



PRESS RELEASE
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ENNISMORE'S MAMA SHELTER HEADS TO THE ALPS WITH NEW SIGNING IN VAL THORENS

Mama Shelter Val Thorens will open in 2027.



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Ennismore, the fastest-growing lifestyle hospitality company, is delighted to announce the signing of Mama Shelter Val Thorens, the highest ski destination in Europe. Opening in 2027, the iconic brand of joyful and irreverent hospitality will unveil its very first resort, creating a true retreat in the heart of the Alps. This ambitious project is led by Ennismore, Vista, Financière Galata, and Cogeco, partners united by a shared aim to reinvent the mountain experience with fresh, free-spirited, and convivial energy.

THE FIRST MAMA SHELTER RESORT

With 148 rooms and a restaurant featuring a panoramic terrace of over 800m², Mama Shelter Val Thorens will be much more than just a hotel; it will be a warm, lively, and full-of-character high-altitude living space where skiers, families, and friends can gather to share unforgettable, fun, and authentic moments. Guests will be able to experience the mountains "Mama-style", with relaxation and celebration. After a day on the slopes, guests can head to the bar for a creative cocktail, visit the karaoke room to sing (loudly if not perfectly), or relax in the "Ski Lounge" to catch up with friends. Teenagers have their own "Teen Room," and everyone can unwind in the spa, which features a sauna, hammam, treatment rooms, a fitness area, and an indoor pool with stunning mountain views.

A MOUNTAIN OF ENERGY AND CREATIVITY

Mama Shelter Val Thorens will reinvent the mountain holiday experience. Designed as a lively and relaxed resort, it celebrates skiing, leisure, and togetherness. Every space has been



designed for living, laughing, dancing, and connecting, all infused with the unique sense of fun and generosity that characterise the Mama spirit. The project is being developed with the support of a BREEAM consultancy and is targeting a “Very Good” certification, underscoring its commitment to sustainable construction. In line with this, and among other initiatives, the project is aiming to valorise the majority of its construction waste, ensuring materials are reused, recycled, or recovered rather than sent to landfill, in accordance with BREEAM standards.

Cédric Gobilliard, Brand COO for Mama Shelter at Ennismore, said: *“With the opening of our first Resort in Val Thorens, Mama Shelter will be shaking up conventions and revolutionising mountain hospitality. We’re bringing our free, festive and creative spirit where no one expected it, to the heart of the Alps. It’s a milestone in our journey and a whole new way to experience the mountains.”*

Jean-François Delette, Managing Director of Galata Group, said: *“With the Mama Shelter Val Thorens project, Groupe Galata reaffirms its ambition to lead a new generation of mountain hospitality. We design distinctive, lively destinations for those who value freedom, conviviality, and genuine emotion. Together with Mama Shelter, we’re developing a project that embodies this vision: entertaining, open, and creative hospitality, a place where winter sports, celebration, and wellbeing all come together to capture the unique energy of the Alps. Our ambition is simple: to make the mountains come alive in new ways, for today’s travellers and those of tomorrow.”*

Marc Goutille, President of Cogeco, said: *“As a real estate developer for over 30 years, Cogeco is committed to delivering high-quality projects, respecting the territories that host them and the people who inhabit them. Aware of the responsibility this entails, we contribute to shaping the living environment of today and tomorrow, with the aim of sharing with our clients and partners a ‘community aspiring to happiness’ through the creation and experience of a Cogeco programme. It is with these strong convictions that we are delighted to carry out this exciting project in Val Thorens alongside Ennismore, Financière Galata, Vista, and all our partners who contribute to its realisation!”*

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 16 brands and two independent F&B groups, comprising 190+ hotels and 145+ in the pipeline, 500+ restaurants and bars, and a network of 50+ branded residences. Ennismore operates hotels in over 40 countries with more than 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform, AIME Studio for interior & graphic design, a Digital Product & Tech Innovation Lab, and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. [ennismore.com](https://www.ennismore.com) *Figures as of October 2025.