

MAMA SHELTER

Mama loves you

Mama is much more than somewhere to eat and sleep. It's an urban kibbutz, a lively place for meeting and sharing. Mama is like motherly love. It's like being in her arms: cozy and snug, a sanctuary, somewhere that feels good. Mama also feeds you like a mother, with generous, unique dishes concocted by great chefs. Like a mother, Mama just wants to take care of you!

mamashelter.com



Beautiful · Chic · Affordable · Fun and friendly

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

MAMA SHELTER

LIFESTYLE - MIDSACLE
INTERNATIONAL 3 STARS

>56%
REVENUE COMING
FROM F&B

>70%
SALES
VIA DIRECT CHANNELS
(website, email & phone)

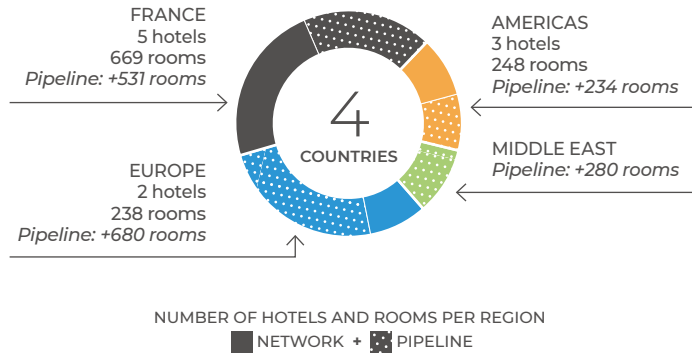
AROUND
25
HOTELS BY 2025

Network

10 HOTELS & 1,280 ROOMS

Pipeline

9 HOTELS & 1,562 ROOMS



Development

New Built & Conversion

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

Upcoming openings

Lille, France, 110 rooms (2019)
Luxembourg, Luxembourg, 145 rooms (2021)
Paris, France, 207 rooms (2019)
London, United Kingdom, 195 rooms (2019)
Dubai, United Arab Emirates, 280 rooms (2020)

Top 4 unique selling propositions

THE MOST F&B LED HOTEL BRAND

500 to 100 sqm of wide range of F&B outlets with live music every week end
3* Michelin Chef signature & homepage generous and delicious food
Up to 1,500 covers per day per hotel, 56% of total hotel revenue & 25-40% margin

X THE FIRST DESIGN DRIVEN HOTEL BRAND

Designer signatures & innovative features
Scalable model, flexibility within a frame
Internal Design team drives time & cost efficiency and brand consistency

X WONDERFUL STAFF

Friendly & professional staff
Human & accessible management
Continuous training & internal promotion

= THE MOST PROFITABLE BUSINESS MODEL

Brand and F&B offer attractiveness, volume & revenue
Affordable price (room and F&B)
High room rate per sqm & EBITDA per room

Key programs

Lifestyle areas created by great designers. Mama doesn't limit to its first vocations of being rooms and restaurants, it's much more: a true urban refuge that's not just beautiful but also modern and friendly, where everyone can meet, love and discover.

Communal restaurant and bar – strong F&B concept. Mama reaches out to her neighborhood as well as to the foreigners so everyone can meet around the delicious homemade dishes elaborated with love by Guy Savoy. All they need is to seat in the comfy couches or at the large tables to share a meal, have a drink and simply relax!

Fun meeting rooms “The ateliers”. There is everything guests need to get the best ideas, a meeting space, a veleda wall, WiFi access, 65" and 27" LCD screens, and to enjoy a break with a pool table, a babyfoot or a ping pong table.

Personalized free WiFi, virtual concierge and inroom entertainment system which allows to watch TV and free movies on demand, listen to the radio, connect to the Internet, access to the AirPlay and have fun with the PhotoBooth/Videobooth... Nothing is too good for Mama!

Programming

(1) Based on market demand
(2) Nice to have

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 120 and +	● 120 and +
— Room average size (sqm)	● >20	● >22 + balcony
— Total Gross Floor Area (sqm)	● 45-50	● 50-60
FOOD & BEVERAGE	1 restaurant with show kitchen and loft dining lounge	Island bar Terrace Rooftop outlet (2) Retail shop
WELL BEING	Fitness (1) Swimming pool (2)	
MEETINGS, EVENTS & OTHERS	Meeting rooms “Les Ateliers” Business corner (2)	

Customer profile

BUSINESS	50%	50%	LEISURE
DOMESTIC	64%	36%	INTERNATIONAL

Top 5 flagships to visit

