



The Sebel Pier One Sydney Clears the Air

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The Sebel Pier One Sydney has 'cleared the air' and become a smoke free hotel. Following increased customer demand for smoke free rooms and the trend for bars and restaurants to ban smoking, management decided to be proactive and make the hotel 100 per cent smoke free.

According to Hotel Manager, Ralf Bruegger, The Sebel Pier One Sydney was being encouraged by guests to the hotel, particularly those regular guests, to become a 'smoke-free' hotel, given its fantastic fresh, sparkling location on and over the water, and the odour left behind by smokers!

"We could see that more and more customers were opting for smoke-free rooms and after reading that only 4 per cent of hotel guests are smokers, we decided it was time to do something about it. And when we conducted our research into how guests felt about the hotel becoming "smoke free" it was a very clear and positive result.

"The survey found that 100 per cent of guests agreed with the concept of a smoke free hotel. Even those who smoked responded positively to the idea. The general consensus was that guests prefer rooms that are fresh, clean and without any traces of smoking," Ralf said.

For those guests who simply must smoke during their stay, the hotel has set aside a few rooms on the ground floor with direct access to the Pier. The introduction of 100 per cent smoke free rooms and suites, conference rooms, public areas and of course the waterfront restaurant and bar, at the hotel has been overwhelming well received.

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