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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



18

Open



10

Pipeline

OPEN KEYS

2616

CURRENT REGIONS

EUROPE  
AMERICAS

EXISTING DEVELOPMENT



Conversions



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*

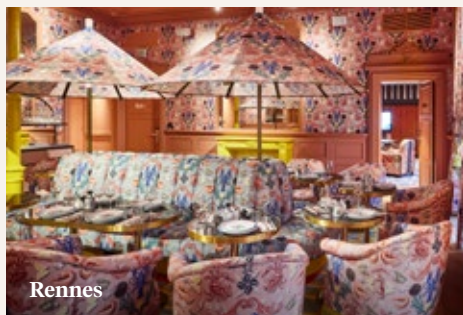
NICE-TO-HAVES

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

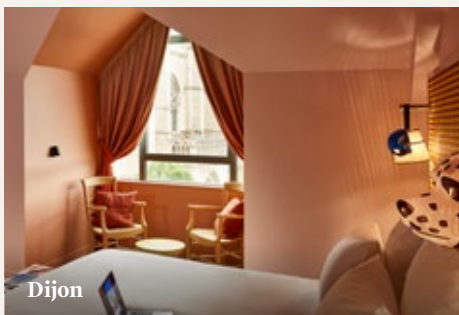
COMING SOON

Dubai / Medellín / Nice / Zurich / Downtown LA / Casablanca

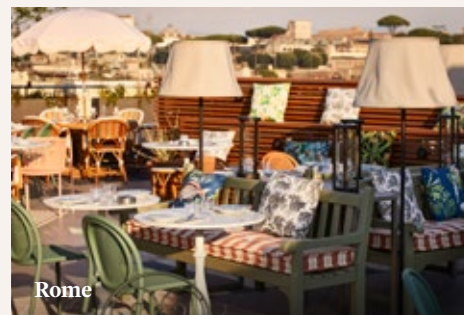
FLAGSHIPS



Rennes



Dijon



Rome



LIFESTYLE COLLECTIVE