

why invest **TRIBE**

2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

A

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

A brand making everything easy

Powerful distribution eco-system

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

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.

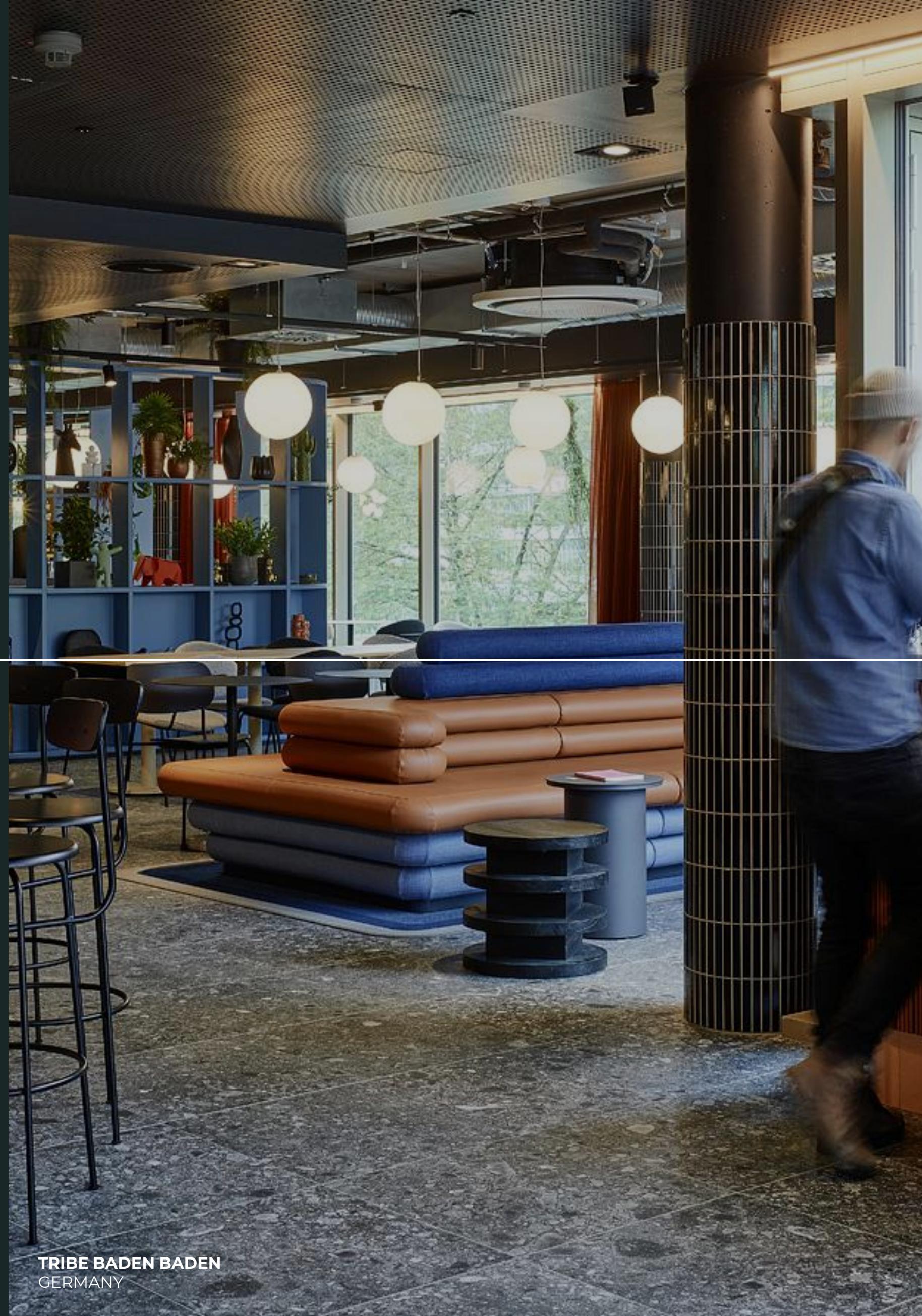
Leverage Accor's sales, marketing, distribution & loyalty platform from day 1

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

A solid business model

Chapter

01



*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	Carcassonne, France
Bali, Indonesia	Le Touquet, France
Phnom Penh, Cambodia	Lyon, France
Paris (x4), France	Baden-Baden, Germany
London, UK	Budapest, Hungary
Amsterdam, Netherlands	Milan, Italy
Belo Horizonte, Brazil	Düsseldorf, Germany
Clichy, France	Budapest, Hungary
Bangkok, Thailand	Manchester, UK
	Riga, Latvia

