



TRIBE

Why invest *TRIBE* 2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION



Why invest - TRIBE

WELCOME TO TRIBE

Bold design.
One tribe.

Design-driven
spaces that foster
link-minded
connections that
matter.



WHY TRIBE?

Smart Business Model

Join a rapidly growing brand, with a high brand margin driven by design-led experience

Benefit from optimized space planning & operational structure

Driving revenue per sqm and resulting in high GOP margins

A brand making everything easy

Leverage a brand that cleverly mixes high & low for a premium perception

Loved by guests for making everything easy, providing the essentials that today's travellers want

Attract guests and the local community alike by offering Living Social Spaces to eat, work and play in a friendly atmosphere.

Powerful distribution eco-system

Leverage Accor's sales, marketing, distribution & loyalty platform from day 1

Connecting you with valuable global business & directly contributing 77% of your revenue*

A solid business model

Chapter

01



TRIBE BADEN BADEN
GERMANY

*Topline
Investment
EBITDA*

TOPLINE

With a global footprint of nearly 60 hotels open and in the pipeline

By June 2025 | 22 Opened Hotels

- Perth, Australia

Bali, Indonesia

Phnom Penh, Cambodia

Paris (x4), France

London, UK

Amsterdam, Netherlands

Belo Horizonte, Brazil

Clichy, France

Bangkok, Thailand
- Carcassonne, France

Le Touquet, France

Lyon, France

Baden-Baden, Germany

Budapest, Hungary

Milan, Italy

Düsseldorf, Germany

Budapest, Hungary

Manchester, UK

Riga, Latvia

2025/2026 Openings | 35 Pipeline Hotels

- Auckland, New Zealand

Bangkok , Thailand

Manila, Philippines

Guiyang, China

Pantin, France

Budapest , Hungary
- Warsaw, Poland

Eilat, Israel

Reims, France



Cabourg, France



Tbilisi, Georgia



Saclay, France



Montpellier, France


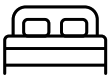
All figures as of end June 2025
Breakdown network + pipeline by region is calculated by number of rooms

