

FEEL THE CITY,  
SENSE THE NEW  
UPSCALE **HOSPITALITY**



**noom**<sup>®</sup>  
INSPIRED HOTELS

# NOOM, INSPIRED BUSINESS HOTELS

**WELCOME TO A NEW LIFESTYLE IN CONTEMPORARY  
HOSPITALITY, A FRIENDLY SMILE, AN ATTENTIVE SERVICE**

Totally avant-garde, caring, connected, always ideally located in the heart of busy cities, our exciting Noom Hotels are designed with the business traveler in our mind.

Noom is an upscale corporate focused brand that aims at being The Place to be in the busy business areas of all main cities. Noom is where to organize meetings, conventions and events, before relaxing with friends at the end of a hectic working day.





**NOOM BRAND PILLARS ARE  
ROOTED IN:**

CONTEMPORARY AFRICA  
URBAN RHYTHM  
ICONIC ART  
SENSORIALITY

**NOOM PERSONALITY IS INSPIRED  
BY STRONG VALUES:**

AVANT-GARDE  
HEDONISM  
VIBRANT  
COMMITMENT



# BRAND POSITIONING

REFLECTING THE VIBRANT ENERGY AND EXTRAVAGANT EXPRESSIONS OF A NEW URBAN LANDSCAPE, NOOM EMANATES FROM THE ESSENCE OF A MODERN AFRICA

Combining creative international standards hotel experiences with contemporary interpretations of African hospitality and architecture, Noom offers memorable and unique lifestyle moments. Buzzing and plugged, Noom unveils the breath and pulse of the city.



## NOOM IS THE 21ST CENTURY HOTEL AT ITS BEST

All hotels have a sense of uniqueness, designed to be pleasing, relaxing, yet vibrant and exhilarating.

Noom Hotels offer *NoomMood™* concept which integrates African art with the brand musical and fragrance identity, accompanied by a special lighting creating altogether a modern and relaxing atmosphere, outstanding the highest international standards in this category of hotels.

In some selected markets and destinations, Noom services offer can be enhanced to make the hotel the place of choice as an urban resort, and to be a competitive player in the upper-upscale segment.





# FEEL WELCOMED

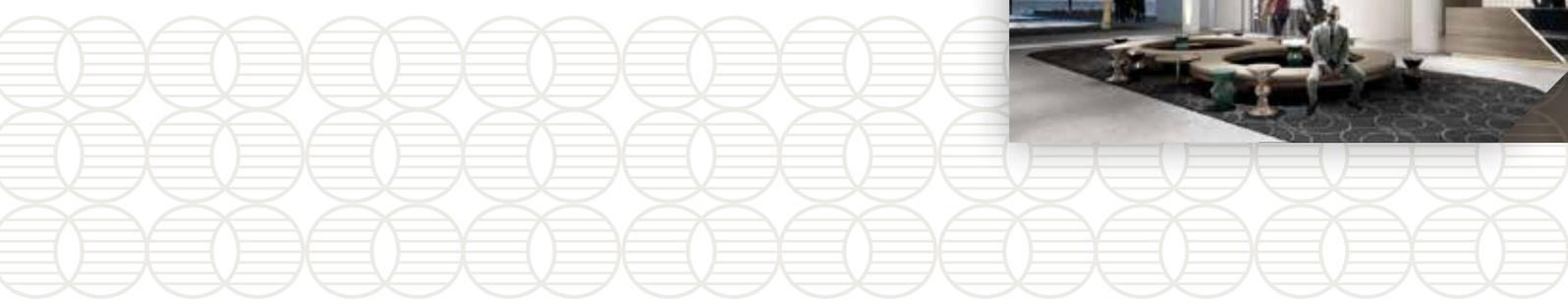
**NOOM HOTELS ARE GENUINELY DEDICATED TO EXCEED OUR GUEST'S EXPECTATIONS**

As soon as you enter a Noom hotel, you are welcomed with a friendly smile by one of our *Walkomers*!

Noom's *Walkomers* are at your service to assist you in any way you need:

- Check you in or out with the smart tablets, allowing total mobility, away from the traditional Reception counter.
- Help you register in our loyalty program *AvantGarde* by *Mangalis*.
- Explain to you all you need to know about our hotel services and the city.
- Make reservations, arrange local transportation and share shopping tips.
- Always available to provide you with any professional services and recommendations, you might require.

Discreet, efficient, friendly: the *Walkomers* provide all what you expect from a contemporary hotel inspired by the city lifestyle.



# RELAX



## YOU DESERVE TO UNWIND

Your days are often hectic, full of pressure and rush moments. After such a day, when you get back to your hotel, you just want to relax.

Noom's *OpenUp Space™* rooms are designed just for that: indirect lightening, warm and soothing colors, Corian vanity island, walk-in shower, energizing green tea amenities, *Desktop Bed™* designed to enjoy the same compact space both for resting and working, coffee/tea-making facility, large flat 40" SmartTV and the best WIFI connection available.

For some of us, the relaxed feeling is enhanced while enjoying a tasty dinner served in the room 24/7 by a friendly and discreet Room-service TeamMate, while watching TV or browsing the Internet.

For others, relaxing is to refresh and stay in shape by swimming lengths in our designer infinity style swimming-pool. Or exercise with our latest generation gym equipment, 24/7, in the *Fitness Suite* equipped for cardio-training, body building and floor exercises.

# ENJOY

## TIME TO INDULGE WITH OUR GOURMET *AFROFUSION* CUISINE

Noom Hotels were designed for those business people who travel the world from one city to the next, and for those looking forward to a great night out with colleagues, start the weekend with a tasty brunch or enjoy a relaxing family day by the pool.

