A bold design edit

Functional & Polished

BRAND PILLARS

High & low

Easy & essential

Caring & conscious
**Open Keys**

- Open: 46
- Pipeline: 5

**Current Regions**

- Australia
- Europe

**Existing Development**

- 67% Rebrandings
- 33% New Builds

**Easy Plug-In F&B Concepts**

- 4

**Franchise / Management Ratio**

- 40/60

**ADR Pricing Per Room**

- €150

**Must-Haves**

- Central Reception-Bar
- Artfully Curated Commons and Rooms
- Compact & Smart Rooms
- Brand F&B Concept
- Grab&Go

**Nice-To-Haves**

- Outdoor Space
- Fitness Room
- Parking
- Meeting Rooms

**2022–2023 Openings**

- Phnom Penh / Bali Kuta Beach / Le Touquet / London Canary Wharf
- Paris Saint-Ouen / Clichy / Budapest / Lyon

**Flagships**

- 21c Museum Hotel
- Delano
- Glenoaks
- Hyde
- JO&JOE
- Mama Shelter
- Mondrian
- Morgans Originals
- SLS
- So
- The Hoxton
- TRIBE

**MAY 2022**