

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



Impertinent · Chic · Generous · Fun and friendly

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ 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 \ GREET \ JO&JOE \ HOTELF1

AUGUST 2020

MAMA SHELTER

LIFESTYLE - MIDSCALE
INTERNATIONAL 3 STARS

>56%
REVENUE COMING
FROM F&B

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

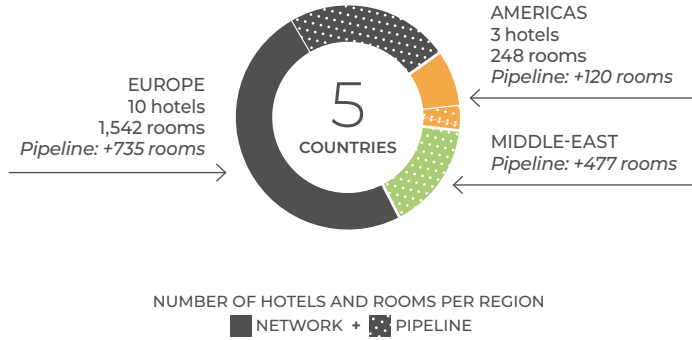
AROUND
25
HOTELS BY 2025

Network

13 HOTELS & 1,790 ROOMS

Pipeline

7 HOTELS & 1,332 ROOMS



Development

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

Upcoming openings

Luxembourg, Luxembourg, 145 rooms (2020)
Dubai, U.A.E., 317 rooms (2021)

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 weekend.

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 sit 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

	URBAN	RESORTS
ROOMS		
— Average number of rooms	● 120 and +	● 120 and +
— Room average size ⁽¹⁾ (sqm)	● >20	● >22 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 45-50	● 50-60
FOOD & BEVERAGE	1 restaurant with show kitchen and loft dining lounge	Island bar Terrace Rooftop outlet ⁽³⁾ Retail shop
WELL-BEING	Fitness ⁽²⁾ Swimming pool ⁽³⁾	
MEETINGS, EVENTS & OTHERS	Meeting rooms "Les Ateliers" Business corner ⁽³⁾	

(1) For midscale AAA ultra city center, historic conversion, the room size and areas can go down by 15-20% (2) Based on market demand (3) Nice to have

Customer profile

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

Top 5 flagships to visit