2%	Americas	
	1	1
	58	79

74%	Europe & North Africa	
	17	25
	2,702	3,777

22%	MEAPAC	
	4	8
	805	1,315

1%	China & Others	
	-	1
	-	136

TRIBE		
	NETWORK	PIPELINE
	22	35
	3,565	5,307

INVESTMENT

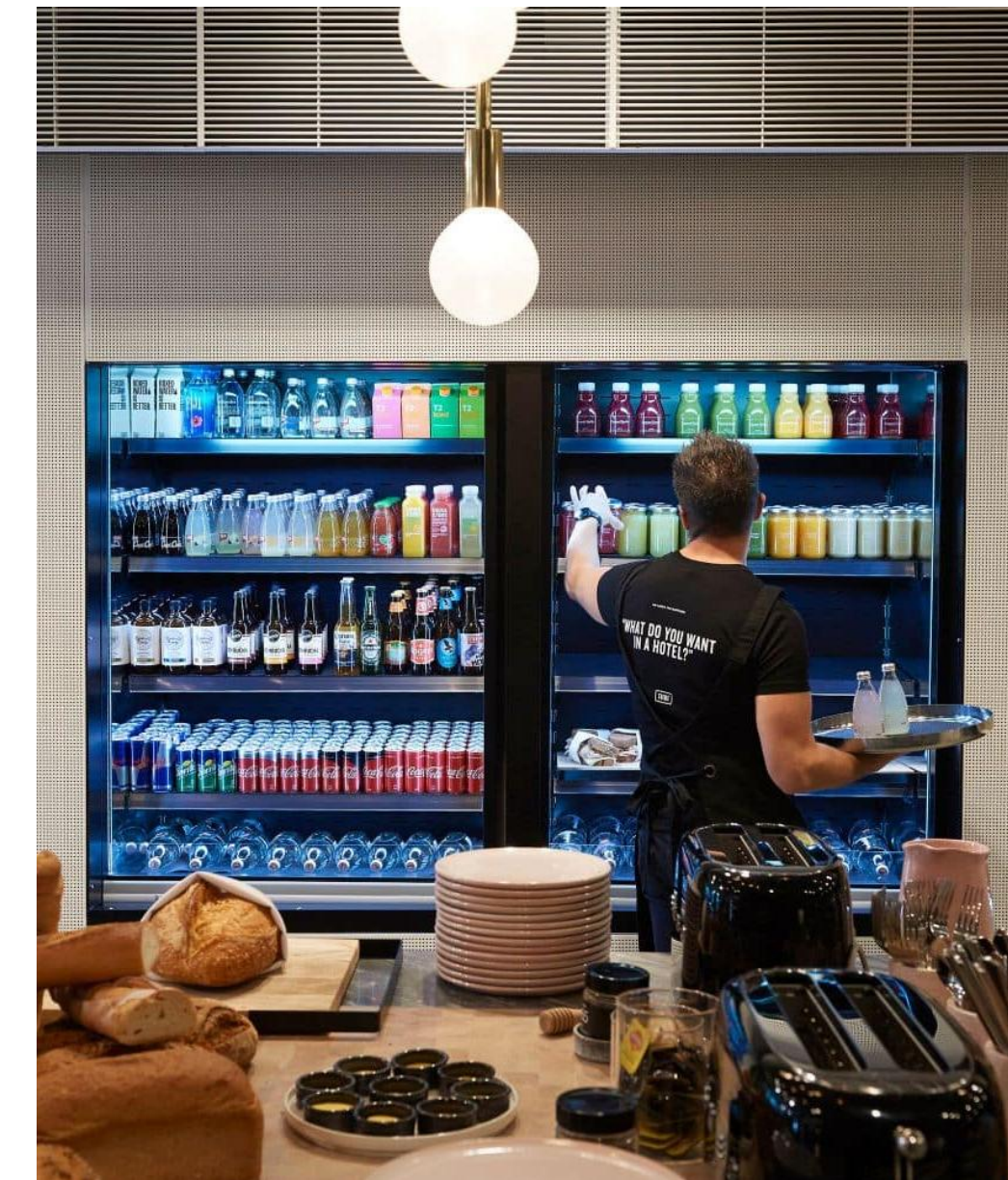
Optimised operations & space planning

Midscale rate
with an economy
footprint



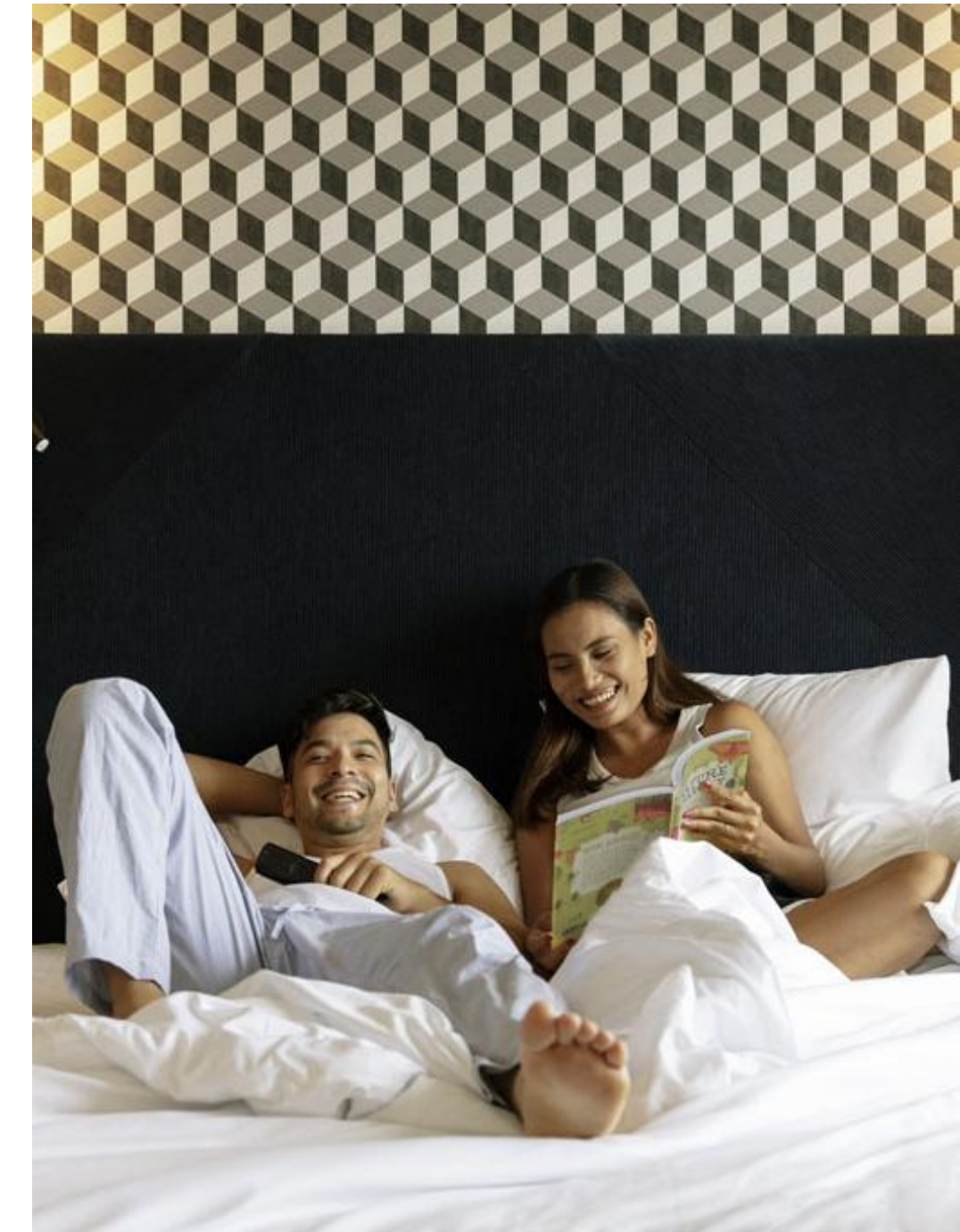
Compact rooms

TRIBE's elevated design & experience mean rooms can start from 17sqm and still achieve an ADR premium



F&B offering

F&B proposal depending on market demand
Breakfast buffet
Barista coffee & cocktail bar offer
24/7 grab & go
Plug&play restaurant concept



