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# MAMA SHELTER

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## Mama loves you *Sassy & Flamboyant*



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### BRAND PILLARS

*Family  
gathering*

*Social  
celebration*

*Rebel  
heart*

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## HOTELS

16

Open

13

Pipeline

## OPEN KEYS

2498

## CURRENT REGIONS

EUROPE  
AMERICAS

## EXISTING DEVELOPMENT

20%

Conversions

80%

New Builds

## DIRECT BOOKINGS

71%

## REVENUE FROM F&amp;B

+56%

## EBITDA PER ROOM

€21,000

## LEISURE / BUSINESS TRAVELLERS

50%/50%

100

Minimum Guest Rooms

4,000sqm

Minimum Building Size

40-45

TGFA per key

750sqm

Minimum Front of House

## MUST-HAVES

*Bar**Restaurant**Stage for DJs or Live Music**Rooftop or Terrace**Arcade Game Spaces*

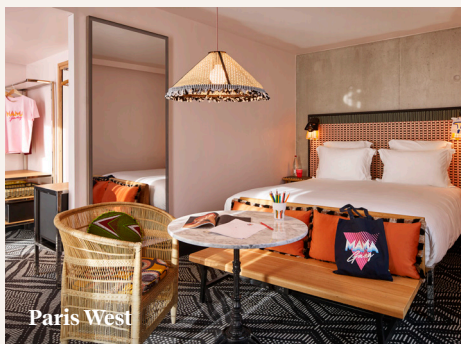
## NICE-TO-HAVES

*Karaoke Rooms**Movie Theatres**Workshops and Co-working Spaces**Parking*

## 2022–2023 OPENINGS

Dubai / Bucharest / Rennes / Dijon

## 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