2025/2026 Openings | 35 Pipeline Hotels

Auckland, New Zealand	Warsaw, Poland
Bangkok, Thailand	Eilat, Israel
Manila, Philippines	Reims, France
Guiyang, China	Cabourg, France
Pantin, France	Tbilisi, Georgia
Budapest, Hungary	Saclay, France
	Montpellier, France

All figures as of end June 2025

Breakdown network + pipeline by region is calculated by number of rooms

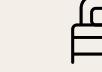
2%

Americas

	1	1
	58	79

74%

Europe & North Africa

	17	25
	2,702	3,777

1%

China & Others

	-	1
	-	136

22%

MEAPAC

	4	8
	805	1,315

TRIBE

NETWORK	PIPELINE
	22
	3,565

35

5,307

INVESTMENT

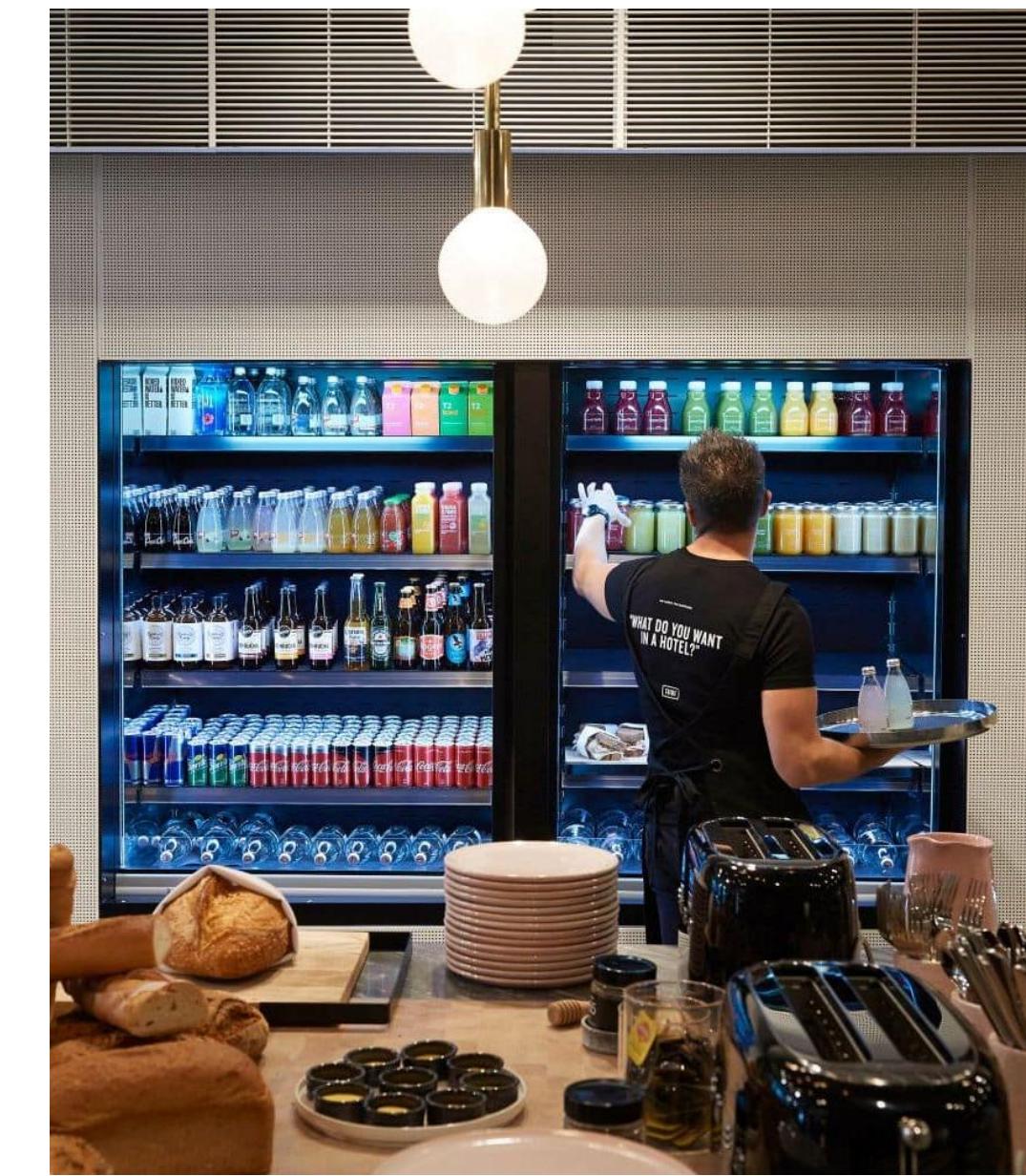