Optimized operational structure

No room service
No mini-bar
No MICE offer

A brand making everything easy

Chapter

02



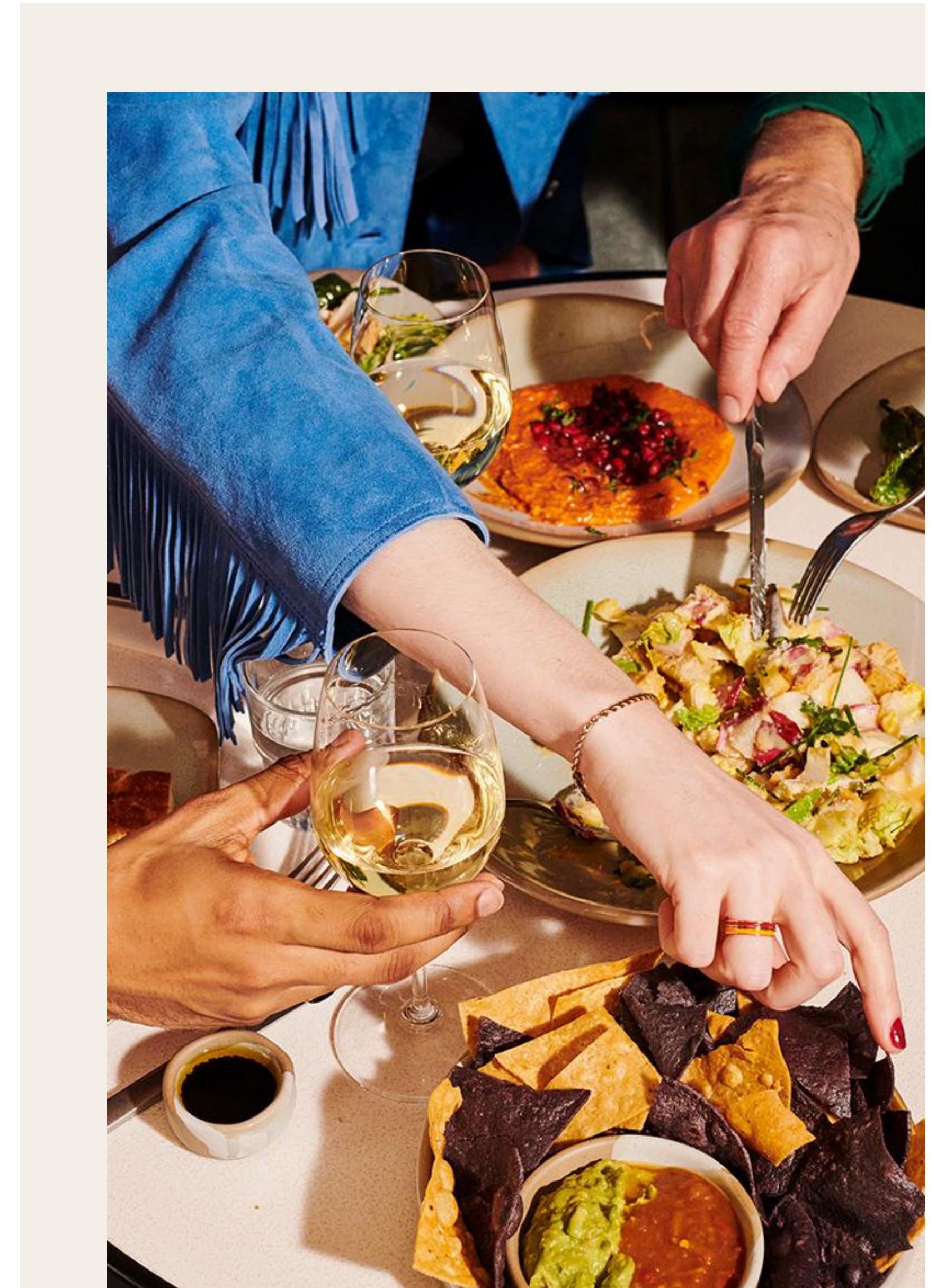
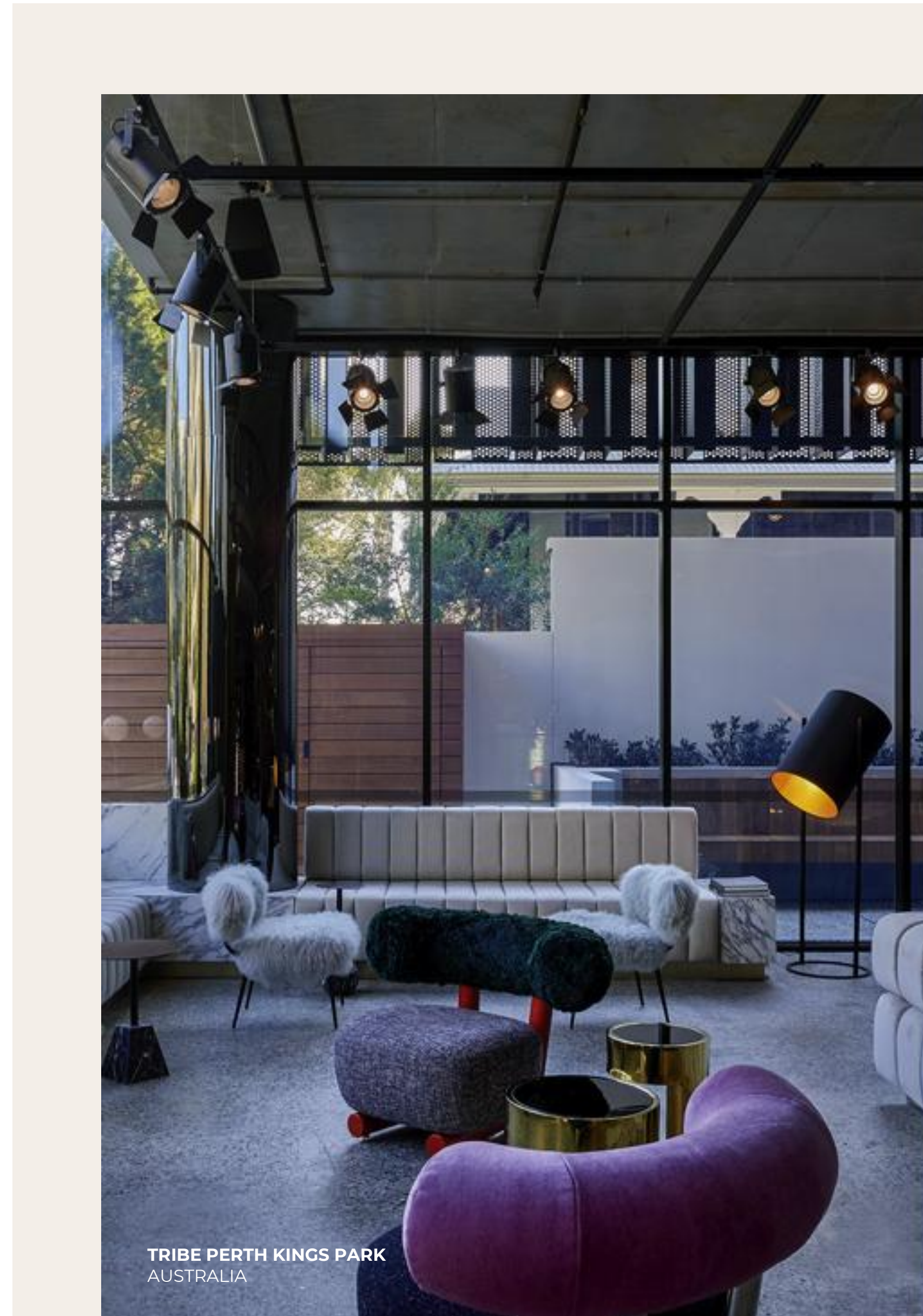
Brand positioning
Guest satisfaction
Top 3 USPs



BRAND POSITIONING

TRIBE hotels offer
everything you
need and nothing
you don't.

Design-led
Affordable
Social



TOP #3 USPS

TRIBE's promise to iconic design lovers



1 TRIBE cleverly mixes high & low for a premium perception



2 TRIBE makes everything easy, by providing the essentials



3 TRIBE offers relaxed Living Social Spaces for guests and the local community alike, to eat, work and play in a friendly atmosphere



USP #1

TRIBE cleverly mixes



high & low for a
premium perception

Mix & match design-driven spaces

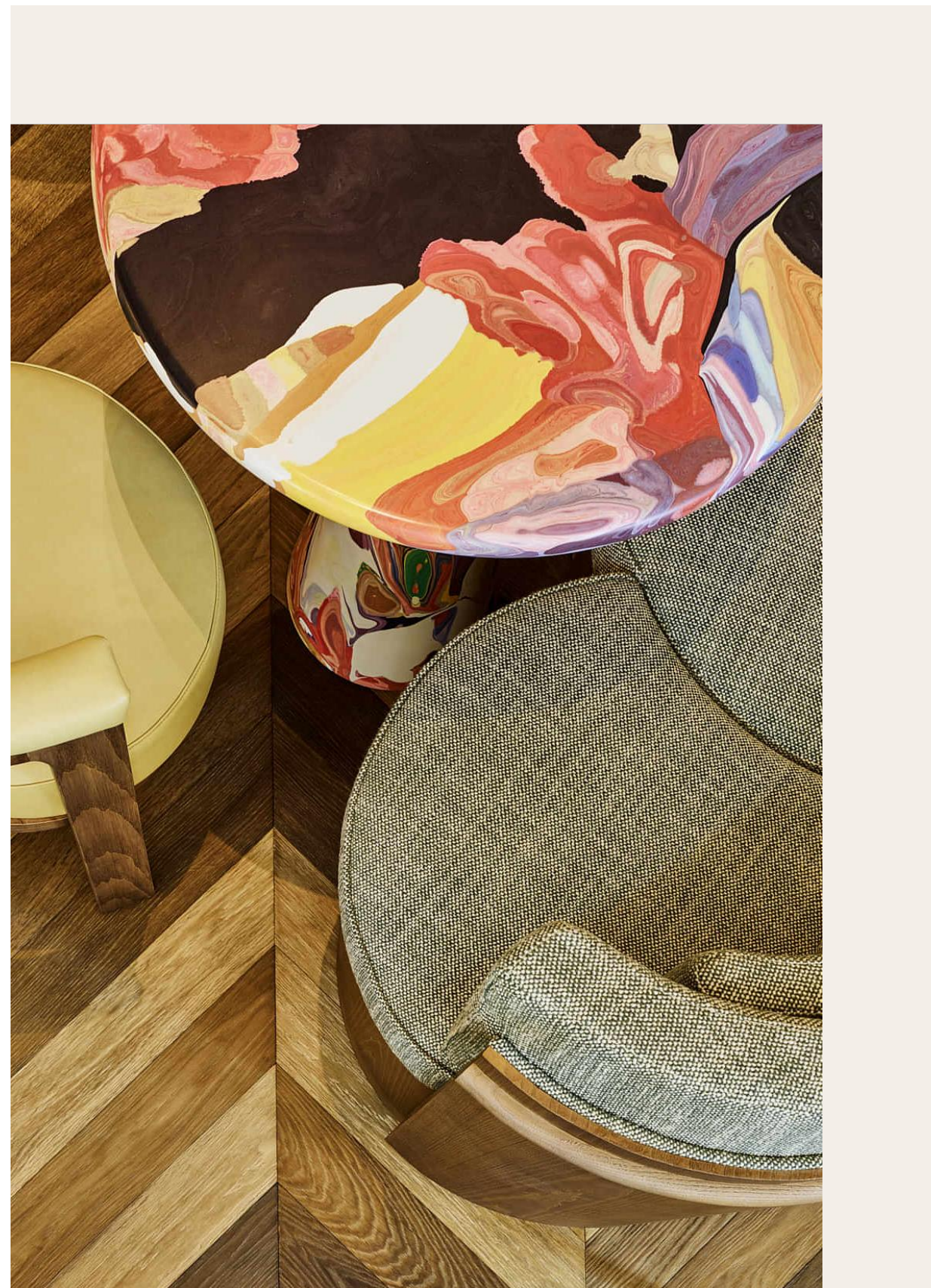
Skillfully mixing and match different qualities of materials, combining big name designer pieces with off the shelf designs.

