

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

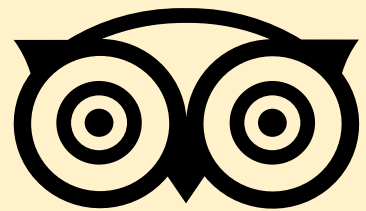
We work with a team of visually impaired people who guide customers with care and kindness, while delivering a professional service.

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 and a man are standing in a museum gallery. The woman, on the left, has her hand on the man's shoulder. The man, on the right, has his hand on the woman's shoulder. They are both looking towards a wall of framed art. The lighting is dramatic, with the figures silhouetted against the wall.

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

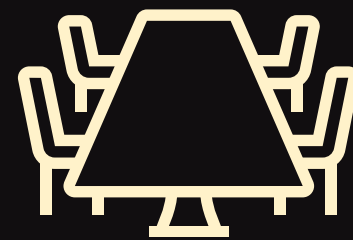
Auckland

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



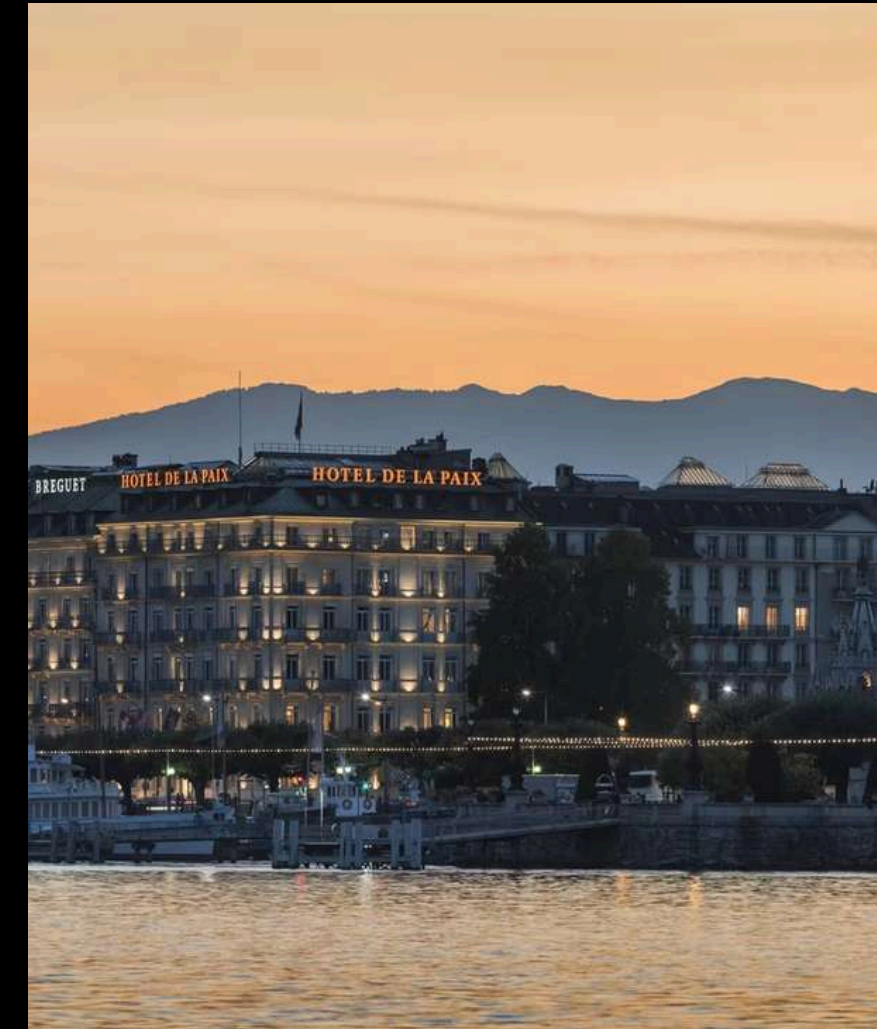
Motivation

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

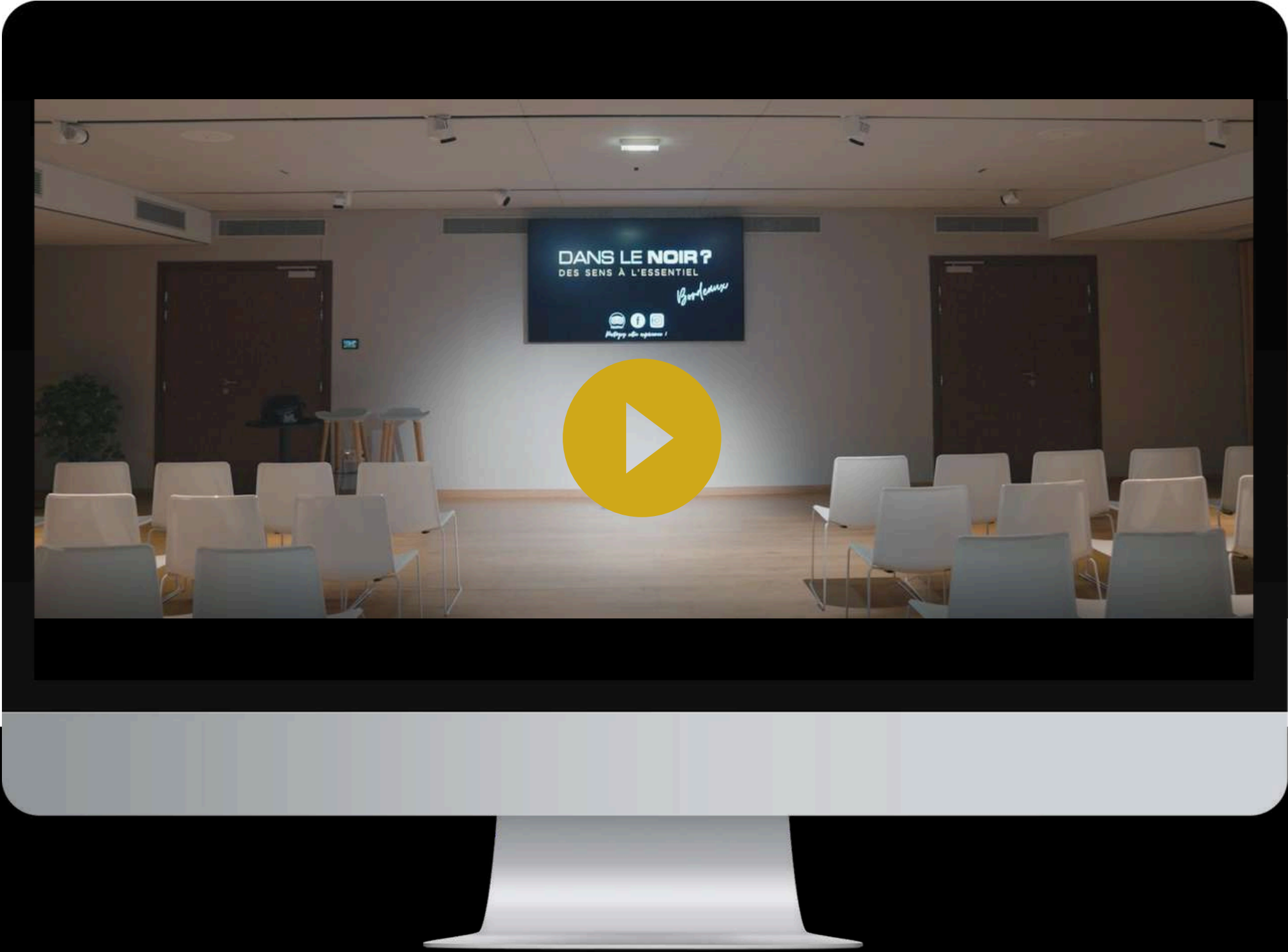
STEP 2

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

STEP 3

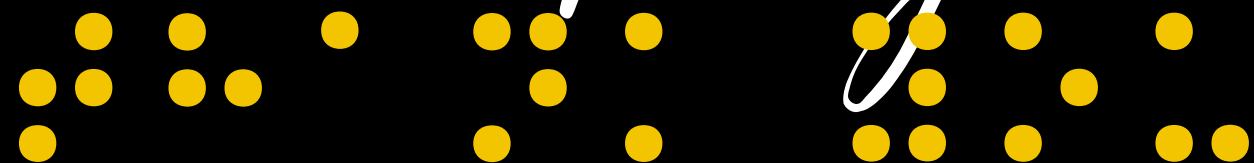
- Visite on-site
- Signature of the contrat





DANS LE NOIR?
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Thank you



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