
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

10

Pipeline

OPEN KEYS

1319

CURRENT REGIONS

ASIA PACIFIC
EUROPE

EXISTING DEVELOPMENT

45%

Rebrandings

10%

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