For all of them, our best Chefs created the tastiest food, so to please all kinds of palate, and adapt to all kind of meal times: business and events meals, family lunch, friendly or even romantic dinners! And of course food to complement any particular dietetic or cultural needs.

And because our roots are deeply anchored in Africa, we happily celebrate the cuisine of the continent with the *AfroFusion* concept embedded in our flavors.

Spoil yourself every day, 24/7, with great meals served at your convenience in your room, in our lavish buffet restaurant, by the pool... Or simply enjoy a relaxing drink accompanied by a tasteful snack in the Noom Lounge Bar.



# WORKING TIME

## BE CONNECTED, BE READY, AT ALL TIMES

Noom Hotels connect you wherever you are: in your room, at the bar, the swimming-pool, the restaurant or any other location on the property, such as the meeting room areas. Go online easily with the fastest WIFI connection available as Noom Hotels are true 21st century hotels.

Count on us to excel if you need to portray the best of yourself and the company you represent, when you organize a meeting – be it a sales presentation, an informal get together with colleagues or a family event.

Noom Hotels are by your side to ensure a flawless organization from the first sales contact all the way to the final wrap-up. Our dedicated seasoned meeting organizing team will work with you so that on the D-day all goes smoothly to produce an unforgettable event.

Whenever you need to print an urgent document, send a fax or scan that article or document which will make the difference, our Business Center with permanent guest assistance is here to support you.





## WELCOME TO THE ICON OF THE AFRICAN CONTEMPORARY URBAN LIFESTYLE! NOOM HOTELS REDEFINE THE UPSCALE HOSPITALITY!

Easily recognizable with their unique iconic facades inspired by cruise ship, Noom Hotels offer distinctive stylish-chic accommodations, lavish buffets with an inimitable *AfroFusion* cuisine touch, elegant lobby spaces decorated with unique art pieces from the African continent.







## ROOM SIZE

Noom / Business / Executive - 23 -27 sqm  
Junior Suites / Executive Suites - 48 -55 sqm  
Prestige Suites > 70 sqm  
Average 120 rooms

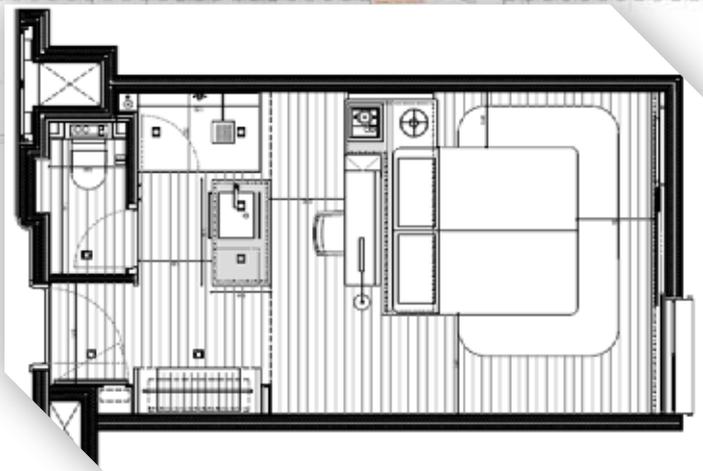
## TARGET MARKET

Upscale and upper-upscale, short and medium stay

## BRAND OWNABLES

- Iconic façade inspired by cruise ships
- Stylish-chic design, relaxing, yet vibrant
- Room design with *OpenUp Space™* concept with Corian vanity island and walk-in shower featuring Green Tea by Noom amenities
- Innovative *Desktop Bed™* designed to enjoy the same space for resting and working
- 40' Smart TV
- *Noom Le Club* - executive floor with dedicated VIP Business Lounge
- Personal Guest Relation / Concierge re-invented as *Walkomers* service
- *NoomMood™* ambiance integrating African art with the brand musical and fragrance identity, and special relaxing lighting
- *Social Table™* in the lounge area, featuring dock stations for mobile devices in selected destinations
- Buffet Restaurant featuring *AfroFusion* Cuisine with Early breakfast corner (5 a.m. - 7 a.m.)
- Lounge Bar
- 24 hour Room Service
- Convention Center & Meeting rooms
- Business Center
- *Fitness Suite*
- Infinity Swimming Pool
- Pool Bar
- Noom Spa, Beauty Zone and Noom Boutique featured in selected destinations
- Best available high speed WIFI
- *AvantGarde* by Mangalis Loyalty Program
- Environmental-friendly brand - low energy consumption and emissions, removal of architectural barriers, waste management for recycling and noise reduction technology
- Security Standards - security Cameras (CCTV) and alarm sensors, access control with electronic proximity locks RFID and NFC, external security and manned surveillance by PTZ security cameras with day/night vision and zoom





# WHY CHOOSE NOOM HOTELS ?

Noom is the upscale brand of Mangalis Hotel Group. By 2019, Mangalis will be among the largest hotels group active in Africa reaching the 70+ properties milestone, while being the industry undisputed reference, well beyond the African borders.

## **DEVELOPING A NOOM HOTEL MEANS:**

- Plug & Play solution from design and construction up to supply chain and operations' management
- Project cost below average compared to competitors
- Flexibility in our commercial terms
- International and African Team expertise

## **NOOM BRAND OFFERS THE MANGALIS' KEYS OF SUCCESS:**

- Design & Engineering
- Efficient Operational Management
- Revenue oriented 360° Marketing & Sales solution
- Finance & Legal Management
- Recruitment and Training
- Information Technology Infrastructure
- Suppliers Portal
- Corporate Social Responsibility through the corporate **'True2Earth'** program



Noom Hotels are committed to the principles of the United Nations Global Compact



noom®  
INSPIRED HOTELS

[www.noomhotels.com](http://www.noomhotels.com)



A BRAND OF MANGALIS HOTEL GROUP

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