlist of the concierge-tablet made available in the guest room. Furthermore, one may record the guest's voice to use it for voice command purposes once the guest arrives at the hotel. Based on our finding that the sense of smell has a greater impact on eudaimonism and behavioral intentions among women than men, hotels may deploy subtler scents with lower intensities, or even different scents, for female guests in comparison to male guests.

**Keywords :** affective experience, emotional value, eudaimonism, hospitality industry, Internet of Things, sensory marketing