

THE
Latitude
HOTELS

COMPANY PROFILE

www.thelatitudehotels.com

The Company

The story begins with two partners of the management company who initially bought a beach lodge on Lake Malawi in 2007. Reconfiguring its layout, and corresponding refurbishment work, transformed Kaya Mawa into a high-end chic beach escape which has won numerous accolades from an array of prestigious travel juries, including Conde Nast who recently voted it as one of the top five romantic getaways in Africa.

Having been asked by various people to "check things out" in various sectors in Africa, and having hence experienced the quality of urban African hotels, the idea grew that many cities were lacking decent offerings and that this was an opportunity.

Staying close to home, the pilot project was in Lilongwe, Malawi and the birth of Latitude 13°. Refurbishment and extending the footprint of the ex-Japanese ambassadors residence, confirmed the hunch that there was a huge appetite amongst local residents for a top-end fine-dining restaurant, and amongst visitors for a boutique hotel (with dependable security, wifi, satellite TV, first rate F&B) which was popular with the locals also. Customers include embassies, NGOs, corporates (resource companies, banks, accounting firms), civil servants and government ministers. On the back of this success, the management team has secured further equity backing to expand the concept elsewhere.

Latitude 15° in Lusaka, Zambia opened for business in Sept 2014, within 18 months of purchasing the site (compared to 7-8 years it takes major hotel brands from initial concept to opening), and has been cash flow positive from its very first month.

Work has commenced on Latitude 0 in Kampala, Uganda and further expansion of the group is planned in 2017 and beyond.

The Latitude Vision

A unique African lifestyle brand, Latitude aims to be the leading owner and operator of boutique business-oriented hotels across Sub Saharan Central and East Africa.

The hotels are contemporary with a fresh and lively design concept.

We aim to provide market-leading dining and bar facilities combined with conference and leisure facilities of international standard.

Our offerings are sensitively tailored to the idiosyncrasies of individual markets.



Latitude 13° Lilongwe

Come and surround yourself in vibrant décor, progressive architecture and an innovative creative vibe, whilst letting our high-tech conveniences, double-sized luxurious bedrooms and attentive service ensure you're always relaxed and comfortable.

There's a reason people describe Latitude 13° as "an unexpected oasis".

With just nine boutique bedrooms, attention to detail is guaranteed at Latitude 13°.

Facilities

- 9 luxury suites
- 18 newly-completed Long Stay apartments
- Fully stocked international Bar
- Inventive Restaurant
- Dazzling Pool
- Fitness friendly gym



Latitude 13°
L I L O N G W E

Awards

Tripadvisor - Certificate of Excellence 2015
Tripadvisor - Certificate of Excellence 2014
World Travel Awards-
Runner Up Malawi's Leading Hotel



Latitude 13°
LILONGWE



David Rogers



David Rogers



David Rogers

Latitude 15° Lusaka

Designed by travellers for travellers, Latitude 15° is a marriage of the best that the host country has to offer with the things you take for granted at home.

From the works of Zambia's finest artists and locally sourced furnishings, handmade crafts woven into the decor, to our grown-to-order organic parsnips. Everything from the architecture to the appetisers is a distillate of Zambian homegrown with an international twist.

Facilities

- 18 luxury rooms with an expansion of an extra 20 rooms due to open in March 2017
- Fully stocked international Bar
- Popular and innovative Restaurant
- Sparkling Pool
- Private members club including separate gym, spa, pool, lounge and office spaces



Latitude 15°
L U S A K A

Awards

Nominated for World Travel Awards 2015
Nominated for Best Hotel in Zambia – ZHA 2016



Latitude 15°
LUSAKA



THE OTHER SIDE LUSAKA

We're Lusaka's newest and most unusual Private Members' Club, both in name and in spirit.

You see, we thought it was about time for a private club that was thoroughly modern, refreshingly informal and engagingly sociable.

We love a sense of style, but ours is a rather quirky, whimsical club, full of surprises and occasionally back to front, that we hope will pique your inquisitive nature.

FACILITIES

- Heated luxury swimming pool
- International Bar
- Gastronomic Restaurant
- Well equipped Gym with in-house trainer
- Ultimate relaxation Spa
- Various Office Spaces including hot-desks

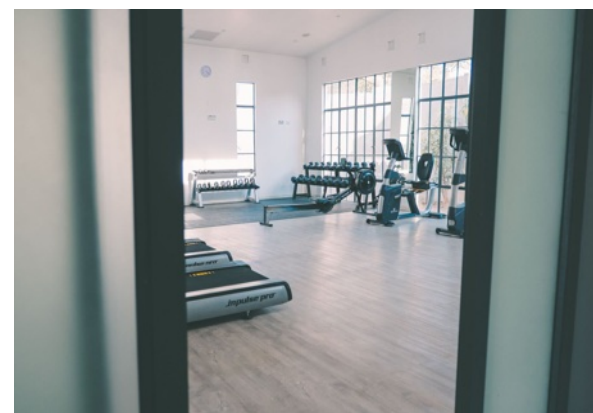
THE
OTHER
SIDE

✿ Latitude

L U S A K A

THE OTHER SIDE

Latitude
LUSAKA



Sustainability

Latitude Hotels sees its relationship with the local economy as a symbiotic one, and hence corporate social responsibility and sustainability is at the very heart of our brand DNA.

We are proud that 99% of Latitude 13's staff are Malawian, and that Bridget Mangulama-Goneso is Malawi's first female General Manager. Further we are sponsoring Sherrie, our Deputy GM, to complete a Diploma in Hotel Management, having also sponsored our store keeper, Clement, in his Accounting Diploma.

Latitude 15 made use of Zambian architects (Tom Harvey and Gabriel Chishimba), engineers and quantity surveyors employed some twenty local sub-contractors, and even sourced POS and state-of-the-art reservations software locally.

All of which proves that the local economy is perfectly capable of competing with the greater international business community.

An expensive carbonated water purification system was installed to take advantage of the prolific onsite boreholes, and now bottle our own still and sparkling water, complementary to all customers, and saving on high transportation and distribution costs and the associated environmental impact.

The interior of the hotels are a showcase for local artwork, all of which create a unique vibe unlike any formulaic hotel.



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