

## Media Information

# NUMA Group expands to Scandinavia and kicks off with CARUCEL in Norway

- **NUMA Group and CARUCEL announce strategic partnership**
- **NUMA seeks hotel and tourist apartment properties in central locations of major Scandinavian cities**
- **NUMA offers landlords and investors a sustainable alternative to traditional hotel operators**
- **NUMA's innovative model proves resilient even amid challenging market conditions**

**Oslo / Berlin – June 30, 2022** – NUMA Group (<https://partner.numastays.com>), the leading European digital hotel operator and technology developer, announced today in Oslo and Berlin the launch of its NUMA success model in Norway and a strategic partnership with CARUCEL. NUMA is becoming the new operator of a historic CARUCEL property in central Oslo.

The NUMA Group has secured an iconic building in a prime location right for the market launch in Norway: The first NUMA hotel in Oslo is a landmarked former post office and is centrally located in a prime location at 15, Dronningens Gate, a short walk from the Opera House and the Royal Palace. It is also within walking distance of Karl Johans Gate and Cinemateket, in an excellent location for leisure and business travelers.

The building will be converted and repositioned in line with NUMA branding standards in the coming months. A long-term lease has been agreed with CARUCEL for this purpose. NUMA expects to open its new, fully digitalized hotel in Oslo with 26 units and 51 beds in an area of around 1,000 m<sup>2</sup> in the second quarter of 2023. Further projects are already under negotiation.

Entering the Norwegian market, the German company focuses on hotel and commercial properties in centrally located prime locations of major Scandinavian cities with the brand attitude of "traveling with soul" for modern travelers. In doing so, NUMA targets busy city districts and the primary demand drivers for tourists and business travelers.

With its expansion into Scandinavia, the Numa Group is continuing its growth course in Europe. Already in April 2021, the German company launched in Spain and acquired a local provider a few weeks later. In October 2021, NUMA Group announced its launch in Italy, opening fully digitized hotels in prime locations in Rome, Milan, and Florence.

Pierre Wilhelm Puggaard, Director at CARUCEL, comments, "NUMA has proven to be extremely resilient under the pressure of the Covid 19 pandemic compared to the traditional hotel industry. We are convinced that this innovative approach to accommodation will experience strong demand across Europe in the coming years, especially from young professionals and digital nomads. Collaborating with NUMA will create a high-quality, customer-focused product with leaner operating cost structures and a more flexible business model in an important European growth market."

NUMA in Norway will be led by Dimitri Chandogin, President of NUMA Group. "For NUMA, Norway is an important European market of the future, and we believe our proven successful model is a perfect fit for the local market specifics. We are very pleased to be able to offer our future hotel guests a historic building in a prime location right at the beginning of our market launch in Oslo," explains Dimitri Chandogin. He adds: "As Europe's leading provider of technology-enabled alternative accommodation, our clear goal is to establish an entirely new generation of hotels and short-term accommodation together with CARUCEL and thus innovate the industry in Scandinavia."

HOTELINTEL Consulting acted as advisor for NUMA in sourcing and negotiating the strategic partnership with CARUCEL and is supporting NUMA's expansion plans in Scandinavia.

NUMA Group offers real estate partners, hotel and building landlords the security of a professional operator with a solid international track record and a sustainable business model backed by reputable international investors. NUMA delivers a world-class guest experience through its innovative technology solutions and reduces operating costs by up to 60 percent. The NUMA system is highly robust and has proven itself in pandemic times. For example, despite Corona, NUMA achieved over 85 percent booking occupancy of its units in Europe in 2021, 230 percent above the market average across Europe.

**High-resolution image material for media – download free of charge:**

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**About NUMA Group**

Berlin-based NUMA Group is the leading European digital hotel operator and technology developer. The company provides disruptive design hotels for modern travelers. A trusted partner for investors, owners, and developers, NUMA uses proprietary technology-based operating solutions that largely automate operations and increase cost efficiencies and revenues. NUMA successfully operates over 3,000 units in European A-cities, including Oslo, Berlin, Munich, Rome, Milan, Madrid, Barcelona, and Vienna.

[www.numastays.com](http://www.numastays.com) – [partner.numastays.com](http://partner.numastays.com)

## **About Carucel Eiendom**

CARUCEL is a Norwegian investment company with primary focus on real estate and financial investments. Through its subsidiaries, the CARUCEL Group owns and manages a diversified portfolio of retail, office, logistics and residential properties. The real estate portfolio is mainly located in the Oslo region and has an estimated gross value of approximately NOK 12 billion.

[www.carucel.no](http://www.carucel.no)

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