

Find Hidden Gems at Local Supermarket with OMO Rangers

(Hoshino Resorts OMO7 Asahikawa, Hokkaido)

The hotel becomes a home base for travelers who explore the city.

Back in spring 2018, Hoshino Resorts launched its fourth hotel brand “OMO”, whose mission is to provide a unique customer experience revolving around urban tourism and local city life. Hotels in a city tend to be focusing on business or luxury trips, where people are not necessarily connected to the city, even though they are located right in the middle of it. OMO aims to breakthrough such situations by becoming a hub or home base for travelers that is truly part of the neighborhood.



OMO Green Ranger helps hotel guests navigate the local super market.

Guests at Hoshino Resorts OMO7 Asahikawa can meet up at the OMO Base, an open space at the lobby lounge, to collect local information. The OMO brand created the Go-KINJO initiative (*kinjo* meaning “neighborhood”), to put the brand motto “Get down with the local rhythm” into practice. As part of the Go-KINJO initiative, the OMO Base displays a big Go-KINJO map that provides a birds-eye view of recommended places around the hotel. This map also highlights places that are off the beaten track, and is regularly updated by OMO staff that have extensive knowledge about the neighborhood.

The initiative goes even further. OMO Rangers take hotel guests on a personalized local guided tour that features well-kept secrets and places that only the locals know.

The supermarket is a treasure box!

Hoshino Resorts OMO7 Asahikawa will be launching “**Local Supermarket Tour with OMO Rangers**” in June 2019. OMO Rangers will take hotel guests to the local supermarket “Daiichi”, a place full of local products and rare items that are not found at airports and other typical sightseeing spots. Guests can get explanations and side notes about the products from OMO Rangers while shopping.



OMO Rangers with colors

OMO Rangers is a team of OMO staff who are passionate about making guests happy by sharing tips about the neighborhood. Depending on their field of expertise, each OMO Ranger has a symbolic color; red, blue, green, yellow or purple. OMO Green Rangers love to stroll around the city, and will be hosting “Local Supermarket Tour with OMO Rangers”.



Serving the locals for over 60 years

Supermarket “Daiichi” operates 23 stores in Hokkaido, and has been catering to the locals since 1958. Daiichi Nishi Store is a 15 minutes walk from Hoshino Resorts OMO7 Asahikawa, where hotel guests can find fresh ingredients and local specialties.



“Local Supermarket Tour with OMO Green Ranger” schedule 2019

Dates: June 1st – November 30th 2019

Hours: 4 – 5pm

Number of people: maximum 5 people

Fee: free (limited to hotel guests)

Reservation: make a reservation from Hoshino Resorts OMO7 Asahikawa website

Hoshino Resorts OMO7 Asahikawa

Address: 9 Rokujo, Asahikawa-shi, Hokkaido 070-0036, Japan

Direction: 13 minutes walk from Asahikawa Station

Reservation Center: +81-(0)166-29-2666

Number of rooms: 237

Check-in: 15:00 Check-out: 11:00

Nightly price: from 5,000 yen per person (tax and service fee included)

Website: <https://omo-hotels.com/asahikawa/en/>

