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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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<p>HOTELS</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>17</p> <p>Open</p> </div> <div style="text-align: center;"> <p>12</p> <p>Pipeline</p> </div> </div>	<p>OPEN KEYS</p> <p style="font-size: 48px; font-weight: bold;">2562</p>	<p>CURRENT REGIONS</p> <p style="text-align: center; font-weight: bold;">EUROPE AMERICAS</p>	<p>EXISTING DEVELOPMENT</p> <div style="text-align: center;"> <p>20%</p> <p>Conversions</p> </div> <div style="text-align: center;"> <p>80%</p> <p>New Builds</p> </div>
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<p>DIRECT BOOKINGS</p> <p style="font-size: 48px; font-weight: bold;">71%</p>	<p>REVENUE FROM F&amp;B</p> <p style="font-size: 48px; font-weight: bold;">+56%</p>	<p>EBITDA PER ROOM</p> <p style="font-size: 48px; font-weight: bold;">€21,000</p>	<p>LEISURE / BUSINESS TRAVELLERS</p> <p style="font-size: 48px; font-weight: bold;">50% / 50%</p>
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<p style="font-size: 48px; font-weight: bold;">100</p> <p>Minimum Guest Rooms</p>	<p style="font-size: 48px; font-weight: bold;">4,000sqm</p> <p>Minimum Building Size</p>	<p style="font-size: 48px; font-weight: bold;">40-45</p> <p>TGFA per key</p>	<p style="font-size: 48px; font-weight: bold;">750sqm</p> <p>Minimum Front of House</p>
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<p style="text-align: center;">MUST-HAVES</p> <p style="text-align: center; font-weight: bold;">Bar</p> <p style="text-align: center; font-weight: bold;">Restaurant</p> <p style="text-align: center; font-weight: bold;">Stage for DJs or Live Music</p> <p style="text-align: center; font-weight: bold;">Rooftop or Terrace</p> <p style="text-align: center; font-weight: bold;">Arcade Game Spaces</p>	<p style="text-align: center;">NICE-TO-HAVES</p> <p style="text-align: center; font-weight: bold;">Karaoke Rooms</p> <p style="text-align: center; font-weight: bold;">Movie Theatres</p> <p style="text-align: center; font-weight: bold;">Workshops and Co-working Spaces</p> <p style="text-align: center; font-weight: bold;">Parking</p>
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2023 - 2024 OPENINGS

Rennes / Dijon / Dubai / Medellín / Nice / Zurich

