

---

# MAMA SHELTER

---

## Mama loves you

*Sassy & Flamboyant*

---



---

### BRAND PILLARS

*Family  
gathering*

*Social  
celebration*

*Rebel  
heart*

---

## HOTELS

18

Open

10

Pipeline

## OPEN KEYS

2616

## CURRENT REGIONS

EUROPE  
AMERICAS

## EXISTING DEVELOPMENT

20%

Conversions

80%

New Builds

## DIRECT BOOKINGS

71%

## REVENUE FROM F&amp;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*

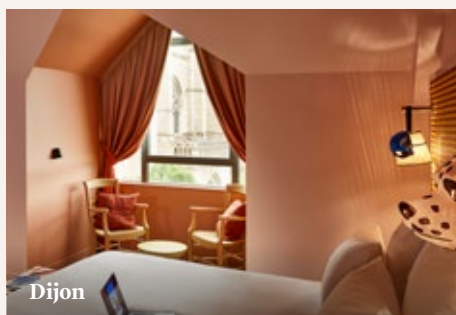
## COMING SOON

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

## FLAGSHIPS



Rennes



Dijon



Rome

ENNISMORE

LIFESTYLE COLLECTIVE

21c Museum Hotel | 25hours | Delano | Hyde | JO&amp;JOE | Mama Shelter | Mondrian | Morgans Originals | SLS | SO | The Hoxton | Working From