

Hoshino Resorts OMO

## **Don't Miss these 3 New OMO Services for an Exciting Trip**

From September 1<sup>st</sup>, 2019

At Hoshino Resorts OMO, the exciting urban tourist hotels where there's so much more to do than just sleep, the new programs "Today's Neighborhood," "OMO TIME," and "Playful, Exciting Decorations & Art Event" will be introduced at OMO Base, the public space that will make guests never want to go back to their room. The new services will offer a new way of experiencing the public spaces, where guests can make new friends and discover new things on their trip and will be offered from September 1<sup>st</sup>, 2019.



OMO TIME at OMO5 Tokyo Otsuka

### **Background of the new services**

OMO is an urban tourist hotel brand founded in Spring 2018. With the concept of an "exciting urban tourist hotel where there's so much more to do than just sleep," OMO has made proposals for new types of holidays. Since its inception, the brand offers immersive experiences in the local culture based on the Go-KINJO (neighborhood) initiative that views the city around OMO hotels as a single extended resort. For instance, OMO has been providing support for travelers to immerse themselves in the city and enjoy it to the fullest extent through the "Go-KINJO Map", which features the staff's favorite locations, and "OMO Rangers", an activity where the staff members become a friend to guide guests around the local city.

This year marks the second year since the founding of the brand along with Hoshino Resorts OMO7 Asahikawa and Hoshino Resorts OMO5 Tokyo Otsuka, and OMO has decided to make people's trips more exciting by giving them unique local experiences with the launch of 3 new services at their public space "OMO Base" where travelers can discover the city's beauty and meet new people for a more memorable trip.

### 3 New Services at OMO Base

#### 1 Immersive local experiences at the “Today’s Neighborhood” event

Today’s Neighborhood is an event where unique locals visit OMO Base and introduce guests to the highlights of the city.

There will be a place where travelers can interact with local people and things. At OMO7 Asahikawa, visitors can listen to the stories of the cheese makers who create a unique kind of cheese using milk from local farms, while trying their own hand at the cheese making process; or watch local artisans make bags and other products from canvas and leather. At OMO5 Tokyo Otsuka, there will be workshops by craft beer specialists and local beer brewers, demonstrations by a master from a historic tea shop, and more. Travelers will get fascinating experiences of the local culture that they cannot get from a guidebook, before going out to see the city itself.

■ Date: From September 1<sup>st</sup>, 2019 ■ Fee: Free entry ■ Booking: Not required ■ Target Audience: Hotel guests and visitors

\*Event details will change from day to day. See the website for the full event schedule.



OMO5 Tokyo Otsuka Beer workshop

OMO7 Asahikawa Local artisans

OMO5 Tokyo Otsuka Demonstration at the booth of local tea shop

#### 2 Playful, Exciting Decorations & Art Events

Some of the highlights of OMO Base are its playful decorations that will put a smile on the face of whoever sees them. At OMO7 Asahikawa, there are bowl-shaped lampshades inspired by the local specialty of Asahikawa ramen. These decorations are made with actual ramen bowls used in five ramen restaurants around the city. Also, at OMO5 Tokyo Otsuka there are decorations made with real straps, stop buttons, and tram stop signs from the Toden Arakawa Line, so it feels just like guests are riding a tram.

There are also further plans to hold art events with OMO Base as a site of cultural transmission in the city. Cities are where cultural elements like art, music, and performance come together and are created and broadcast to the world every day, so OMO will keep coming up with plans to make OMO Base into a place to support creators.

■ Date: Decorations are permanent, events are held irregularly \*See the website for full event schedule and details.

■ Target Audience: Hotel guests and visitors





OMO7 Asahikawa Ramen bowl lampshades



OMO5 Tokyo Otsuka Toden Arakawa Line decorations



OMO5 Tokyo Otsuka Yamanote Line poster event

### 3 Casual event OMO TIME held every evening

OMO TIME, an event in which travellers can participate freely, will be held every evening. At OMO TIME, there will be a reasonable amount of alcoholic drinks as well as items to raise the guests' excitement levels. There will also be different movies and music performances shown each day. Surrounded by friends with a drink in their hand, guests can enjoy conversation, games, and nice music, creating good memories of their trip. There are lots of programs designed to improve their stays, not just in the guest rooms, but in the public spaces as well.

- Date: From September 1<sup>st</sup>, 2019 (held every day) ■ Fee: Free entry ■ Time: Please check the website for each facility.
- Booking: Not required ■ Target Audience: Hotel guests and visitors



OMO TIME at OMO7 Asahikawa  
"Asahiyama Zoo lecture where people don't talk about animals"



OMO TIME at OMO5 Tokyo Otsuka



OMO TIME at OMO5 Tokyo Otsuka

#### Hoshino Resorts OMO5 Tokyo Otsuka

Address: 2-26-1 Kita-Otsuka, Toshima-ku, Tokyo, Japan  
 TEL: +81-50-3786-1144 (Reservation Center) Official Website: <https://omo-hotels.com/otsuka/en/>  
 Nightly price: From 6,500 yen / person for 1 night's stay (Tax and meals separate)  
 No. of Rooms: 125 Check-in at 15:00, Check-out at 11:00

#### Hoshino Resorts OMO7 Asahikawa

Address: 9 Rokujo, Asahikawa-shi, Hokkaido 070-0036, Japan  
 TEL: +81-(0)166-29-2666 Official Website: <https://omo-hotels.com/asahikawa/en/>  
 Nightly price: from 4,500 yen per person (excluding tax and meals)  
 Number of rooms: 237 Check-in: 15:00, Check-out: 11:00



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