Optimised operations & space planning

Midscale rate with an economy footprint



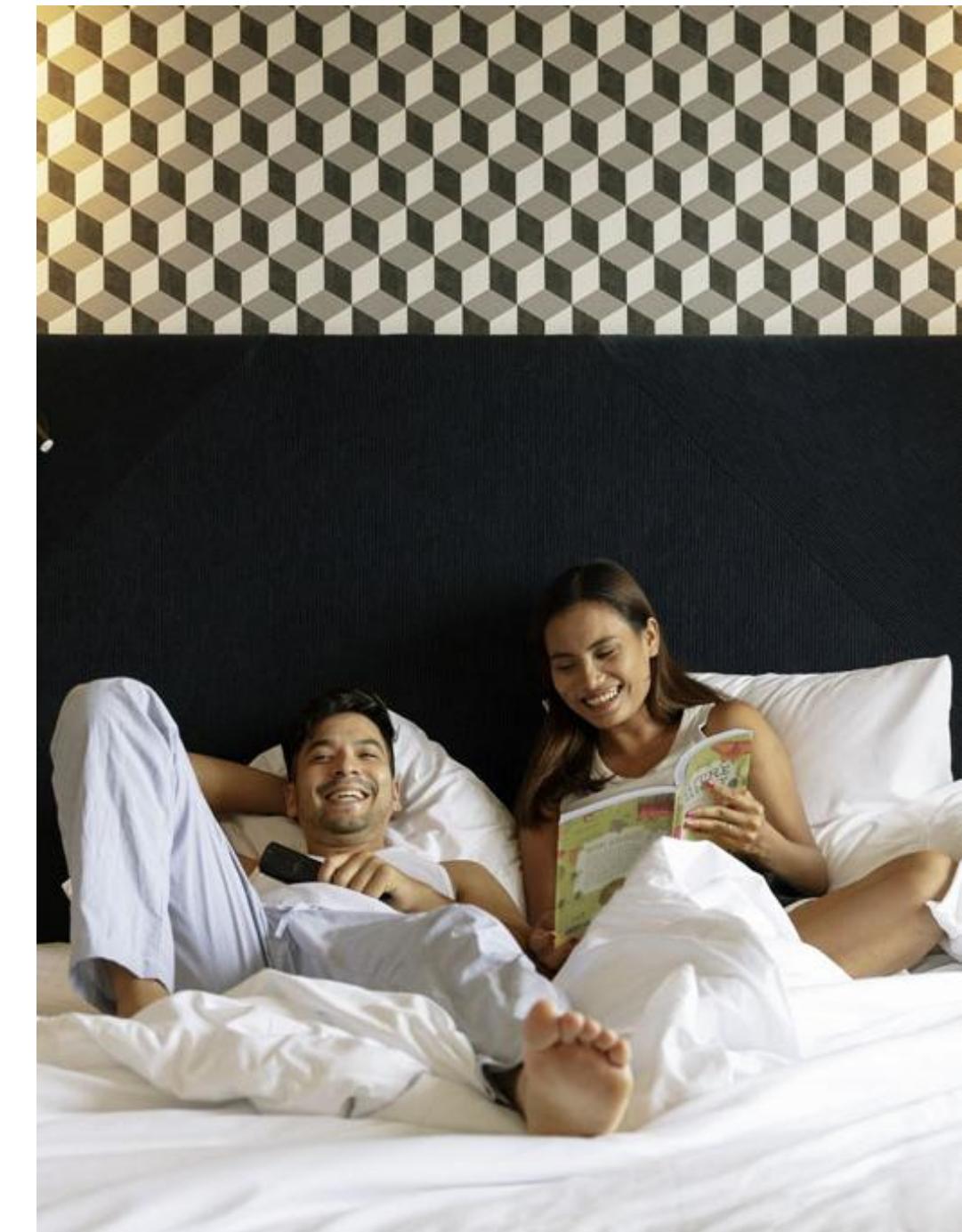
Compact rooms

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



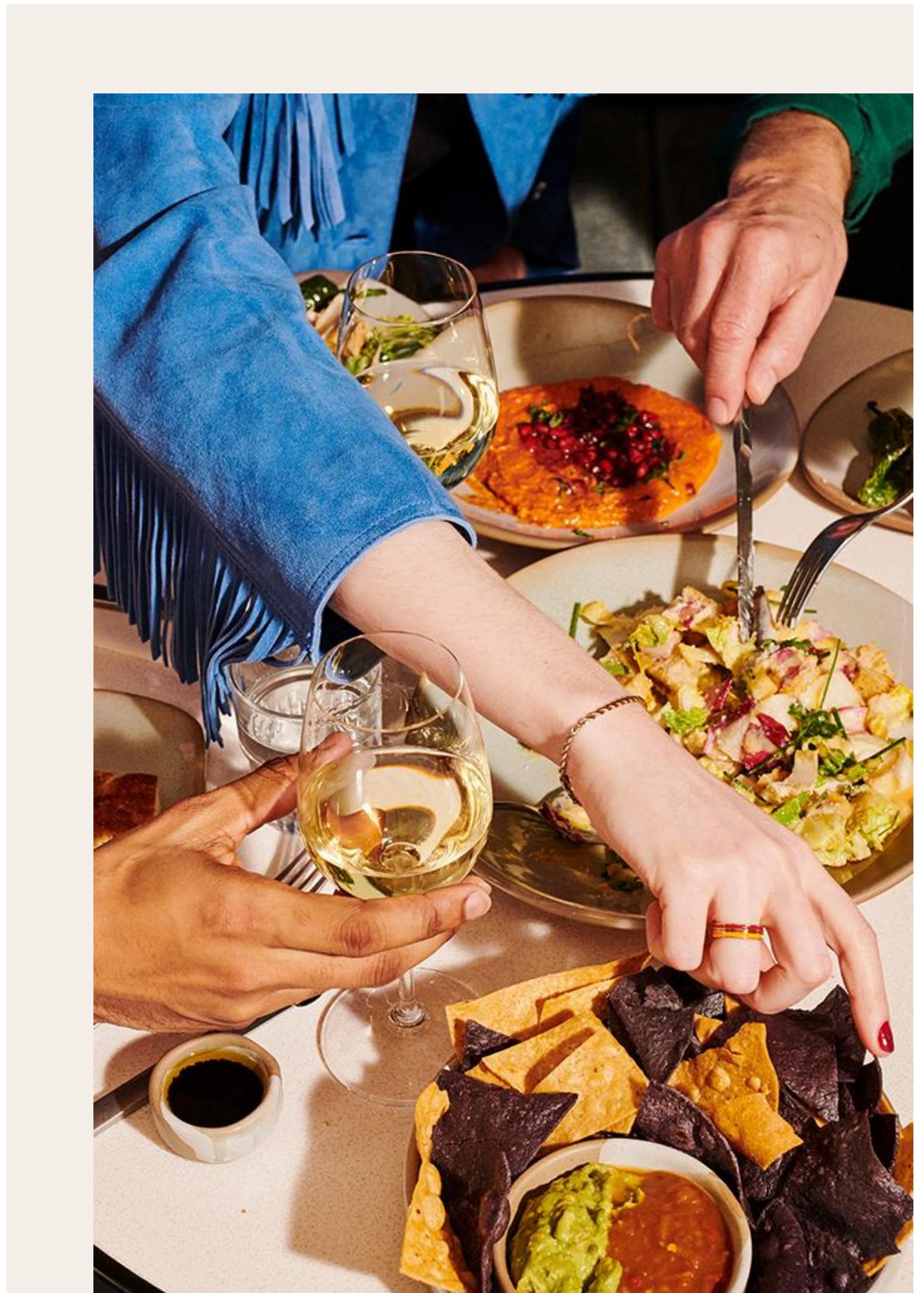
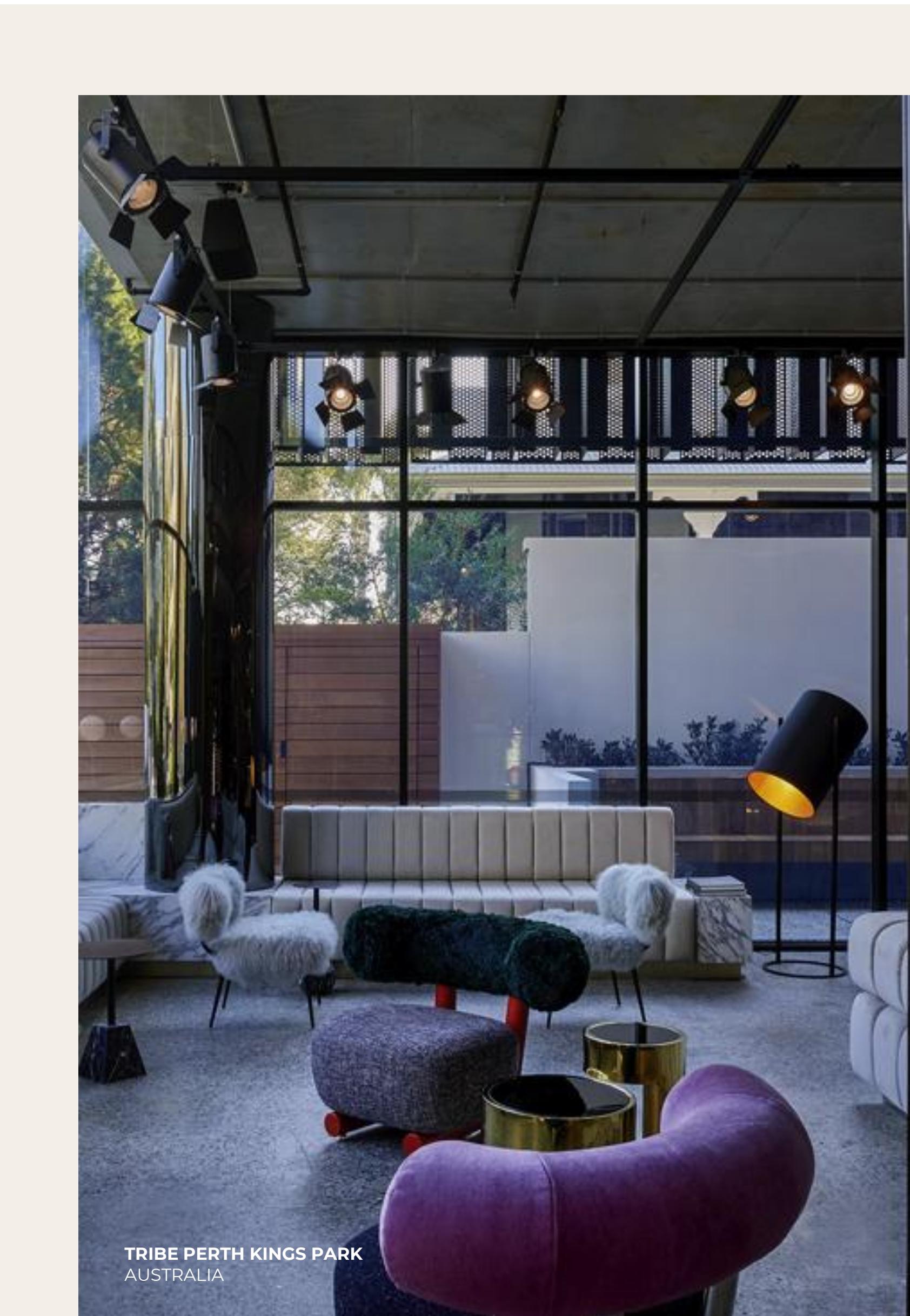
TRIBE LONDON CANARY WHARF
UNITED KINGDOM

