
SLS

*An indulgent
wonderland*

Opulent & Mischievous



BRAND PILLARS

*A theatrical
experience*

*A place to seen
and be seen*

*Playful
delights*

HOTELS

8
Open

5
Pipeline

RESIDENTIAL

5
Open

7
Pipeline

OPEN KEYS

1713

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

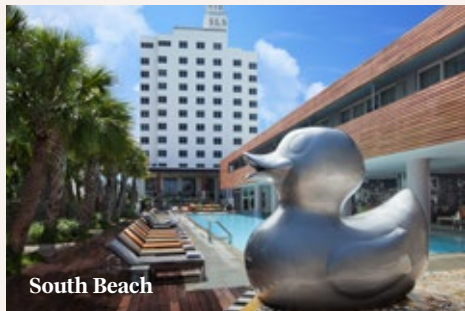
NICE-TO-HAVES

Ballroom

COMING SOON

Barcelona / Red Sea / Scottsdale / Doha / Jeddah
Palm Jumeirah Dubai (Branded Residential)

FLAGSHIPS



LIFESTYLE COLLECTIVE