

naumi HOTELS

Media Factsheet

Corporate Overview
Brand Name: Naumi Hotels
Headquarters: Singapore
Founded: The company was first founded in 2007, operating as a subsidiary of Hind Development Pte Ltd. Its first flagship property is the 5-star hotel Naumi Hotel, located in the heart of Singapore.
Number of Properties: Eight across Singapore, New Zealand, Australia and the UAE
About Naumi Hotels Naumi Hotels is a boutique hospitality brand that redefines the travel experience with its stylish, art-inspired hotels in key cities across the Asia-Pacific and the MiddleEast region. Founded in 2007, Naumi blends bold design with personal, heartfelt service to create immersive stays tailored for the modern traveller. With properties in Singapore, New Zealand, Australia and the UAE, Naumi is synonymous with playful sophistication and curated creativity.
Brand Philosophy Naumi Hotels is built around the idea of creating unforgettable memories for every guest. Inspired by the principles of individuality, design innovation, and impeccable service, the brand embodies a philosophy of making every stay bespoke and extraordinary. Naumi is more than a stay – it is a story. Design-Forward Spaces: Every hotel features curated art pieces, local themes, and bold interiors. Unscripted Service: We go beyond conventional hospitality with intuitive and heartfelt guest service.

PORTFOLIO OVERVIEW

Singapore

Naumi Hotel Singapore

Located in Singapore's vibrant city centre, Naumi Hotel Singapore is a 73-room boutique property that combines modern design with urban tranquillity. The hotel offers a refined retreat with its minimalist aesthetic and premium amenities, positioned within walking distance of the city's cultural landmarks and business districts.

Property Highlights:

- 73 designer rooms featuring bespoke furnishings and organic textures
- Rooftop infinity pool with panoramic city views
- Flexible event spaces for meetings and social gatherings
- Prime central location near Marina Bay and cultural attractions

Key Features:

- ✓ Contemporary rooms with luxury amenities (sizes 28-42 sqm)
- ✓ Award-winning rooftop pool and lounge area
- ✓ 24-hour fitness centre with premium equipment
- ✓ Complimentary evening cocktail hour for guests

New Zealand

Naumi Hotel Auckland Airport

Just minutes from Auckland Airport, Naumi Hotel Auckland Airport is a vibrant 193-room boutique hotel that fuses contemporary style with playful, Tui bird-inspired design elements. Set amidst tranquil gardens and featuring bold interiors, the hotel offers a refreshing urban oasis for travellers in transit or seeking a stylish escape close to the city.

Property Highlights:

- 193 spacious rooms with private patios and modern comforts
- Over 1,500 sqm of versatile event spaces for meetings and celebrations
- Heated outdoor pool surrounded by lush greenery
- Convenient location just 3km from the airport and 17km from the CBD

Key Features:

- ✓ Bold, design-led rooms blending comfort with artistic flair
- ✓ Signature Asian fusion dining with inventive local touches
- ✓ Fitness centre and serene garden settings for relaxation
- ✓ Ideal base for airport stopovers, events, or Auckland exploration

New Zealand

Naumi Hotel Wellington

Located in the heart of Wellington's vibrant Cuba Street, Naumi Hotel Wellington is a 62-room boutique escape that channels the capital's creative spirit through bold design and eclectic charm. Infused with artistic flair and fashion-forward touches, the hotel offers a whimsical yet welcoming retreat at the centre of the city's cultural pulse.

Property Highlights:

- 62 designer rooms combining residential comfort with imaginative styling
- Signature Naumi interiors featuring rich textures and sculptural forms
- Prime location surrounded by top dining, bars, and boutique shopping
- An immersive design narrative inspired by Wellington's artistic energy

Key Features:

- ✓ Artfully curated rooms with luxe details and expressive aesthetics
- ✓ Creative and colourful spaces that celebrate individuality
- ✓ Steps from Cuba Street's iconic food, music, and art scene
- ✓ Adjoining access to Naumi Studio Wellington for extended experiences

New Zealand

Naumi Studio Wellington

Set within a beautifully restored heritage building on Wellington's iconic Cuba Street, Naumi Studio Wellington is a 116-room boutique hotel that transforms hospitality into a celebration of art, romance, and storytelling. Infused with whimsical design and layered with history, the hotel offers a one-of-a-kind stay where every detail is curated, and every corner tells a tale.