*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



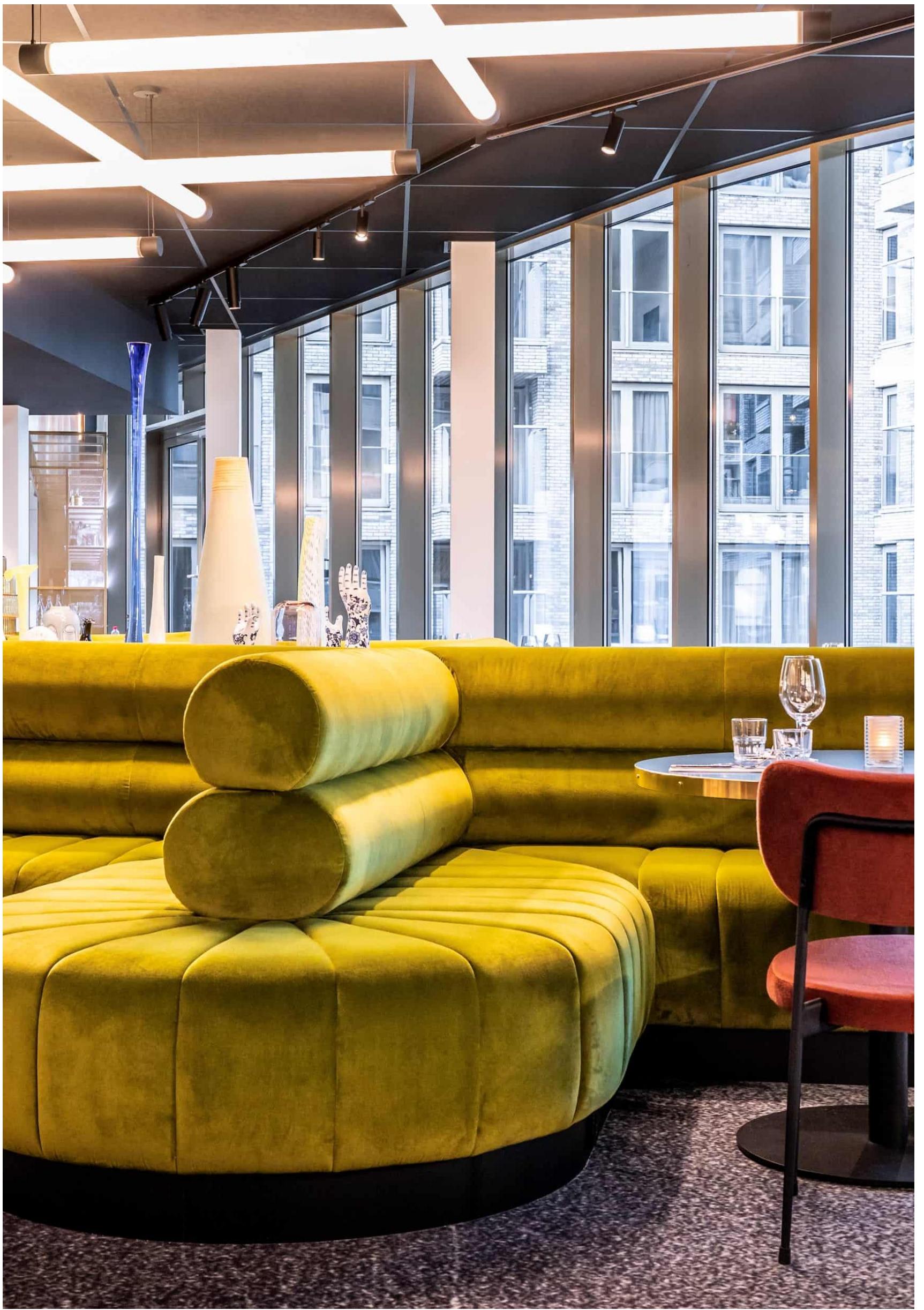
high & low for a
premium perception

Mix & match design-driven spaces

