2016 Art of Water Promotion
Overview

• The year’s rendition of Omni’s annual Art of Water Pool Menu – a specialty menu featuring maple-inspired artisan cocktails and poolside fare. Available Memorial Day through Labor day at 32 Omni properties with pools.

• The goal was to provide a unique experience for Omni guests and educate them on the versatility of maple.

• Each regional menu had two maple cocktails included and at least three maple dishes.

• B. Kamins maple-infused spa products were sold in 20 spas across the Omni portfolio.

• A variety of maple products were sold in 28 retail outlets on Omni properties.
Immersion Trip

• The culinary team traveled to Vermont, New Hampshire and Montreal in March for a week-long immersion trip to learn about the process of producing maple, in addition to the ingredient’s health benefits.

• Visits included: April’s Maple, Fullers Sugarhouse, Dunc’s Mill, Goodrich Maple Farm, Maple Delights & Co.
Food & Beverage
Regionalized Cocktail Menus

Delicious and Nutritious:  
Omni Hotels & Resorts Spotlights Maple

This summer, join Omni Hotels & Resorts in celebrating the uniquely North American tradition of harvesting maple sap to create delicious and nutritious maple syrup to satisfy our palates beyond breakfast fare. Learn about one of North America’s oldest and most cherished traditions while savoring the flavor of real maple, crafted by maple syrup producers throughout Eastern and Central North America.

Omni showcases the natural heritage that maple producers have maintained for our enjoyment by bringing this ingredient into the spotlight through a number of maple offerings. Consider maple’s rich history as you indulge in delectable maple-infused dishes created by Omni’s accomplished culinary team. Sip refreshing maple-inspired cocktails poolside, or treat yourself to a soothing and aromatic maple spa treatment. You’ll feel the goodness of its antibiotic powers both inside and out.

Join us at our pools across the country to enjoy this limited-time menu featuring maple in all its varied forms.
7 maple-infused cocktails and 36 maple dishes were crafted for Omni’s summer menus.
B. Kamins
Bio Maple Facial

Available at 20 Omni properties
Maple-Infused Spa Products
Retail
A variety of maple products were sold in 28 retail outlets at Omni properties.
Maple Retail Products
Room Package

Room package included luxurious accommodations, a welcome maple amenity comprised of a maple leaf cutting board, charcuterie, maple mustard and flatbread, a maple cocktail, maple popcorn and maple candy; as well as a $50 food and beverage credit.
Promotion Support

- **Dedicated Maple page** under Culinary on OmniHotels.com
  - Page includes photos, videos and recipes
- 2 promotional videos
  - Long video; Short video
- Photography
- 3 blog posts
  - Making Maple a Staple; The Magic of Maple; The Magic of Maple Cocktail Recipes
- Social media posts
- **Press release**
- Omni public relations agencies actively worked with national, regional and local publications to promote this initiative.
Results
Coverage

Placements: 151

Impressions: 1.95 billion
Maple-Syrup Makers Break Free From Breakfast

By Ellis Brown

Maple-syrup makers are tired of sticking to pancakes. With a record-setting harvest this year, the maple-syrup industry believes it is poised to finally be more.

Maple water, maple cheese, maple cocktails, maple salad dressing, plus maple cotton candy, plus pastrami and teriyaki glaze hitting stores and restaurant menus, with the emphasis on maple as a healthier, more flavorful ingredient.

"We pick chickens and ribs instead of sausages and pancakes," says Robert Reisig, supermaker for Sugar Ratz Foods. We smoked maple syrup, made by SFRK in Texas. The Lecomptons went company infuses its dark maple syrup with toasted pecans, sells it in bottles resembling seal sauce and recommends it for use in recipes for shrimp cocktail sauce, marinated mussel and sauce on the half-shell. "At breakfast it can be a crossover but for the rest of the day it's a source," Mr. Reisig.

"It's the sweetness of the maple," adds Dean Reisig, the CEO of the company. "It's the sweetness of the maple that makes it a great ingredient for breakfast.

"Maple syrup is a very versatile ingredient. It's good in just about any dish, from breakfast to desserts and beyond. It's also a great addition to drinks, from coffee to cocktails.

"The maple syrup industry has grown significantly over the past few years, and we're seeing a lot of innovation in terms of new products and uses for maple syrup.

"We're excited to see what the future holds for the maple syrup industry, and we're looking forward to continued growth and innovation."
Broadcast Coverage

Chef finds perfect appetizers for Natic

We're getting some sizzling summer recipes from Chef Andre Natera at Omni Barton Creek.
## Coverage Highlights

<table>
<thead>
<tr>
<th>Outlet Name</th>
<th>News Headline</th>
<th>News Circulation Audience</th>
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<tbody>
<tr>
<td>Wall Street Journal</td>
<td>Maple Syrup Breaks Away From Breakfast</td>
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<td>Forbes Travel Guide</td>
<td>The Best Ways To Celebrate The Spring Maple Harvest</td>
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<td>Yahoo! News</td>
<td>The Summer of Sap: Omni Hotels &amp; Resorts Taps into Maple This Memorial Day</td>
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<td>The Daily Meal</td>
<td>Maple Syrup Is Much Healthier Than You Thought</td>
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<td>Reuters Online</td>
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<td>The Summer of Sap: Omni Hotels &amp; Resorts Taps into Maple This Memorial Day</td>
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<td>American Spa</td>
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<td>CultureMap Dallas</td>
<td>This edition of Dallas restaurant news overflows with newness</td>
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<td>Health beauty fitness</td>
<td>POWER INGREDIENT: MAPLE : Health Beauty Fitness</td>
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<td>San Diego Magazine</td>
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<td>Mokara Spa: The Magic Of Maple</td>
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<td>Jacksonville Magazine</td>
<td>Sticky Sweetness</td>
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## Maple Social & Digital Results

### OH.com Web Pages
- Page views – 21,183
- Unique page views – 18,344
- Average visit time on maple pages - 1 minute

### Maple Blog Posts
- Page views – 6,122
- Unique page views – 4,825
- Average visit time on maple blog posts - 2 minutes

### Maple Videos
- **Long video** – 19,000 views; 36,000 reach
  - 176 likes; 59 shares; 7 comments
- **Short video** – 22,000 views; 57,000 reach
  - 91 likes; 52 shares; 3 comments
Social Posts

Omni Hotels
June 16
Making Maple A Staple: 5 reasons it’s not just for pancakes.
Story and Recipes: http://ow.ly/SiXf301kQaT

Omni Hotels
May 24
This Memorial Day Weekend Omni guests discover “The Magic Of Maple.”
For the story and maple-inspired room packages, products and recipes, visit: http://omnihotels.com/blog/the-magic-of-maple.
Maple Packages Results

In-room welcome amenity.

Accommodations Package
(includes accommodations, welcome amenity and $50 food & beverage credit)
• 225 packages sold
• 358 room nights

Dynamic Package
(includes in room amenity only)
• 323 packages sold
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<th>Region</th>
<th>Item</th>
<th>Quantity Sold</th>
<th>Beverage Revenue</th>
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<td>TEXAS REGION</td>
<td>Maple Peach Margarita</td>
<td>615</td>
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<td></td>
<td>Banana Bourbon Maple Freeze</td>
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<td>Texas Region Totals</td>
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<td>WESTERN REGION</td>
<td>Strawberry Birch Margarita</td>
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<td>Double Grapefruit Greyhound</td>
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<td>Midwest Region Totals</td>
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