



◆ Heart of the Neighbourhood

21c
MUSEUM HOTEL



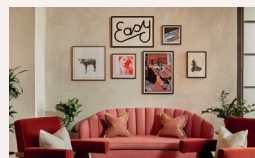
25h
twenty five hours hotels



MAMA
SHELTER



the hoxton



◆ An Immersive Experience

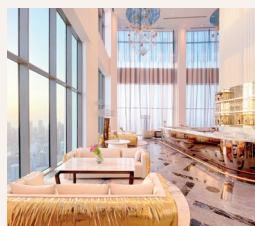
DELANO



HYDE



SLS



SO/



◆ A Cultural Icon

MONDRIAN



MORGAN'S
ORIGINALS



◆ For Everyone, Everyday

JOE
& JANE



TRIBE



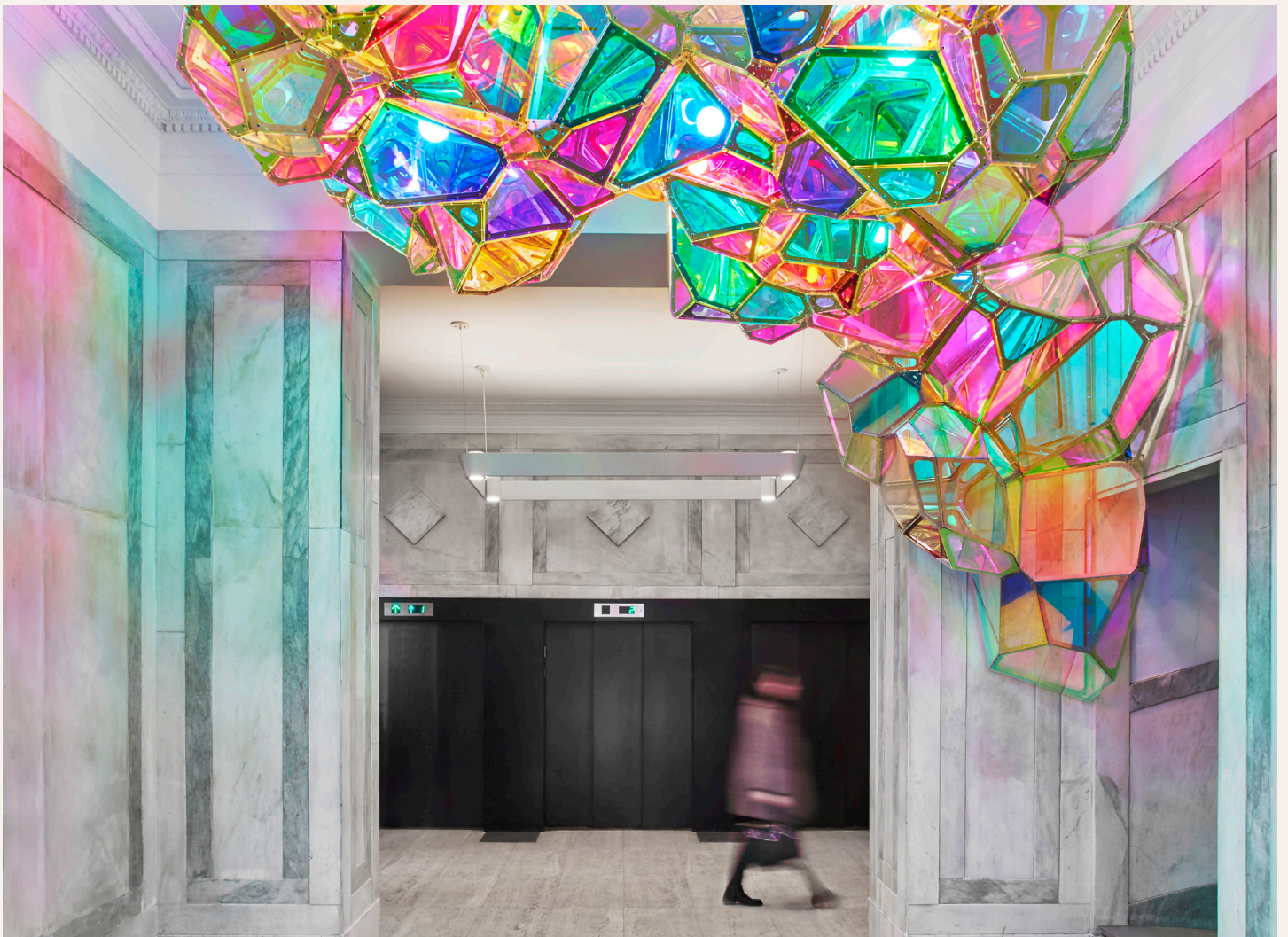
◆ A Community Workspace

working from _



At the corner
of curiosity

A Contemporary Art Museum



BRAND PILLARS

Rooted in
contemporary art

Opening up
the *inaccessible*

Fostering *connection*
through community

HOTELS

9

Open

2

Pipeline

OPEN KEYS

1239

CURRENT REGIONS

NORTH AMERICA

EXISTING DEVELOPMENT

11%

Rebrandings

78%

Conversions

11%

New Builds

BRAND REVPAV INDEX

136%

HOTELS RECOGNISED IN CNT

9

Reader's Choice Award 2021

135,000sf

Average Building Size

10,000sf

Minimum Exhibition Space
(Including Lobby & Event Spaces)

380sf

Guest Room Net Floor Area

150-250

Target Room Count

MUST-HAVES

Museum Exhibition Space
Restaurant / Bar / Lounge
Meeting & Event Spaces
Fitness Center

NICE-TO-HAVES

Spa Treatment Rooms
Rooftop
Indoor / Outdoor Space
10% Suites
Parking
Culturally Rich Surroundings

2022-2023 OPENINGS

St. Louis

FLAGSHIPS



ENNISMORE

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

JULY 2022

25h
twenty five hours hotels

You know one,
you know none

Quirky & Elaborate



BRAND PILLARS

More is
more

A *kaleidoscope*
of services

It's a *serious*
hotel

We like
people

HOTELS

15

Open

4

Pipeline

OPEN KEYS

2730

CURRENT REGIONS

EUROPE
MIDDLE EAST

EXISTING DEVELOPMENT

7%

Rebrandings

60%

Conversions

33%

New Builds

OCCUPANCY

80%

DIRECT BOOKINGS

60%

6,000sqm

Minimum Gross Floor Area

100

Minimum Guest Rooms

24-26sqm

Guest Room Net Floor Area

750sqm

Minimum Front of House

MUST-HAVES

Lobby

Restaurant

Bar

Living Room

Kiosk / Retail

Fitness

Wellbeing

Windows that Open Fully

NICE-TO-HAVES

Semi-open Bathrooms

Meeting Rooms

Work Labs

Pool

Car Park

FLAGSHIPS



ENNISMORE

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

JULY 2022

DELANO

A heady oasis
Sophisticated & Serene