Small rooms with high-end bedding & amenities

TRIBE rooms can be as small as 17sqm, but offers luxury quality bedding & amenities.



Bespoke design that
feels high-quality
without high cost



A rich, textural and layered
environment is created whilst
feeling expensive and high
quality without high cost

With a dynamic use of pattern,
colour and unexpected
material composition



TRIBE makes everything easy



by providing the essentials



Lifestyle Restaurant concepts

TRIBE's culinary offer is adapted to each location, with delicious concepts including American diner, Pan asian, Californian or Italian.

24/7 grab & go offer

A midnight sandwich or a bottle of wine to the room? A juice for the road? TRIBE offers a range of sweet snacks and savory bites – made in-house or with local partners as well as a range of drinks around the clock to the hotel guests.

Everything you need in your room

TRIBE is for everyone, every day, and we make sure they get what's important, like Mirroring enabled TVs and a personal steamer making sure guests can freshen up their attire before the meeting.



24/7 grab & go offer



Everything you need in your room



Lifestyle Restaurant concepts





USP #3

TRIBE attracts



guests and the local
community alike



Relaxed Living Social Spaces

Our Living Social Spaces are never just another hotel lobby, it can be what the guests needs it to be. Whether it's an office or meeting space for the day, or perhaps a relaxed living room to hang out in.

Brand Culture

Friendly, authentic and relaxed welcome. Service at TRIBE follows high-standard and it's animated by passionate teams sharing the TRIBE vibe.



Relaxed Living Social Spaces



Friendly atmosphere



Coworking



TOP 3 USPS

TRIBE core must-haves

BRAND MARKERS

Living Social Spaces	Guest	Bathrooms	F&B
Statement furniture & curated décor Charging points & Fast Wi-Fi Seating zones Fragrance Uniforms	In-room Art Curation TV with mirroring TRIBE signature bed & luxe bedding Complimentary Nespresso machine, tea & kettle, bottled water	Rain shower Kevin Murphy Amenities (dispenser)	Buffet breakfast Barista coffee 24/7 Grab & Go Cocktail Bar TRIBE TABLE or stand-alone restaurant (optional)

Powerful distribution eco-system

Chapter

03



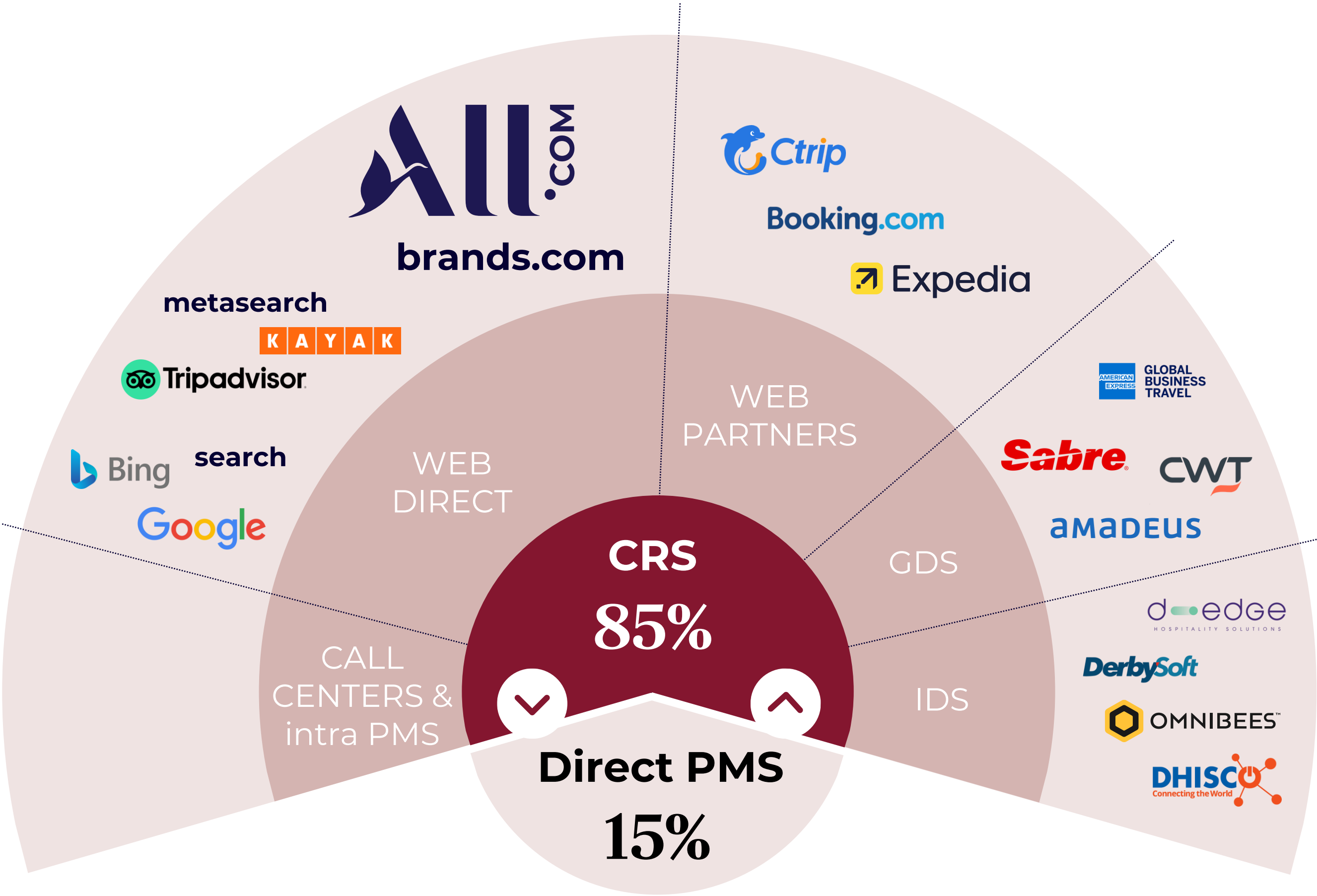
*Accor eco-system,
TRIBE digital footprint*