Property Highlights:

- 116 artist-curated rooms blending heritage charm with contemporary flair
- Iconic gold-leaf floral installation by Art Dept NZ at the heart of the hotel
- Original works by Karl Maughan and Angus Muir woven into the design story
- Historic architecture reimaged through bold, expressive interiors

Key Features:

- ✓ Soundproofed rooms with plush bedding and thoughtfully stocked minibars
- ✓ Unique design elements including custom wall treatments and local art pieces
- ✓ Located steps from Cuba Street's cafés, galleries, and cultural hotspots
- ✓ Immersive visual storytelling with rotating exhibitions by local creatives

New Zealand

The Dairy Hotel Queenstown, A Naumi Chapter

Where rustic heritage meets bold modernity, The Dairy Private by Naumi Hotels is a 13-room boutique retreat nestled in the heart of Queenstown. Housed in the town's original 1920s corner store, this thoughtfully reimagined hideaway weaves alpine elegance with whimsical design and nostalgic charm. From its geometric carpets with European flair to its art-filled communal spaces, The Dairy offers a unique stay that honours the past while celebrating the unexpected.

Property Highlights:

- 13 individually styled rooms uniting alpine textures, rustic charm, and modern comfort
- Historic 1920s building reinterpreted with bold, design-led interiors
- The Den – a cosy guest lounge featuring curated art and a nostalgic sweet station
- Ideally located just two minutes from Queenstown's lively town centre

Key Features:

- ✓ Boutique heritage property with original architectural character
- ✓ Bespoke geometric carpets adding playful, continental flair
- ✓ The Den – a relaxed retreat for guests to unwind and connect
- ✓ A distinctive blend of history, personality, and alpine serenity

New Zealand

The Central Hotel Queenstown, A Naumi Chapter

Redefining the art of boutique hospitality, The Central Private by Naumi Hotels is a design-forward escape tucked within the vibrant heart of Queenstown. More than just a stay, this 15-room sanctuary immerses guests in a world where imagination and individuality reign. With bold design choices, unexpected textures, and evocative aesthetics, the property blurs the line between art and accommodation—offering a sensory journey for the modern traveller.

Property Highlights:

- 15 spacious, individually styled rooms infused with whimsical, one-of-a-kind design
- Striking interiors featuring bold proportions, tactile materials, and playful visual details
- Inviting guest lounge with a roaring fireplace and nightly complimentary Happy Hour
- Steps from Queenstown's dining, shopping, and adventure-filled precincts

Key Features:

- ✓ Uniquely curated rooms, each with distinct character and luxurious comfort
- ✓ The Living Room – an intimate communal space designed for connection and relaxation
- ✓ Central location, just a short stroll from the heart of Queenstown
- ✓ A bold reinterpretation of boutique luxury for the creatively inclined

Australia

Central Studio Hotel Sydney

Set in the heart of Sydney's bustling Haymarket district, Central Studio Sydney is a 116-room boutique hotel that blends contemporary comfort with urban practicality. Just steps from Central Station and the city's cultural hotspots, the hotel offers a sleek, minimalist retreat designed for modern travellers seeking style, connectivity, and convenience.