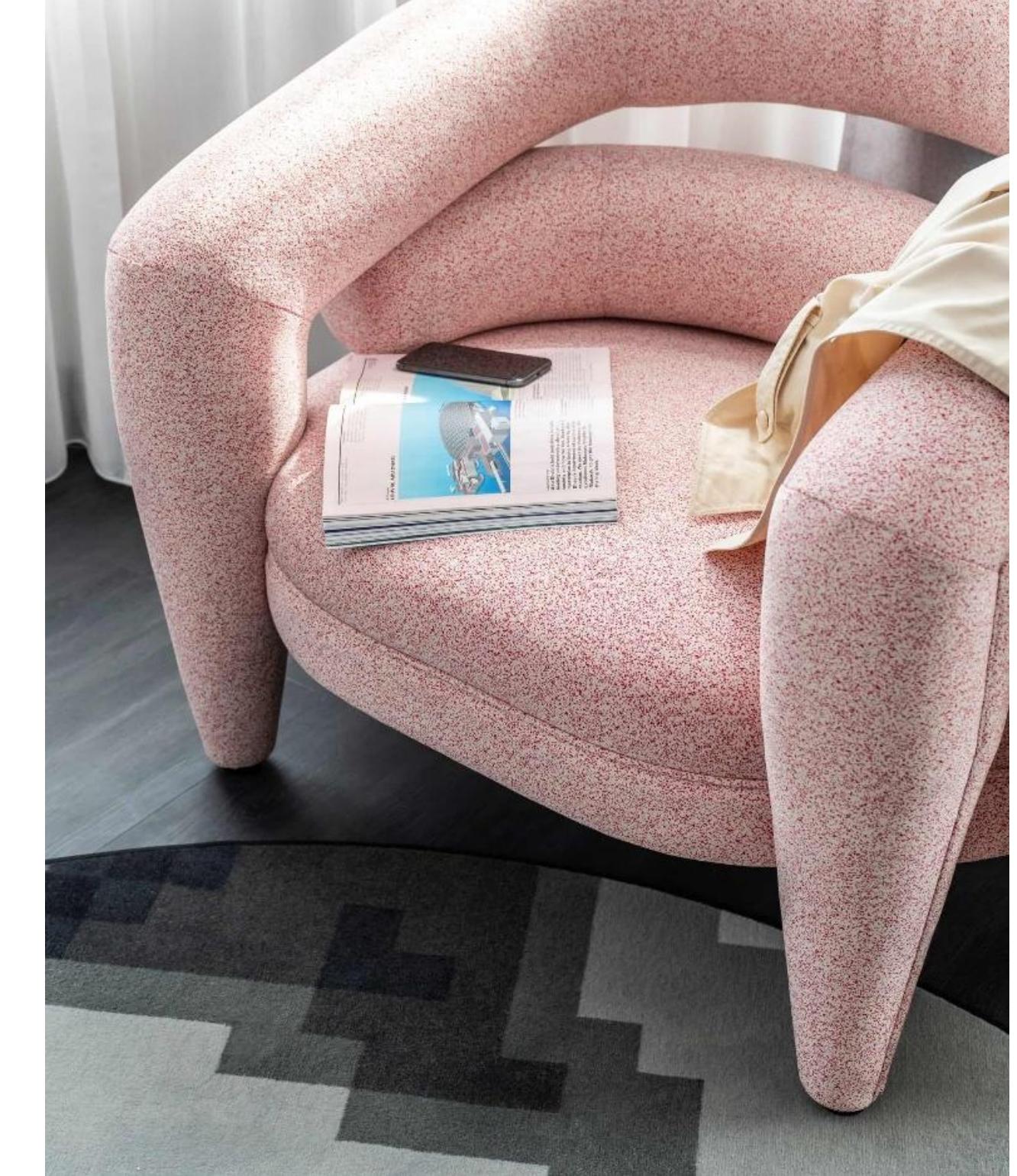
Skillfully mixing and match different qualities of materials, combining big name designer pieces with off the shelf designs.

