

Omni Hotels and Starbucks Deliver Exclusive Berry-Scented USA TODAY

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Unique Stickers Stimulate the Senses of the Luxury Hotel Company's Guests

Beginning today, Omni Hotels' guests will wake up to the aroma of fresh berries along with their daily issue of USA TODAY for the next six months. As part of Omni's innovative sensory activation mission, the luxury hotel brand has forged partnerships with Starbucks and the nation's top-selling newspaper to stimulate the sniffer by attaching a special berry-scented sticker to each issue.

Starbucks, a member of Omni's industry-first Sensory Advisory Board, joined with the luxury hotel brand to develop the sticker as a nod to the scratch-and-sniff stickers that many of its guests remember from childhood. The sticker is exclusive to Omni Hotels and is the first and only scented sticker to accompany an issue of USA TODAY. The top layer of the two-ply sticker reads "Start your day with a freshly brewed cup of Starbucks coffee and..." Guests can pull back the first layer to activate the berry scent and reveal the end of the message "...pair it with a fresh muffin. Available at Omni Hotels." The sticker distribution will run from April 2 to September 28, 2007.

"This fun, unique sticker is a great way to greet our guests each morning," said Caryn Kboundi, vice president of corporate communications for Omni Hotels. "We are literally adding to a memorable experience for our guests along with USA TODAY and Starbucks."

Starbucks is part of Omni Hotels' 10-member Sensory Advisory Board that provides non-hospitality expertise from brands whose success is closely linked to the senses. Omni created the board to help shape and create sensory initiatives developed to enhance the hotel experience for guests. Careful consideration was given to ensure representation for each of the five senses. The board convenes several times a year to weigh in on everything from guestroom and bath enhancements to lighting, music and food.

Omni Hotels' continues to expand its Morsel's cafes, which offer fresh-brewed Starbucks coffee and specialty drinks, delicious pastries, cookies and other snacks. The coffee shops are located in approximately 15 hotels and resorts across North America and provide guests the opportunity to purchase coffee and snacks while on-the-go or to enjoy in a casual setting.

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