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# SLS

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*An indulgent  
wonderland*

*Opulent & Mischievous*

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## BRAND PILLARS

*A theatrical  
experience*

*A place to seen  
and be seen*

*Playful  
delights*

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PROPERTIES



Hotels



Residential



Pipeline

OPEN KEYS

1703

CURRENT REGIONS

MIDDLE EAST  
AMERICAS

EXISTING DEVELOPMENT



Rebrandings



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
- All Day Dining
- Ciel Spa
- Pool
- Fitness Center
- Meeting rooms

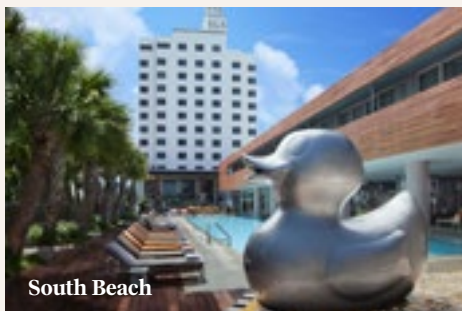
NICE-TO-HAVES

Ballroom

2023 - 2024 OPENINGS

Barcelona / Red Sea / Scottsdale

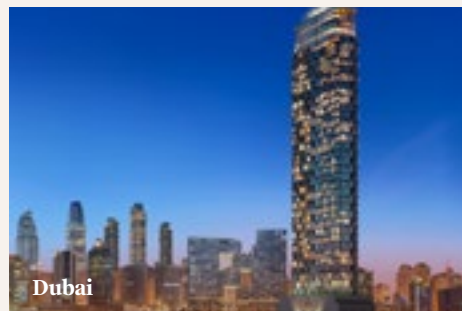
FLAGSHIPS



South Beach



Baha Mar



Dubai



LIFESTYLE COLLECTIVE