

DANS LE NOIR?

EXPLORE YOUR SENSES

*A unique experience in
your hotel*



3 DIMENSION CONCEPT



A SENSORY JOURNEY

Immersed in total darkness, we take our customers on a culinary journey to stimulate the senses.



A CONVIVIAL EXPERIENCE

Digital detox and table d'hôtes, our experience encourages authentic, spontaneous communication and breaks down barriers and preconceptions.



A HUMAN EXCHANGE

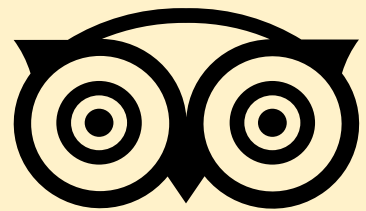
We work with a team of visually impaired people who guide customers with care and kindness, while delivering a professional service.

Discover the concept in video



IMMERSION *& emotion* AT THE HEART OF OUR VALUE PROPOSITION

Top Restaurants



Luxembourg #2/600

Geneva #4/1289

Toulouse #5/1490

Bordeaux #12/1449

Nantes #22/865

*February 2024

AIM FOR EXCELLENCE

“The food was delicious and had flavours that kept you guessing! Was a great way to bond with the people next to you without judging by looks. What a wonderful team. Will definitely be back for the next season menu!”

Emma W

THE FIGURES

A woman with curly hair is adjusting the hair of a man in a dark turtleneck. They are standing in a gallery with several framed artworks on the wall. The lighting is dramatic, highlighting the subjects against the dark background.

20 YEARS OF
EXISTENCE

2,5 MILLION
VISITORS

10 COUNTRIES

15 CITIES

3 CONTINENTS



ACCOR

IHG HOTELS & RESORTS



St-Petersburg

Sokos Hotel



London



Brussels

Stanhope



Paris



Luxembourg

Novotel



Geneva

Ritz-Carlton

Madrid



Lisbon



Sheraton

FRANCE

Nantes & Bordeaux

Radisson Blu

Strasbourg

Hilton

Toulouse

Pullman

Marseille

Le République

WORLDWIDE

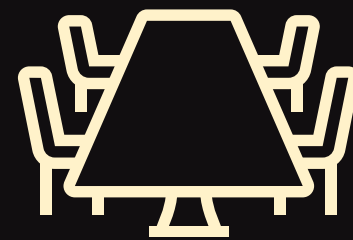
Auckland

Grand Millennium

Cairo

THE BUSINESS MODEL

SHARED EXPERTISE FOR A WIN-WIN PARTNERSHIP



WE OPTIMIZE THE USE OF A CONFERENCE ROOM
By opening Thursday / Friday & Saturday evenings*
for dining in the dark



AN EXTRA SOURCE OF INCOME
This project does not replace your existing activity
but comes in addition.

*To be defined together according to market relevance

WHO DOES WHAT?

Hotel

- Provision of the room with blackout
- Food & Beverage
- Your team (kitchen, bar,...)
- Employment of visually impaired waiters and waitresses



WHO DOES WHAT?

Dans le Noir ?

- Full time project manager
- Implementation of the project organization and optimization of the operational management adapted to the hotel
- Identification, recruitment and training of server-guides
- Training of hotel staff involved in the project
- Room blackout: on-site visit, technical specifications
- Website / Booking system
- Community management: social networks, PR, graphic design of communication media (print and digital), implementation of sponsored campaigns, newsletters
- Brand license



Communication

=

The hotel is well established in its market, Dans le Noir ? is expert of its concept.



BUSINESS DATAS

- 01** Customers prepay for their experience by choosing one of 2 options: 3-course or 3-course + wine pairing.
- 02** The hotel collects all revenues.
- 03** At the end of the month, DLN charges a fixed commission between 18,00 € and 30,00 € per place setting (depending on the city, the country, the selling price)



BUSINESS DATAS

FRENCH MARKET

Selling price :

(3-course / 3-course & wine pairing)

58€ / 69€ incl. VAT

Average ticket :

63€ excl. VAT

Commission France :

18,50€ excl. VAT /cover

Average monthly covers in France

(excluding Paris) :

600 (3 evenings / week)



INTERNATIONAL

BRUSSELS

Opening june 2021

LUXEMBOURG

Opening november 2022

GENEVA

Opening january 2023

AUCKLAND

Opening march 2023

Selling price incl. VAT

64 € / 79 €

60 € / 79 €

98 CHF / 128 CHF

110 NZD / 155 NZD



BENEFITS FOR YOUR HOTEL

- 01** Increase your F&B sales
- 02** Attract locals
- 03** Win over your B2B customers
- 04** Stand out from the competition
- 05** Generate media interest
- 06** Involve your team

GO FURTHER

3 LEVERS TO GENERATE MORE REVENUE

- **B2B :**
 - Company events (dinner on private slots, teambuilding)
- **Gift vouchers :**
 - Online store set up by Dans le Noir?. Income is sent directly to the hotel's account.
 - Gift vouchers valid for 1 year. Not consumed, kept 100% by the hotel.
 - Some data:
 - London: 348K€ in 2023 (including 129K€ in December)
 - Toulouse: 280K€ in 2023 (including 140K€ in December)
- **Special events :**
 - Concert, brand partnerships, speed dating,...