Property Highlights:

- 116 thoughtfully designed studios and suites (22–42 sqm) with king beds
- Prime Haymarket location, a 5-minute walk to Capitol Theatre and Paddy's Markets
- Easy access to airport trains and public transport via Central Station
- Complimentary lobby coffee service for guests on the go

Key Features:

- ✓ Studio-style rooms with kitchenettes, workspaces, and luxe bedding
- ✓ Premium suites with separate living areas for added comfort
- ✓ Soundproofed windows and blackout curtains for uninterrupted rest
- ✓ High-speed WiFi, smart TVs, and 24-hour guest services

United Arab Emirates

Naumi Hotel Dubai

Ideally located within Barsha Heights, surrounded by key lifestyle destinations, business hubs, and the pulse of the city, Naumi Hotel Dubai is where work meets pleasure. Featuring 237 rooms, exquisite dining, meeting rooms, a business centre, wellness spa, rooftop pool, and fitness centre, the hotel offers everything needed for an effortless stay. Guests can expect design-forward interiors, curated art, and intuitive service that goes beyond the conventional.

Property Highlights:

- 237 thoughtfully designed rooms and suites (29–52 sqm) with twin and king beds
- 4 meeting room spaces, 1 business center, rooftop pool and fully-equipped fitness center
- 1 Mediterranean F&B, Ostro Restaurant and Cafe
- Conveniently 2-minute walk from Dubai Internet City Metro Station

Key Features:

- ✓ A boutique hotel defined by timeless architecture and authentic character
- ✓ Custom geometric carpets bringing a vibrant touch
- ✓ An enchanting fusion of heritage, individuality, and Emirati charm

Environment Sustainability Initiatives

- **Adaptive Reuse of Buildings:** Naumi prioritizes repurposing existing structures over new constructions. For instance, Naumi Wellington occupies a refurbished Edwardian-era building, exemplifying their commitment to sustainable design through adaptive reuse.
- **Elimination of Single-Use Plastics:** The hotel group has eradicated single-use plastics across all its properties. Initiatives include the use of recycled wood for key cards and biodegradable amenity pouches, significantly reducing land waste.
- **Eco-Friendly Guest Amenities:** Naumi offers sustainable in-room products, such as slippers made from tree bark that decompose within 60 days. Additionally, lightweight bathrobes crafted from recycled sari offcuts are produced by women in Indian slum communities, blending environmental consciousness with social empowerment.

Social Responsibility

- **Combating Food Insecurity:** Naumi actively addresses food insecurity by partnering with organizations like KidsCan in New Zealand to provide 125 hot meals daily to children in low-decile schools. The group has also supported the nutrition of 100,000 children in India and fed 13,000 children from food-insecure backgrounds in Singapore.
- **Empowering Women:** The company supports women from low-income communities by offering bursaries, internships, and employment opportunities. Notably, their in-room products, such as bathrobes crafted by these women, providing them with a sustainable income source and skill development opportunities.

Global Commitments

UN Global Compact Participation: Naumi Hotels is an active participant in the UN Global Compact, reflecting its dedication to aligning operations with universal principles on human rights, labour, environment, and anti-corruption. The company has submitted its Communication on Progress reports, demonstrating transparency and accountability in its sustainability journey.

Community Engagement and Education

Design Initiatives: In collaboration with local design institutions, Naumi Hotel Singapore launched Project #210, inviting students to redesign hotel rooms, fostering creativity, and providing real-world experience. This initiative not only supports emerging designers but also infuses fresh perspectives into the hotel's aesthetics.

As part of Singapore Design Week 2024, Naumi Hotel Singapore hosted SLEEP, a two-part experiential showcase exploring the intersection of design and sleep. For the overnight stay experience, Naumi transformed select rooms to support a curated sleep journey, allowing designers to reimagine the space with rituals and elements that promote rest and reset circadian rhythms. This collaboration showcased Naumi's commitment to creative innovation and wellness-focused hospitality, complemented by a VR installation that highlighted the sleep challenges faced by individuals with non-traditional routines.



Leadership Team

Founder, Executive Chairman

Surya Jhunjhnuwala

Group Chief Executive Officer

Gaurang Jhunjhnuwala

Group Chief Operating Officer

Paul Stocker

Media Assets

High-resolution images and videos of Naumi Hotels properties and brand assets are available for download [HERE](#)

Contact Information

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