



# Dittoe PR Showcases Omni Severin Hotel's \$24 Million Renovation

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***“Working with Dittoe PR was instrumental in making the Omni Severin’s renovation a true citywide celebration. Their strategic media and influencer efforts helped us reintroduce the hotel as Indianapolis’ top luxury destination while honoring our rich history.”***

## Objective

**Drive Renovation Awareness**

**Position as Luxury Destination**

Since 1913, the Omni Severin Hotel has been a landmark of luxury and sophistication in downtown Indianapolis. Built at the height of the railroad era, its prime location adjacent to Union Station made it a favorite luxury hotel for travelers.

In 2024, the Omni Severin Hotel underwent a \$24 million renovation, restoring its historic grandeur while incorporating Art Deco-inspired design. The project blended timeless elegance with contemporary luxury to create a premier destination for leisure and business travelers.

With increased competition from newer boutique and luxury hotels, the Omni Severin needed a strategic PR partner to generate widespread awareness of its transformation. Dittoe PR was engaged to position the hotel as Indianapolis’ premier luxury stay; secure local, trade and national media coverage; drive bookings and event reservations; and engage influencers and business leaders to amplify its revitalized brand.

## Solution

**Top-Tier Media Coverage**

**Event Planning**

**Influencer Relations**

To maximize awareness of Omni Severin Hotel’s \$24 million renovation, Dittoe PR implemented a multi-faceted media and influencer strategy focused on securing high-impact press coverage, event-driven exposure, and ongoing influencer engagement. Through targeted media outreach, Dittoe PR positioned the hotel’s transformation as a blend of historic charm and modern luxury, securing top-tier local, trade and national coverage while providing media training to ensure consistent messaging.

To generate buzz, Dittoe PR organized a Media Day Preview, offering journalists guided tours, a tasting at Bar Cardinale and executive interviews. Building on this momentum, the team planned a VIP Influencer Event to engage social media personalities, business leaders and city officials, encouraging organic social media coverage.

Beyond events, Dittoe PR managed an ongoing influencer program by partnering with lifestyle, travel and hospitality influencers to showcase Omni Severin’s renovated spaces, elevated dining and luxury accommodations on Instagram and TikTok. With 3-5 influencer stays per month, the campaign ensured sustained engagement and long-term visibility well beyond the renovation.

Results	Amplify Brand & Renovation	Successful Media & VIP Events
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Dittoe PR’s campaign successfully amplified Omni Severin’s transformation, securing 118 media placements and generating over 95.7 million media impressions across local, trade and national publications. The team secured extensive coverage in key Indianapolis outlets, including FOX59, the Indianapolis Business Journal, Inside INdiana Business, IndyStar, WISH and WRTV, as well as top hospitality and meetings trade publications such as Midwest Living, Meetings Today, Corporate Event News, Lodging Magazine, and Smart Meetings. The team also achieved national exposure via Newsbreak, MSN and Yahoo News.

The Media Day Preview in November 2024 engaged 16 key journalists, including representatives from FOX59, WRTV, Indianapolis Monthly, IndyStar and Visit Indy. The event generated 40 media placements and over 22 million impressions, driving early momentum for the campaign.

The VIP Influencer Event in December 2024 welcomed 52 attendees, including 21 influencers with a combined reach of 961K+ followers, resulting in extensive social media coverage.

Through consistent influencer engagement, Dittoe PR partnered with 31 influencers over the course of the campaign, maintaining Omni Severin’s visibility with 3-5 influencer collaborations per month. These influencers collectively produced 15 timeline posts, 7 Reels/TikToks, and 150 Instagram Stories, reaching a total audience of 1.4 million followers. This multi-channel approach helped drive increased foot traffic, bookings and sustained brand engagement to solidify Omni Severin as Indianapolis’ premier luxury hotel.

To build on the renovation momentum, Dittoe PR helped spotlight the Omni Severin’s rich history, particularly its significance as a listed site in the historic Green Book, a travel guide for Black Americans during segregation. The team pitched this angle to local media during Black History Month to highlight the hotel’s cultural importance and commitment to preserving its legacy through modern updates. This effort resulted in thoughtful, in-depth coverage from Axios Indianapolis, WISH-TV and Inside Indiana Business, further positioning Omni Severin as a cherished landmark with deep historical roots.

Media Highlights			Influencer Highlights	
118 Media Placements	95.7M+ Impressions	\$1M Total Ad Equivalency	31 Total Influencers	1.4M Impressions / Followers