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# Connecting travellers together

*Handcrafted & Carefree*

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## BRAND PILLARS

Making  
*friends*

Supporting  
*self-expression*

*Elevated hostel*  
experience

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## HOTELS

6

Open

4

Pipeline

## OPEN KEYS

1633

## CURRENT REGIONS

EUROPE  
SOUTH AMERICA

## EXISTING DEVELOPMENT

33%

Conversions

67%

New Builds

35%

Direct Booking

## GUEST REPARTITION

85% / 15%

FIT / Group

30€

ADR per bed

250 / 300

Minimum Beds

2500 - 3000 sqm

Minimum TGFA

10 - 12 sqm

per Bed

60% / 20% / 20%

Private Room / Small Dorm / Big Dorm  
ratio

## MUST-HAVES

*Bar**Restaurant**Stage for DJs or Live Music**Rooftop or Terrace**Public Transport Near By*

## NICE-TO-HAVES

Beer Wall  
Giant Screen

## 2022-2023 OPENINGS

Rome / Budapest / Auckland

## FLAGSHIPS



ENNISMORE

21c Museum Hotel | 25hours | Delano | Gleneagles | Hyde | JO&amp;JOE | Mama Shelter | Mondrian | Morgans Originals | SLS | SO | The Hoxton | TRIBE | Working From\_

JULY 2022