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

USP #2

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



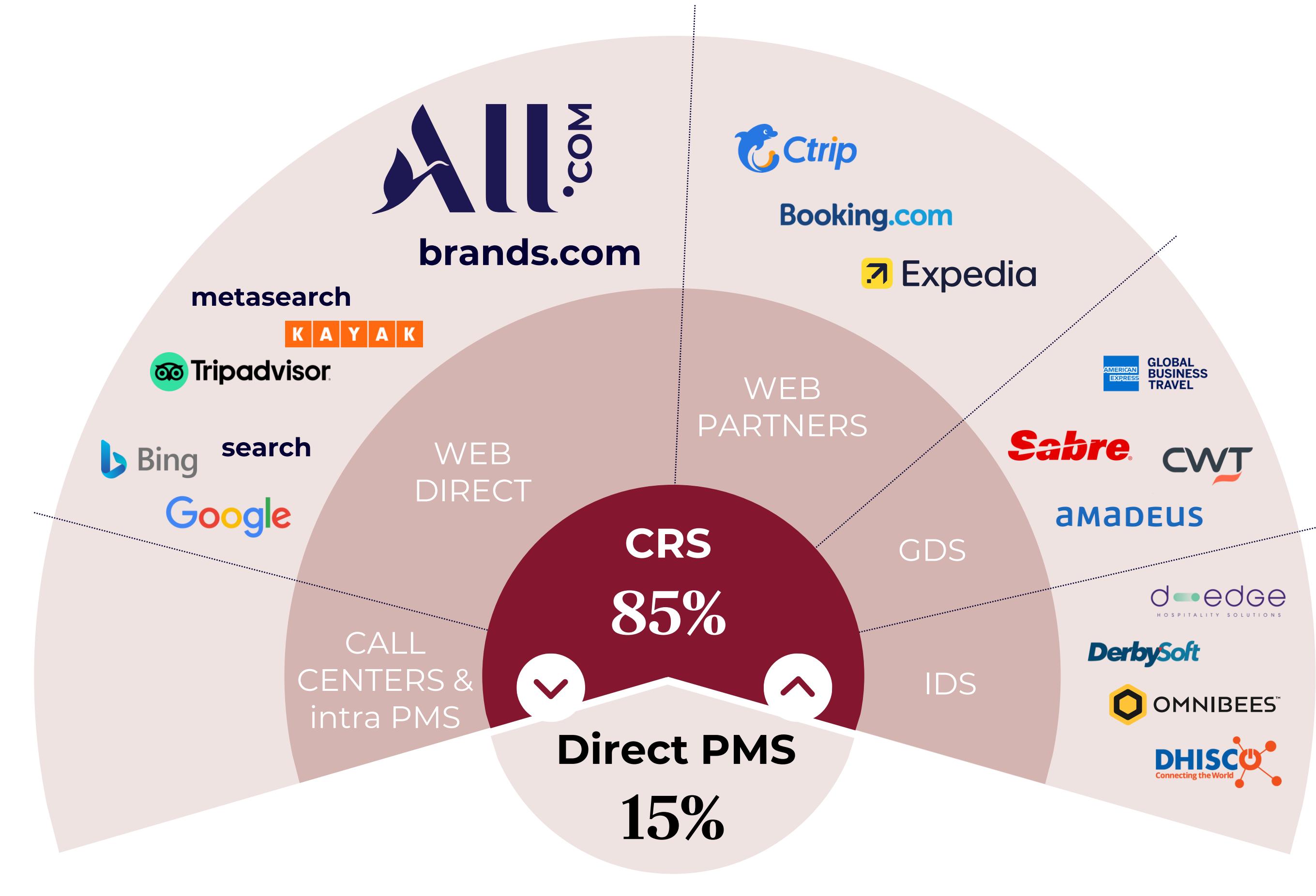
*Accor eco-system,
TRIBE digital footprint*