BRAND PILLARS

*A rejuvenating
oasis*

*A divinely discreet
occasion*

*Crafted
simplicity*

HOTELS



Open



Pipeline

OPEN KEYS

1114

CURRENT REGIONS

NORTH AMERICA

EXISTING DEVELOPMENT



Conversions



New Builds

100-200

Average Number of Rooms

45-60sqm

Guest Room Net Floor Area

100-150sqm

Total Gross Floor Area

MUST-HAVES

*Destination Restaurant**Lounge / Bar**Ciel Spa**Pool****Nice-to-Have for Maison Delano*

NICE-TO-HAVES

*Casual F&B**Fitness Center**Meeting Rooms**Ballroom*

2022-2023 OPENINGS

Paris / Tel Aviv



ENNISMORE

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

JULY 2022

HYDE

A hydeaway for those
the *in the know*

Laid-back & Plush



BRAND PILLARS

*A nightlife
adventure*

Every guest
is a *regular*

*Anything
can happen*

PROPERTIES



Hotels



Residential



Pipeline

OPEN KEYS

1498

CURRENT REGIONS

MIDDLE EAST
NORTH AMERICA

EXISTING DEVELOPMENT



Conversions



New Builds

OCCUPANCY

71%

AVERAGE DAILY RATE

\$274

REVPAR

\$194

GOP%

52%

RGI

105%

DIRECT BOOKINGS

43%

100-300

Average Number of Rooms

28-36sqm

Guest Room Net Floor Area

90-100sqm

Total Gross Floor Area

MUST-HAVES

Lounge / Bar
Casual F&B

NICE-TO-HAVES

Destination Restaurant
Ciel Spa
Pool
Fitness Center
Meeting Rooms
Ballroom

2022-2023 OPENINGS

London City Paradox

FLAGSHIPS



Midtown Miami



Hyde Dubai

ENNISMORE

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

JULY 2022



Connecting travellers together

Handcrafted & Carefree



BRAND PILLARS

Making
friends

Supporting
self-expression

Elevated hostel
experience

HOTELS



Open



Pipeline

OPEN KEYS

1633

CURRENT REGIONS

EUROPE
SOUTH AMERICA

EXISTING DEVELOPMENT



Conversions



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



Hossegor



Vienna



Paris Nation

ENNISMORE

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

JULY 2022

MAMA SHELTER

Mama loves you *Sassy & Flamboyant*



BRAND PILLARS

*Family
gathering*

*Social
celebration*

*Rebel
heart*

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&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&JOE | Mama Shelter | Mondrian | Morgans Originals | SLS | SO | The Hoxton | TRIBE | Working From_

