

## Omni Hotels' 'Sensation Mini Bars' Capture Local Flavor

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### Planned Expansion of Sensory-Focused Mini-Bars From Luxury Hotel Company Incorporate Local Indulgences

The refreshing taste of orange blossoms, the celebration of local traditions or a whimsical view of Voodoo offer guests of various Omni Hotels a closer view of the distinct products, culture and flavor of their destination. Over the next 60 days, items such as Orange Blossom Pilsner, mystical Voodoo love dolls and Indy 500 model cars will add a local touch to the latest expansion of Omni Hotels' Sensation Bars across the U.S. Sensation Bars are unique, reinvented mini-bars exclusive to Omni Hotels, initially launched in 2006 as part of the luxury hotel brand's sensory initiatives. Sensation Bars provide fun, entertaining and indulgent sensations -- for each of the five senses -- in the guest room while also adding elements of the local culture to each destination.

"In addition to delivering a great hotel experience, it is our goal to create market-specific memories for our guests," said Stephen Rosenstock, senior vice president of brand standards for Omni Hotels. "A stay at an Omni Hotel always offers luxurious comforts, yet we also want each stay to include a memento of the local destination.

The following Omni Hotels will begin offering Sensation Bars with these distinct local tastes:

- œ Omni Jacksonville Hotel: Orange Blossom Pilsner
- œ Omni Interlocken Resort (between Denver and Boulder): Boulder Potato Chips
- œ Omni Houston Hotel Westside: Lammes Texas Pecan Praline Chewies
- œ Omni Majestic Hotel (St. Louis): Oversized Chocolate, Chocolate, Chocolate branded candy bars

The following cities boast great pride in their beloved traditions by offering guests the opportunity to take home a touch of the local spirit:

- œ Omni Severin Hotel (Indianapolis): Indy 500 model car
- œ Omni Royal Crescent Hotel (New Orleans): Voodoo love dolls
- œ Omni San Diego Hotel: San Diego Padres souvenir
- œ Omni Charlottesville Hotel: University of Virginia Cavaliers memento
- œ Omni Austin Hotel Downtown and Omni Austin Hotel Southpark: A burnt orange souvenir representing The University of Texas Longhorns

Other indulgences in the Sensation Bars -- which incorporate items for all the senses -- are pomegranate lip balm, Dean & DeLuca chocolate bars and cashews, mojito-flavored jellybeans, a sleep-inducing CD, eucalyptus bath salts, pillow spray, a miniature Zen garden and a moleskine notebook. Sensation Bar items are stylishly served up on a decorative tray adjacent to the refrigerated mini bar which continues to provide guest with the traditional items and expected favorites.

Omni Hotels tapped the experience of its industry-first Sensory Advisory Board to aid in localizing the new Sensation Bars. The 11-member board, composed of representatives of some of the world's most well-known and admired brands including Whole Foods Market, Bon Appetit magazine, Starbucks, Benziger Family winery, Apple(R) and Elizabeth Arden Red Door Spas, provides non-hospitality expertise to help Omni Hotels shape and create sensory initiatives developed to enhance the hotel experience for guests.

The expansion of the programs follows the successful launch of the localized Sensation Bars in New York, Los Angeles, Chicago, Dallas and San Francisco.

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