CONNECT YOUR HOTEL

To the widest
distribution
ecosystem

140+

Connected partners
included **Search /
Metasearch / OTA /
GDS / IDS**, both
global and regional



Including best OTA discounted rates

AND ACCESS

A global sales office
with strong expertise

450+
Sales
professionals

ACROSS
34
Countries

COVERING
80%
of the globe

BENEFIT FROM

A solid web direct and best loyalty program ALL Accor



Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x9

AWARDS SINCE LAUNCH

39



TRIBE DIGITAL FOOTPRINT

Boost direct sales
with TRIBE digital
footprint

Brand website

<https://tribehotels.com/en/>



@tribe_hotels

17.5K


FOLLOWERS



TRIBE Hotels

12K

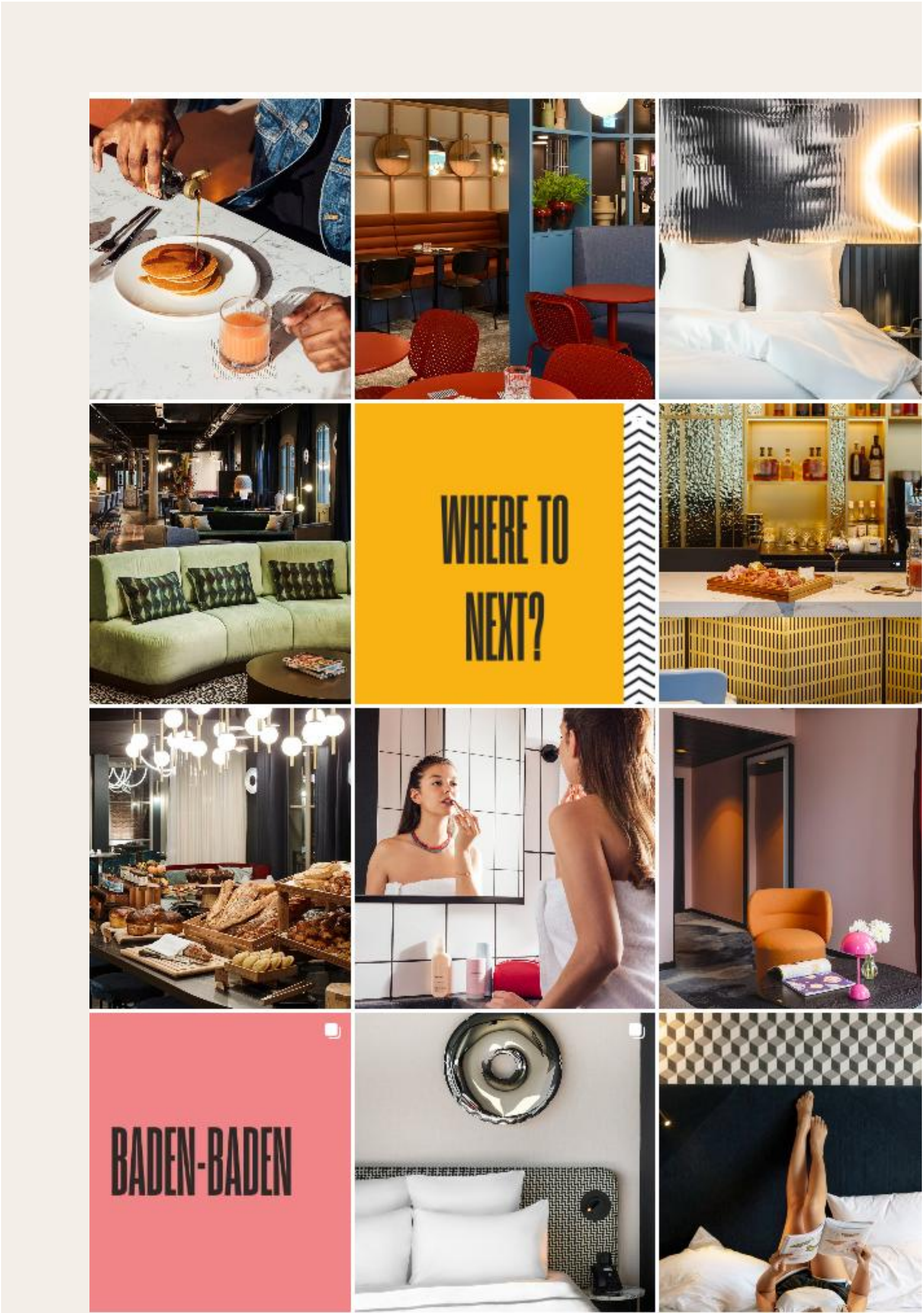
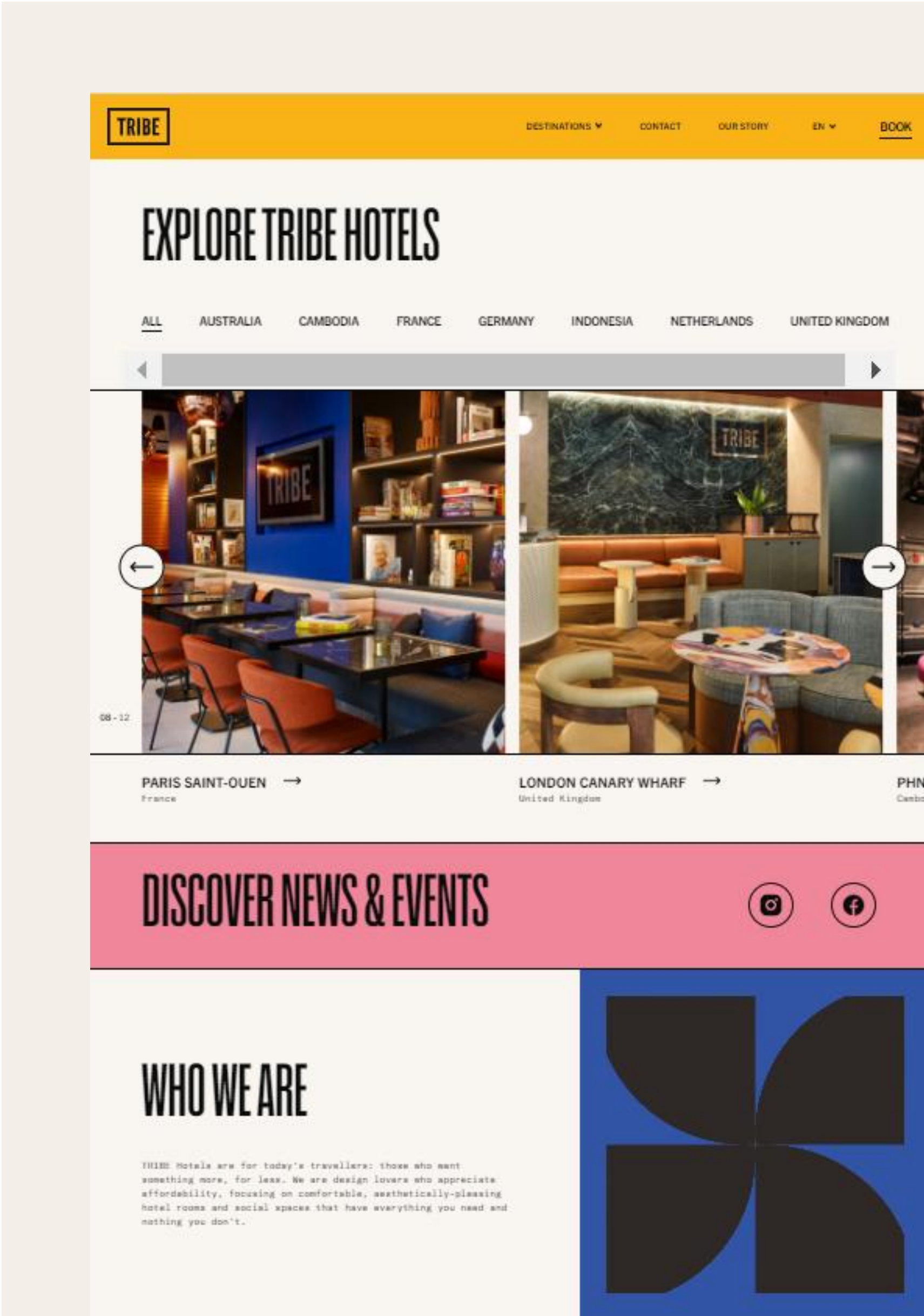
FOLLOWERS