JULY 2022

MONDRIAN

*A modern cultural
fairytale*

Eclectic & Sculptural



BRAND PILLARS

*An oversized
imagination*

*A cultural
connoisseur*

*An entrepreneurial
community*

HOTELS

6

Open

17

Pipeline

OPEN KEYS

1316

CURRENT REGIONS

NORTH AMERICA
ASIA PACIFIC
EUROPE
MIDDLE EAST

EXISTING DEVELOPMENT

83%

Conversions

17%

New Builds

OCCUPANCY

75%

AVERAGE DAILY RATE

\$296

REVPAR

\$221

GOP%

34%

RGI

101%

DIRECT BOOKINGS

34%

150-300

Average Number of Rooms

35-50sqm

Guest Room Net Floor Area

100-150sqm

Total Gross Floor Area

MUST-HAVES

Casual F&B
Lounge / Bar

NICE-TO-HAVES

Pool
Destination Restaurant
Ciel Spa
Fitness Centre
Meeting Rooms
Ballroom

2022-2023 OPENINGS

Bordeaux / Cannes / Hong Kong / Singapore / Mexico City

FLAGSHIPS



ENNISMORE

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

JULY 2022

MORGAN'S;
ORIGINALS

Independent hotels,
curated *independently*

Elegant & Edgy



BRAND PILLARS

*A stamp
of approval*

*Friday feeling
everyday*

*Be
original*

HOTELS

2

Open

7

Pipeline

OPEN KEYS

354

CURRENT REGIONS

UNITED KINGDOM

EXISTING DEVELOPMENT

100%

Conversions

OCCUPANCY

83%

AVERAGE DAILY RATE

\$343

REVPAR

\$286

GOP%

29%

RGI

104%

DIRECT BOOKINGS

30%

100-150

Average Number of Rooms

28-36sqm

Guest Room Net Floor Area

65-100sqm

Total Gross Floor Area

MUST-HAVES

Destination Restaurant
Lounge / Bar

NICE-TO-HAVES

Pool
Casual F&B
Ciel Spa
Fitness Center
Meeting Rooms
Ballroom

2023–2024 OPENINGS

Temple Detroit / Legacy Worldcenter Miami
Artista San Antonio

FLAGSHIPS



ENNISMORE

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

JULY 2022

S L S

An indulgent *magical*
wonderland

Extravagant & Mischievous



BRAND PILLARS

A theatrical
expreience

A place to seen
and be seen

Playful
delights

PROPERTIES

8

Hotels

5

Residential

11

Pipeline

OPEN KEYS

1703

CURRENT REGIONS

MIDDLE EAST
AMERICAS

EXISTING DEVELOPMENT

25%

Rebrandings

75%

New Builds

OCCUPANCY

75%

AVERAGE DAILY RATE

\$355

REVPAR

\$266

GOP%

32%

RGI

116%

DIRECT BOOKINGS

45%

150-300

Average Number of Rooms

40-50sqm

Guest Room Net Floor Area

100-150sqm

Total Gross Floor Area

MUST-HAVES

Destination Restaurant
Lounge / Bar

NICE-TO-HAVES

Pool
Casual F&B
Ciel Spa
Fitness Center
Meeting Rooms
Ballroom

2022-2023 OPENINGS

Red Sea / Scottsdale

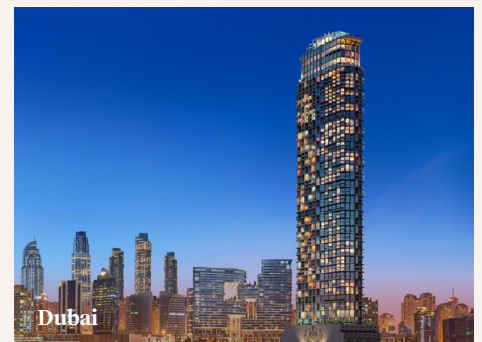
FLAGSHIPS



South Beach



Baha Mar



Dubai

ENNISMORE

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

JULY 2022

SOV

A fashion statement

Avant-garde & Stylish



BRAND PILLARS

*A stylish
dress code*

*A seasonal
campaign*

*An invitation
to the front row*

HOTELS

9

Open

14

Pipeline

OPEN KEYS

1319

CURRENT REGIONS

ASIA PACIFIC
EUROPE

EXISTING DEVELOPMENT

33%

Rebrandings

22%

Conversions

45%

New Builds

LEISURE / BUSINESS TRAVELLERS

77%/23%

GUEST SATISFACTION RATING

