

Omni Hotels Launches New Mobile Web Site

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Omni Hotels announced the launch of a new, brand-wide mobile Web site. Guests can now conveniently access hotel information from any Web-enabled mobile device.

The mobile Web site can be used to book a reservation, get hotel information or look at special offers. In addition, Omni Hotels is the first hotel brand to feature online check-in as a mobile Web site function. This unique feature enables travelers to check-in before they even arrive at their destination, ensuring that guestroom keys are ready and waiting upon arrival.

'Our goal was to give travelers the means to check-in to the hotel while on-the-go, obtain maps and get directions to the hotel,' said Kerry Kennedy, director of e-commerce for Omni Hotels. 'Today, these are becoming necessities for the busy business traveler.'

Omni Hotels' mobile Web site is powered by Usablenet Mobile. The technology employed for the mobile Web site automatically detects what type of mobile device is being used. When a guest visits omnihotels.com, a mobile-friendly version of the site optimized for the wireless device, provides a rich user experience with speed, ease and all major functions of the full Web site for the mobile user.

In the coming months, Omni Hotels plans to have additional services accessible through the new mobile Web site, allowing guests to gather more extensive information about amenities and make requests from the hotel during their stay, all from their mobile device. Omni Hotels recently announced the piloting of online room service at the Omni Mandalay Hotel at Las Colinas. This program also enables guests to request a variety of services ranging from valet service, baggage retrieval, housekeeping and virtually any other guest request via the Internet, another testament to the brand's commitment to continually enhancing the technology for travelers.

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