
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

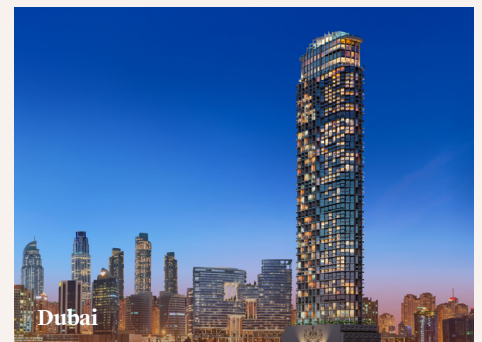
FLAGSHIPS



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