TRIBE hotels

10,5K

FOLLOWERS



Development Criteria

Chapter

04



TRIBE MILANO MALPENSA
ITALY

*Hotels
Extended Stay
Mixed-Use*



HOTELS

Hotels Development Criteria

TRIBE hotels fit equally new builds and conversions projects

	WW
NUMBER OF KEYS	120+
ROOM SIZE	17-22 SQM
TGFA	35-45 SQM

(1) Incl.AAA ultra city center + historic conversion WW

MUST-HAVES	NICE-TO-HAVES
Breakfast Buffet	Restaurant
Lobby bar	Fitness
Grab & Go	Wellness area or Spa
Work in the lobby	Swimming Pool
	Co-working dedicated area
	Meeting Room
	Retail Shop
	Family Room
	Junior Suite



EXTENDED STAY

Extended Stay Development Criteria

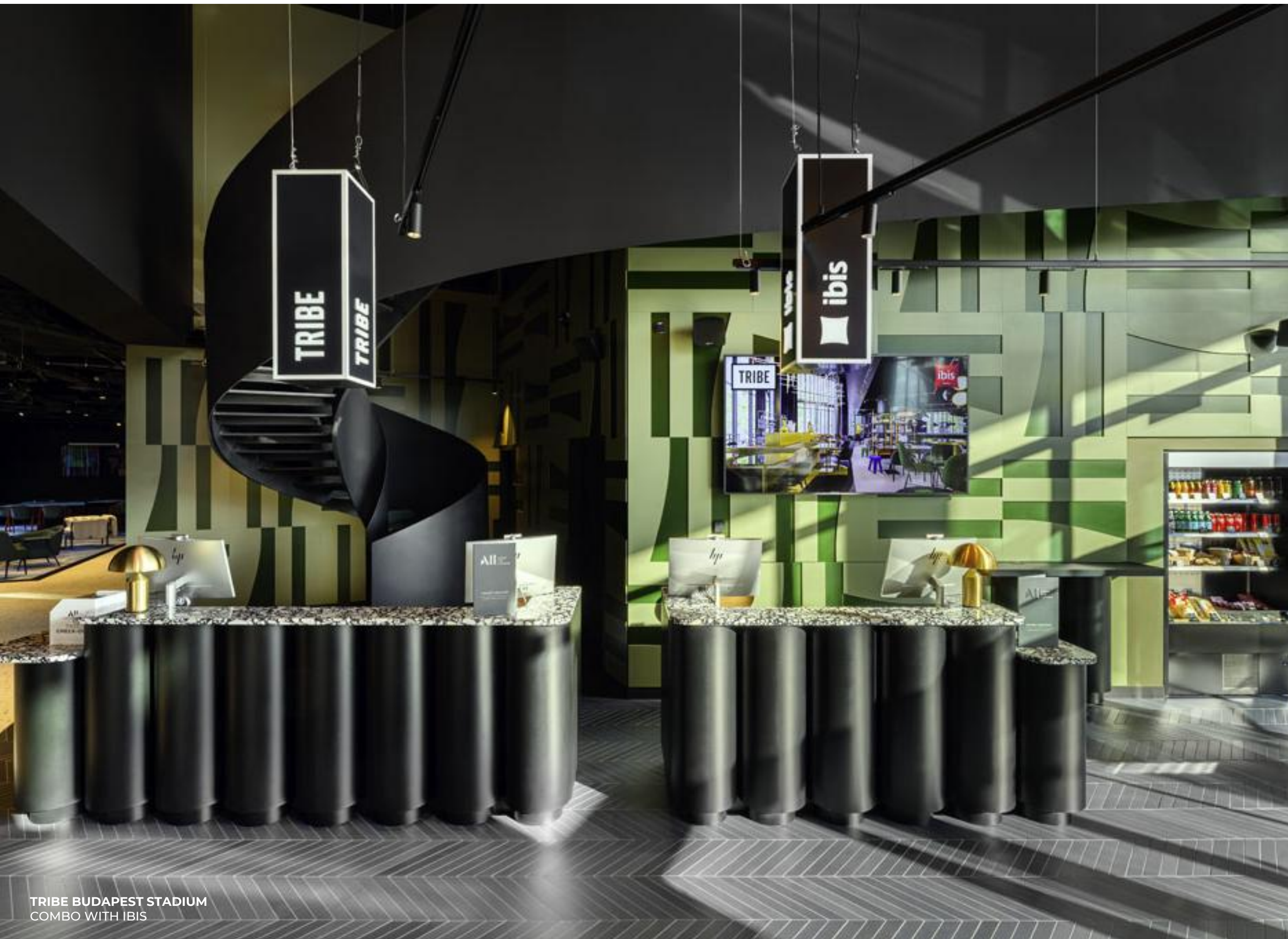
WW		
NUMBER OF KEYS	100-200	
ROOM SIZE	Guest Room (Standalone Living)	20 sqm
	Studio	25 sqm
	2 Beds	35 sqm
TGFA	35 sqm	