94%

200

Average Number of Rooms

40-45sqm

Average Room Size

100-140sqm

Total Gross Floor Area

MUST-HAVES

All day dining option

2 x bars

Signature restaurant

Spa/gym

Retail

Suites

Meeting spaces in cities

Pool at resorts

NICE-TO-HAVES

Ballroom

Kids club

Rooftop bar

Terrace

2022-2023 OPENINGS

Dubai / Maldives

FLAGSHIPS



Bangkok



Paris



Sotogrande

ENNISMORE

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

JULY 2022

the hoxton

A good neighbour
with *an open house*

Homey & Understated



BRAND PILLARS

Bring the
outside in and
the *inside out*

Everyone
welcome

The small
things make
a *difference*

Be
transparent

HOTELS

11

Open

11

Pipeline

OPEN KEYS

1988

CURRENT REGIONS

EUROPE
NORTH AMERICA

EXISTING DEVELOPMENT

45%

Rebrandings

20%

Conversions

35%

New Builds

OCCUPANCY

83%+

Across All Stabilised Assets

DIRECT BOOKINGS

41%

Through brand.com

8,000sqm

Average Building Size

600sqm

Minimum Front of House

17-23sqm

Guest Room Net Floor Area

150-250

Target Room Count

MUST-HAVES

Lobby-bar
Restaurant
The Apartment*

*Meeting & Event Space

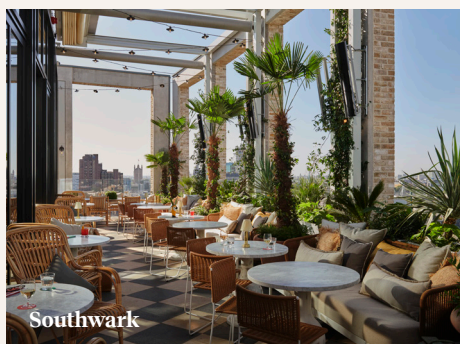
NICE-TO-HAVES

Rooftop
Coworking Space
Outside Space
Full Ground Floor Use
Parking

2022-2023 OPENINGS

London Shepherd's Bush / Amsterdam / Edinburgh
Berlin / Brussels / Vienna / Dublin

FLAGSHIPS



ENNISMORE

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

JULY 2022

TRIBE

A bold design edit
Functional & Polished



BRAND PILLARS

*High
& low*

*Easy
& essential*

*Caring
& conscious*

HOTELS

8

Open

44

Pipeline

OPEN KEYS

1391

CURRENT REGIONS

ASIA
AUSTRALIA
EUROPE

EXISTING DEVELOPMENT

25%

Rebrandings

75%

New Builds

EASY PLUG-IN F&B CONCEPTS

4

FRANCHISE / MANAGEMENT RATIO

40/60

ADR PRICING PER ROOM

€150

17-22sqm

Guest Room Net Floor Area

120-300

Target Room Count

3500sqm

Minimum Gross Floor Area

MUST-HAVES

Central Reception-Bar
Artfully Curated Commons and Rooms
Compact & Smart Rooms
Brand F&B Concept
Grab&Go

NICE-TO-HAVES

Outdoor Space
Fitness Room
Parking
Meeting Rooms

2022-2023 OPENINGS

Le Touquet / Paris Saint-Ouen / Singapore / Bangkok
Auckland / Guiyang / Budapest / Lyon

FLAGSHIPS



Amsterdam



Paris La Défense

ENNISMORE

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

working from _

Like working from home,
without the distractions

Homey & Understated



BRAND PILLARS

Feel
at *home*

Part of
the *family*

No *small*
print

As much
as you want

HOTELS

2

Open

1

Pipeline

OPEN KEYS

1153

CURRENT REGIONS

NORTH AMERICA
UNITED KINGDOM

EXISTING DEVELOPMENT

X%

Rebrandings

X%

Conversions

X%

New Builds

XXX

X%

XXX

XXX

X%

XXX

Xsqm

XXX

Xsqm

XXX

Xsqm

XXX

X-X

XXX

MUST-HAVES

X
X
X

NICE-TO-HAVES

X
X
X
X
X

2022–2023 OPENINGS

Brussels

FLAGSHIPS



ENNISMORE

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

JULY 2022