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## **FreshAir Sensor Partners with Curator Hotel & Resort Collection to Innovate In-Room Wellness Experiences Across its Portfolio of Distinctive Hotels**

***Curator Member Hotels Can Now Leverage FreshAir Sensor's Proprietary Sensor Technology to Reinforce the Highest Levels of Guestroom Air Quality and Provide New Wellness-Driven Revenue Streams at Scale***

**Lebanon, NH – March. 13, 2025 –** [FreshAir Sensor](#), the leading innovator in indoor air quality (IAQ) monitoring, announced it is partnering with the [Curator Hotel & Resort Collection](#) to elevate guest experiences and open new revenue paths for Curator properties by enhancing IAQ through molecular air quality monitoring technology. The new partnership enables Curator member properties to ensure higher standards of air quality for guestroom environments, and allows them to drive new revenue streams with the new FreshAir Certified™ solution.

Under the partnership, Curator member hotels across the portfolio will have access to preferred terms and choose to implement FreshAir Sensor's proprietary indoor air quality solutions to further enhance their bespoke guest experiences and stays. As hoteliers continue to confront the ever-accelerating pace of change, growing revenue pressures, and increasing numbers of technology options, Curator hotels can now quickly and easily leverage advances in IAQ as both a differentiator and a driver of significant ancillary revenues.

"We are excited to have selected FreshAir Sensor as a partner to harness the latest technology to ensure the highest indoor air quality for our members and their guests," said Brent Hayhurst, Vice President of Program Development at Curator Hotel & Resort Collection. "This collaboration is another example of Curator's drive to introduce new, innovative technology to our member hotels at scale. FreshAir Sensor is quickly evolving not only the role of indoor air quality on a hotel's operations and bottom line, but their approach to improving the hotel experience by elevating air quality as a core component of their brand promise. We are excited to empower our member properties with new technologies in this emerging space."

The partnership offers new opportunities and flexibility in application for Curator and its member hotels:

- **Environmental Policy Enforcement:** Ensuring that guests are adhering to environmental policies to ensure safe, serene, and clean experiences for all guests.
- **Wellness Initiatives:** Hotels are increasingly offering wellness initiatives such as hypoallergenic rooms, and FreshAir Sensor's IAQ monitoring capabilities allow each

property to ensure their guests are benefiting from a consistent room environment when choosing to stay at that property.

- **New Revenue Streams:** Curator's member properties will also have the option to offer their guests to further personalize their stay experiences with a guaranteed level of higher air quality with FreshAir Certified – hospitality's only bookable air quality enhancement. This low-cost, high-margin room attribute allows hotels to leverage air quality as an exclusive guest benefit, generating ancillary revenue as it further enables guests to book with confidence that the hotel will deliver a room experience that meets their wellness requirements.

“Curator Hotel & Resort Collection is a growing membership group of like-minded independent hotel owners and operators that includes some of the most unique independent hotels across the U.S. today. We are honored to be a preferred wellness partner, ensuring each hotel has the opportunity to deliver the best possible indoor air quality,” said Will Darrah, Chief Commercial Officer at FreshAir Sensor. “FreshAir Sensor is excited to partner with forward-thinking hospitality organizations that see the value in air quality-driven wellness and the ancillary revenue attached to providing a consistent guest experience. IAQ remains one of the most important elements of the guestroom stay experience, and Curator is committing itself to a higher standard of hospitality by extending these capabilities to its member hotels. Ongoing support from organizations such as Curator is bringing IAQ to the forefront of the guest experience, and we're proud to support these new hospitality initiatives.”

For more information about FreshAir Sensor, visit [www.freshairsensor.com](http://www.freshairsensor.com).

### **About FreshAir Sensor**

FreshAir Sensor is the industry leader in molecular sensor technology designed to ensure higher levels of indoor air quality. Trusted by leading hotels, management companies, brands, and multi-unit housing providers, FreshAir Sensor is redefining what it means to deliver clean air.

### **About Curator Hotel & Resort Collection**

Curator Hotel & Resort Collection is a distinct collection of small brands and independent lifestyle hotels and resorts worldwide. Curator provides lifestyle hotels and resorts access to a wide breadth of program offerings to enhance the guest experience, improve employee engagement, provide additional marketing support, and drive incremental revenue, all resulting in value creation while allowing them to retain what makes them unique. Curator offers the benefits of associating with other unique lifestyle hotels, resorts, and small brands while participating in best-in-class operating agreements, services, reporting, and technology. Visit [www.curatorhotelsandresorts.com](http://www.curatorhotelsandresorts.com) and follow us @CuratorHotelsResorts.

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