

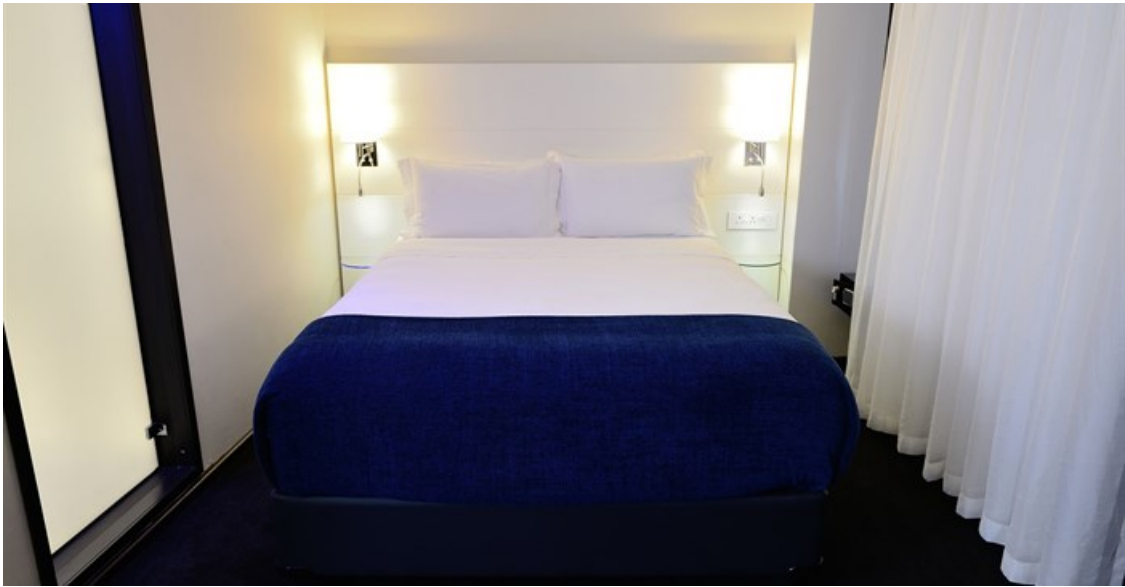
# Onomo Hotels acquires Signature Lux, focuses on Africa strategy

Signature Lux Hotels has been acquired by Onomo Hotels. The Onomo Hotel Group has 10 hotels across eight African countries with a focus primarily on the business traveller - offering its clientele a unique, affordable guest experience - combining contemporary comfort and the art of African living.

The group, which prides itself on its state-of-the-art security and connectivity, is present in business capitals such as Dakar, Abidjan, Libreville, Bamako, Lomé, Cape Town, Johannesburg, Durban, Conakry and Kigali.







It is this obsession with client service that has made the acquisition of Signature Lux Hotels a natural fit for the mid-scale specialist Onomo. “Once Signature Lux Hotels was on our radar, we knew they had the right formula and product offering to take over the mid-scale hotel industry. They are ahead of their years in offering self-service check-in and technological add-ons that attract not only millennials but the traveller seeking convenience at an affordable price. They are a great addition to the Onomo portfolio and complement our current brand strategy,” says Cedric Guilleminot, Onomo CEO.

Regional operational director of South and East Africa, Samantha Annandale adds: “With so many international companies exiting Africa and investment leaving our shores, it is encouraging to see that our group has a fully focussed African strategy. We have exceptional confidence in Africa, especially in the hospitality space and with our strong development pipeline we aim to become one of the leading hotel chains in Africa, for Africa.”

Signature Lux will now be known as Signature Lux by Onomo Hotels.

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