PREREQUISITES

FOR A SUCCESSFUL PARTNERSHIP



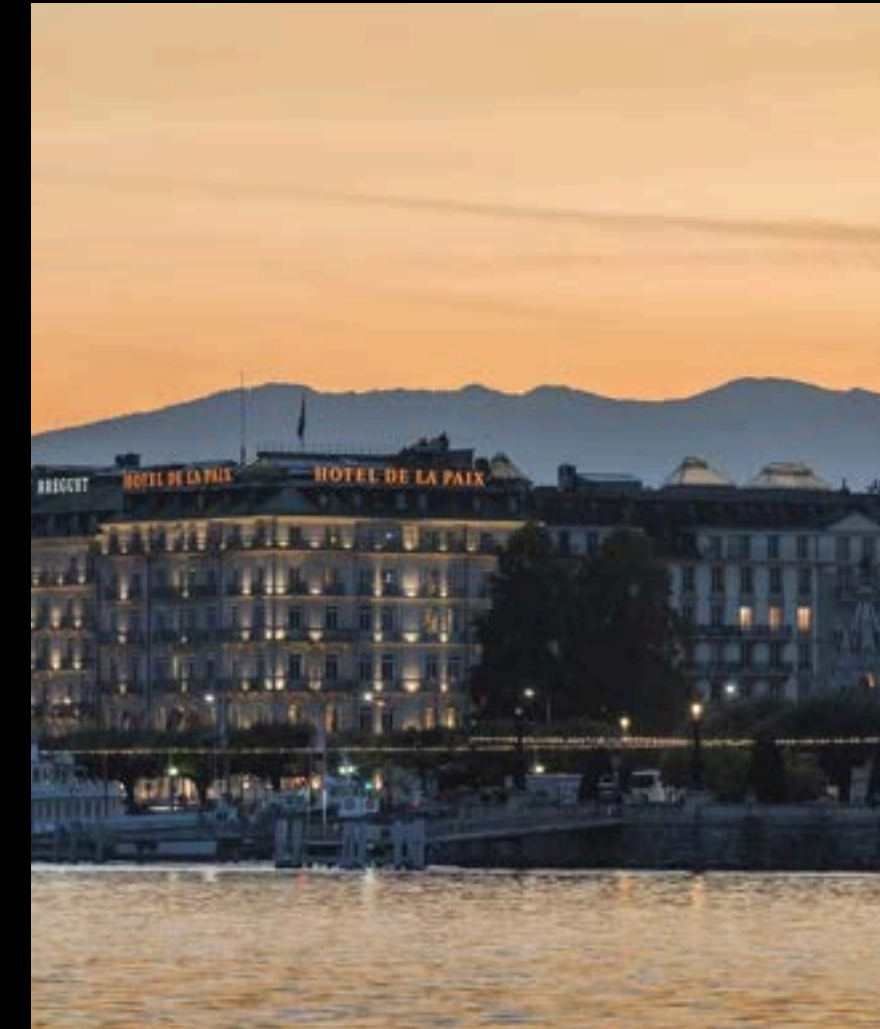
Motivation

Understanding of the concept and motivation from the F&B team



Space

Conference room with a minimum size of 60m², near a kitchen



Standing

We target 4* and 5* stars hotels

NEXT STEPS

STEP 1

Introduction of the concept and business model

STEP 2

- Financial projection
- Provide plans/photos/videos of pre-arranged spaces for the concept

STEP 3

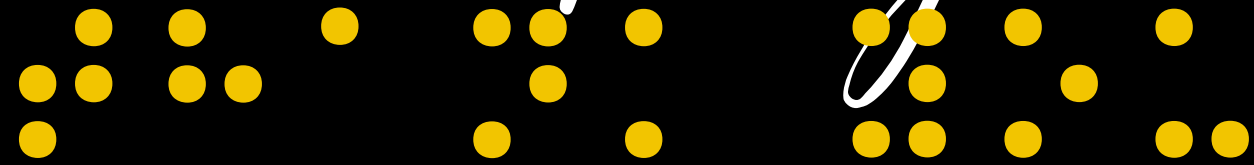
- Visite on-site
- Signature of the contrat





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Thank you



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