MUST-HAVES

- Looby Bar
- Breakfast Buffet
- Grab & Go
- Fitness
- Work in the lobby
- Laundry Room

NICE-TO-HAVES

- Restaurant
- Additional Bespoke Bar
- Wellness Area or Spa
- Swimming Pool
- Meeting Room
- Co working dedicated area
- Retail Shop



TRIBE BUDAPEST STADIUM
COMBO WITH IBIS

MIXED-USE

Mixed-use development key criteria

Strong ROI for mixed-use projects combining TRIBE hotel with:

- EXTENDED STAY
- COWORKING
- COMBO WITH ECONOMY BRAND

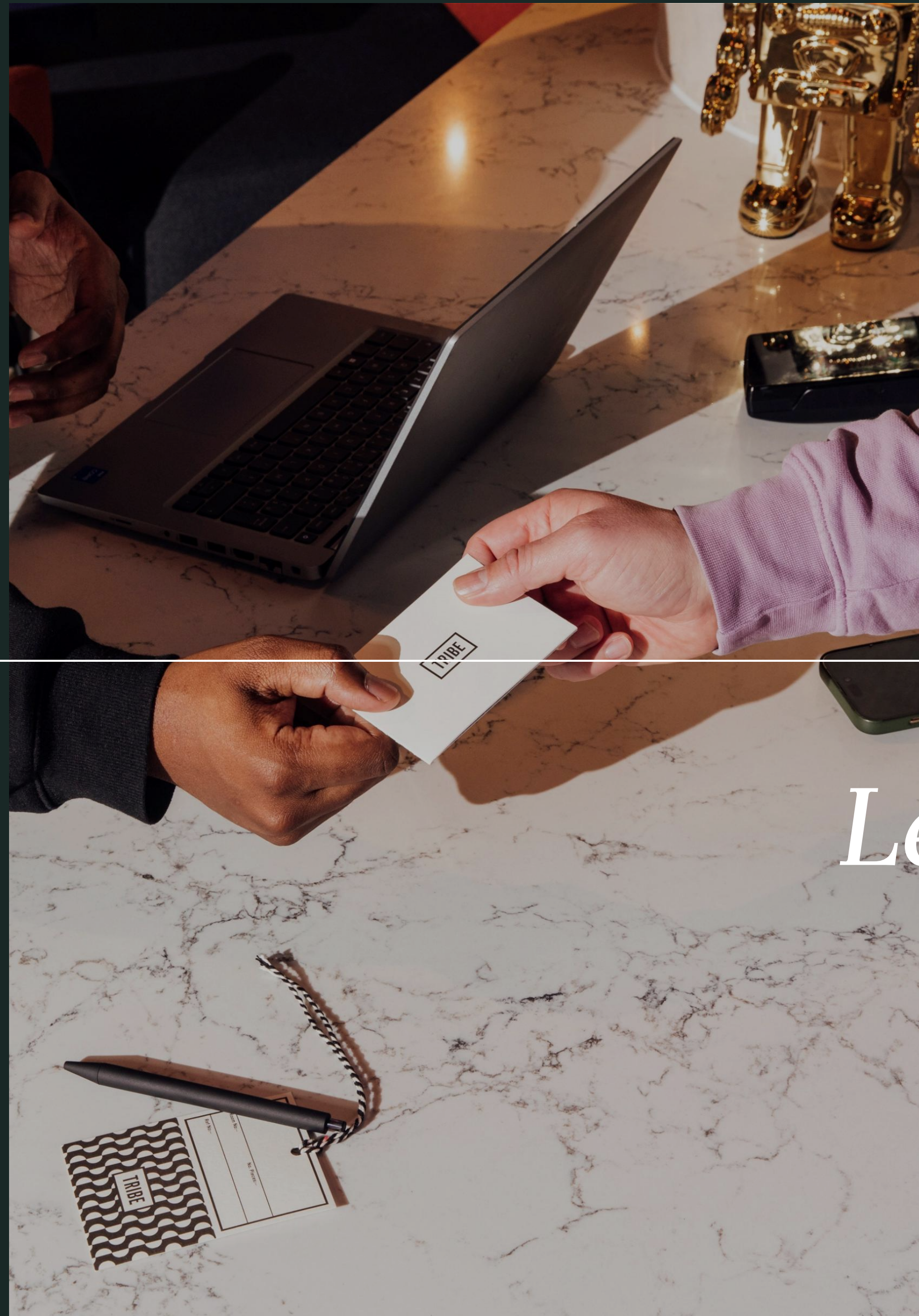


TRIBE Network

Chapter

05

*Urban
Leisure & Resorts
Airport
Living
Combo*

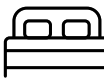




URBAN

TRIBE Perth Kings Park, *Australia*



 126 rooms





URBAN

TRIBE Paris Batignolles, *France*



 79 rooms





URBAN



 184 rooms

TRIBE Paris La Défense, *France*





URBAN



 112 rooms

TRIBE Paris Saint-Ouen, *France*





URBAN

TRIBE Paris Clichy, *France*



 120 rooms



URBAN

TRIBE Lyon, *France*



 97 rooms





URBAN

