

Naumi Hotels prepares for brand expansion with Cendyn

Singapore-based boutique hotel portfolio set for growth with digital real estate investment in partnership with Cendyn

Austin, Texas, USA – 8 July 2025: Cendyn, a global integrated hotel technology and services company, is delighted to announce a partnership with Singapore-based boutique hospitality company - Naumi Hotels - as it prepares for expansion with a brand refresh and investment in its digital real estate.

Marking 18 years since the opening of its flagship Naumi Hotel Singapore, Naumi is launching a new website and promotional campaign accompanied by new visuals to drive home the USP of design-led boutique properties. With seven hotels in Singapore, New Zealand, and Australia, the boutique hotel portfolio is set to continue its international expansion in 2025 – bringing the Naumi experience to new destinations around the world.

Naumi will benefit from Cendyn Web services enabling the brand to come to life through design-led digital visual experiences. The boutique hospitality portfolio will be able to leverage first-party data from various sources, including the booking engine and stay data, to optimize user experiences. By fully showcasing its unique hotel story on a fully customized and immersive branded digital experience, advanced personalization will give Naumi Hotels the ability to tailor content, offers, and imagery to audience preferences, assisting in driving direct bookings and overall visitor satisfaction.

“We have reached a point where the digital experience needs to reflect the stay experience,” said Group COO, Paul Stocker, Naumi Hotels. *“We want to bring our bold brand to life online. Cendyn’s design sensibility and technical execution along with the intuitive and user-centric CMS platform was a major factor in our decision. Not only does Cendyn provide essential data security, but it empowers our team with seamless content control without compromising on design or functionality.”*

“We were looking for a partner that could grow with us. Cendyn’s platform gives us the flexibility and scalability we need to support our continued expansion across key markets. We’ve been incredibly impressed by the level of account support and customer services the team has received.”

“Naumi Hotels can now communicate its distinctive, design-led identity and unique guest experiences through its digital asset - this was clearly necessary and timely for the brand,” said Rick Posey, Senior

Director, Reporting & Analytics - eCommerce, Cendyn. *"The team can now better collaborate across the portfolio by giving each property access to make website updates for the menu, F&B promotions, campaigns, operating hours etc while allowing the central team to review and publish. Naumi will be able to drive more direct bookings with special packages and personalized experiences at every stage of the guest journey."*

Founded in 2007, Naumi blends bold design with personal, heartfelt service for immersive stays tailored to the modern traveller where rooms are inspired by influential cultural phenomenons including Madonna, Coco-chanel, and Andy Warhol. Built around the idea of creating unforgettable memories for every guest and inspired by the principles of individuality, design innovation, and impeccable service, the brand embodies a philosophy of making every stay bespoke and extraordinary. Naumi Hotels plan to roll out the new website and brand identity in September ahead of its 18th anniversary of the opening of the 73-room flagship hotel, located in Singapore's vibrant city centre.

For more information discover [Cendyn's Web](#) packages offering.

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About Cendyn

Cendyn is a global hospitality cloud-based technology company that enables hotels to drive revenue, maximize profitability, and create deeper connections with guests through its integrated solutions.

Serving hoteliers for nearly 30 years, Cendyn drives commercial success for hotels through its **Find, Book, Grow** promise: **find** the right guests; drive them to **book direct**, and **grow** loyalty and revenue across the spectrum of digital guest interactions.

Cendyn has over 35,000 customers worldwide in more than 150 countries generating more than \$20 billion in annual hotel revenue. The company supports its growing customer base from locations across the globe, including the United States, France, the United Kingdom, Singapore, Bangkok, and India.

To find out more, visit cendyn.com

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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 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, and Australia, Naumi is synonymous with playful sophistication and curated creativity.

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