TRIBE Amsterdam, *Netherlands*



 192 rooms





URBAN



TRIBE Baden Baden, *Germany*



 136 rooms



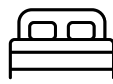


Why invest - TRIBE

URBAN

TRIBE London Canary Wharf, UK



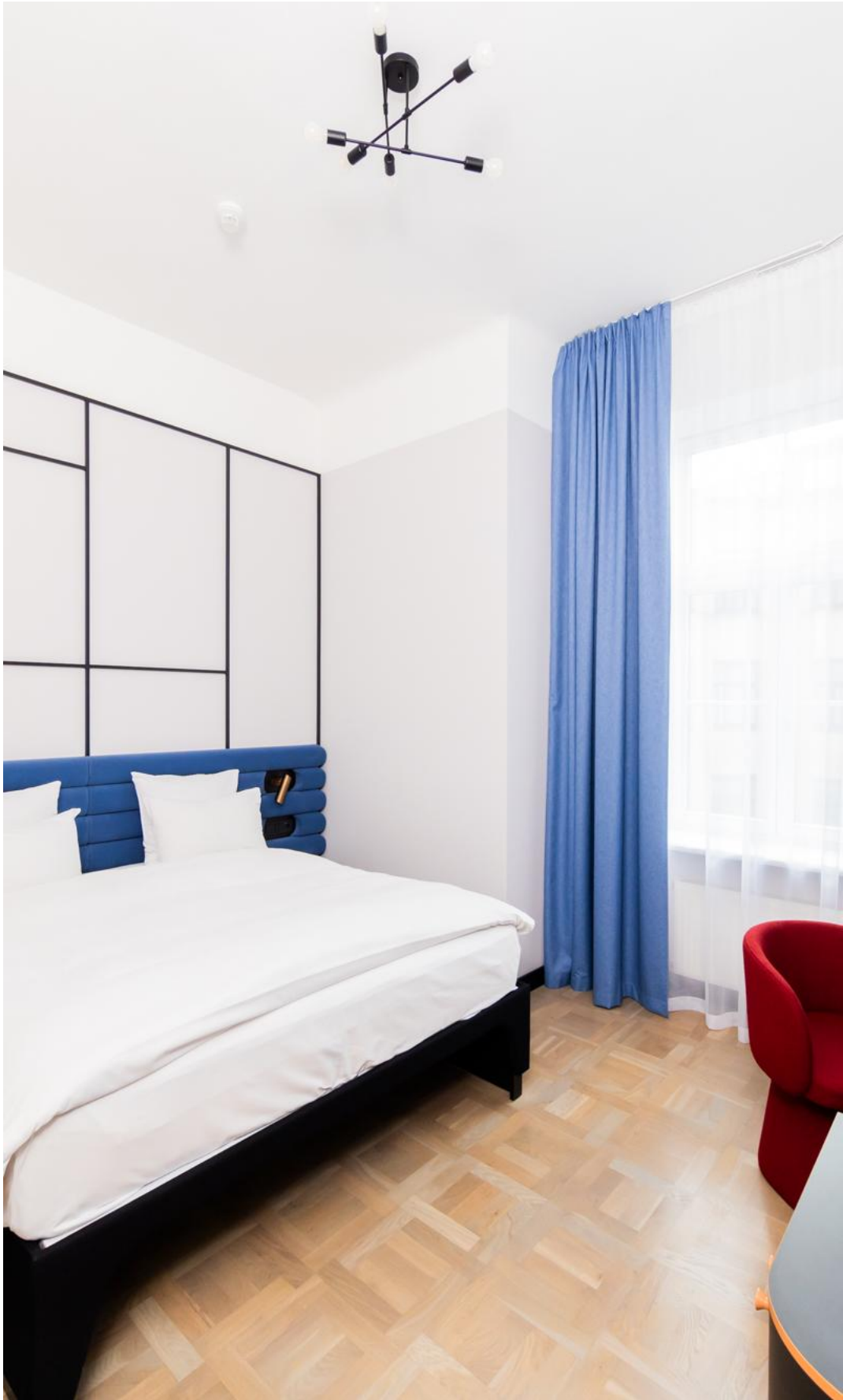
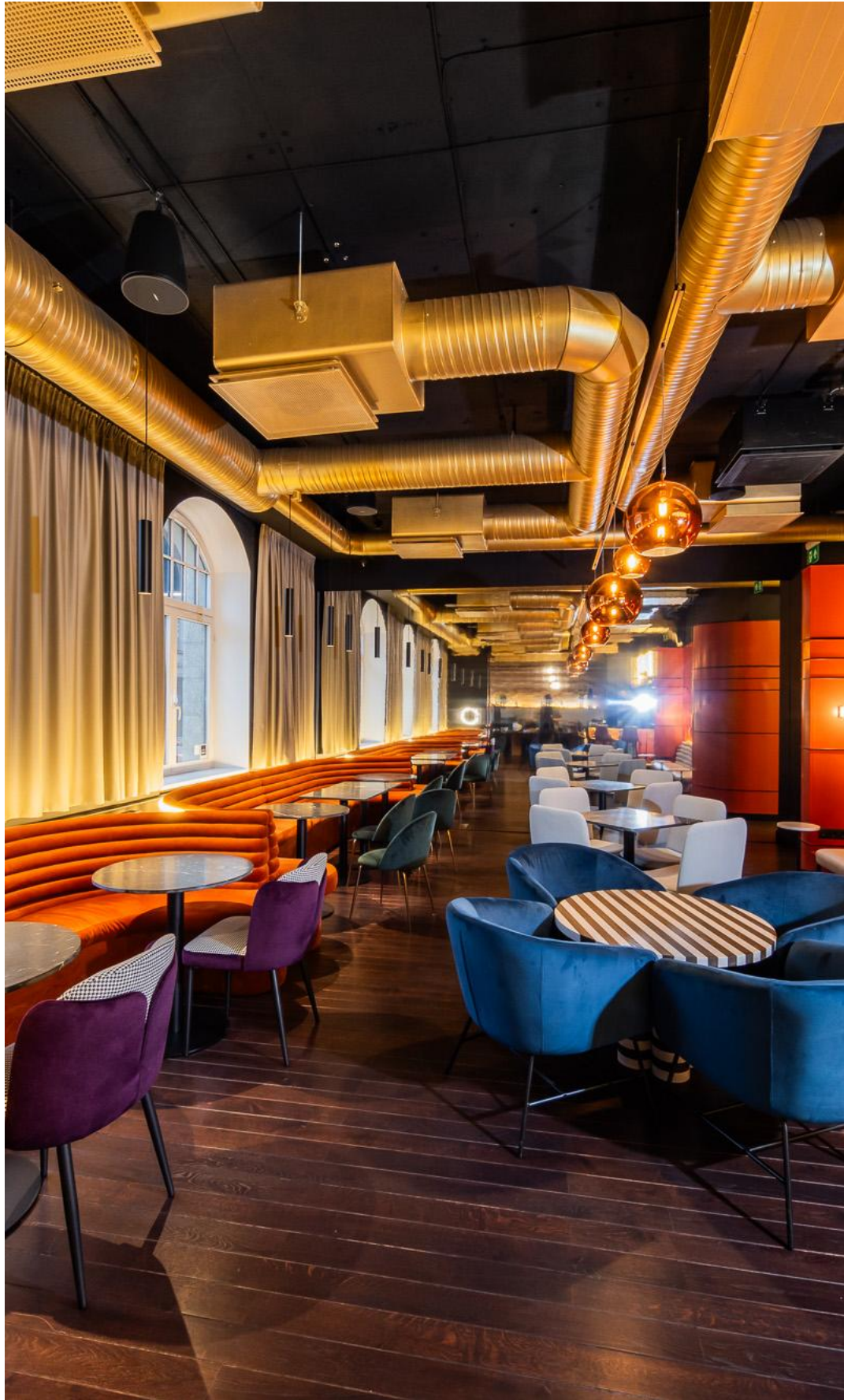
 312 rooms



Why invest - TRIBE

URBAN

TRIBE Riga, *Latvia*



 81 rooms



URBAN



 260 rooms

TRIBE Phnom Penh, *Cambodia*





URBAN

TRIBE Medellin, *Colombia*



 58 rooms





LEISURE & RESORTS

TRIBE Bali Kuta Beach, *Indonesia*



 168 rooms

LEISURE & RESORTS

TRIBE Carcassonne, *France*



 70 rooms





LEISURE & RESORTS

TRIBE Le Touquet, *France*



 59 rooms





Why invest - TRIBE

AIRPORT



TRIBE network

P42



 240 rooms

TRIBE Milano Malpensa - Vizzola Ticino, *Italy*



LIVING



 272 rooms

TRIBE Living Bangkok Sukhumvit 39, *Thailand*






COMBO

TRIBE Budapest Stadium, *Hungary*
Combination with ibis Hotel (166 rooms)



 166 rooms

TRIBE

Thank
you