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



40+ brands
Featured on ALL.com

100M+
Members

360M+
Visits/year

110+
Partners

550K+
Subscription cardholders

Strong revenue contribution for hotels

ALL ROI FOR OWNERS

X9

AWARDS SINCE LAUNCH

39



2025
ASIA PACIFIC
LOYALTY AWARDS
Brought to you by the Australian Loyalty Association

freddie
awards

TRIBE DIGITAL FOOTPRINT

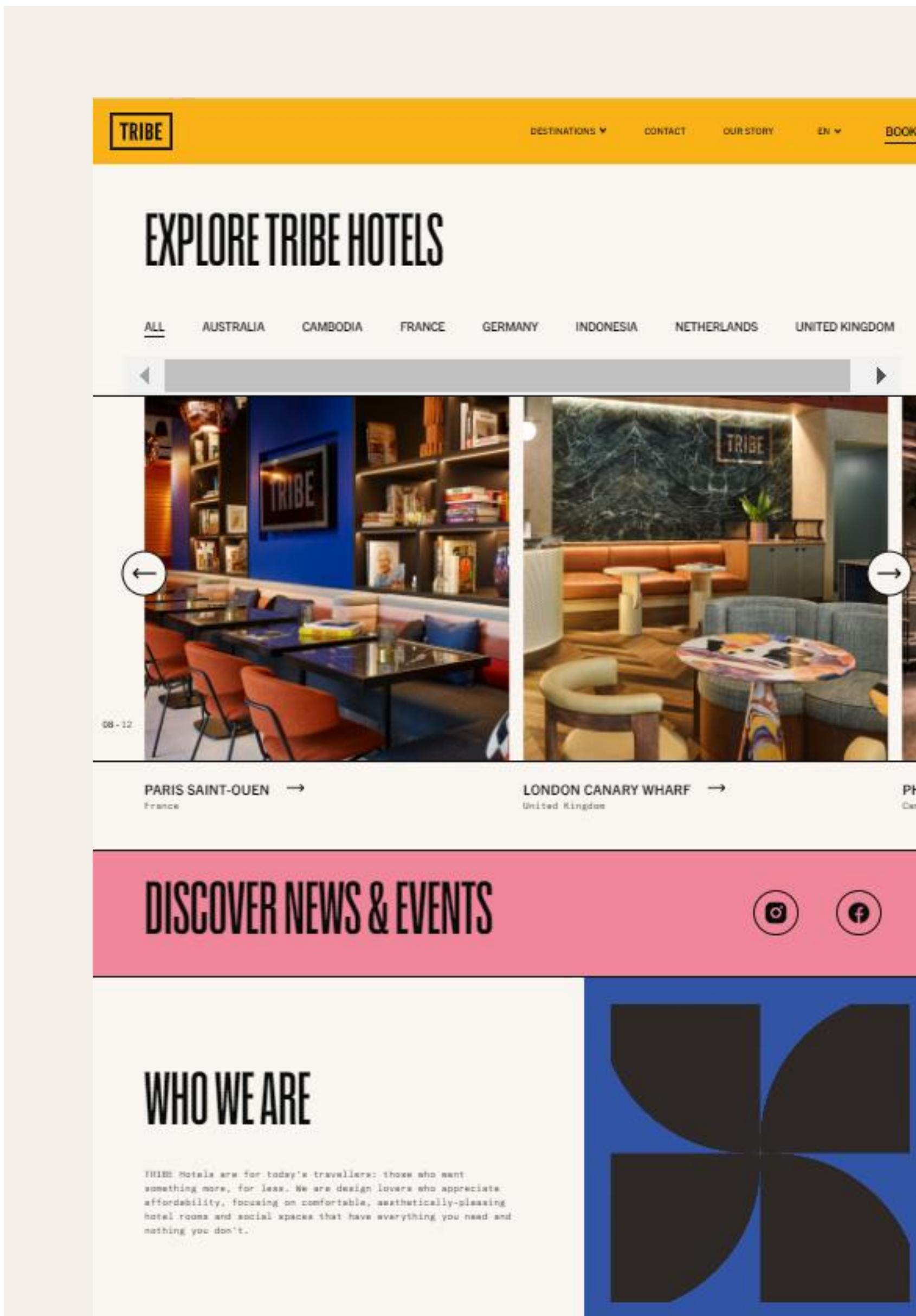
Boost direct sales
with TRIBE digital
footprint

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

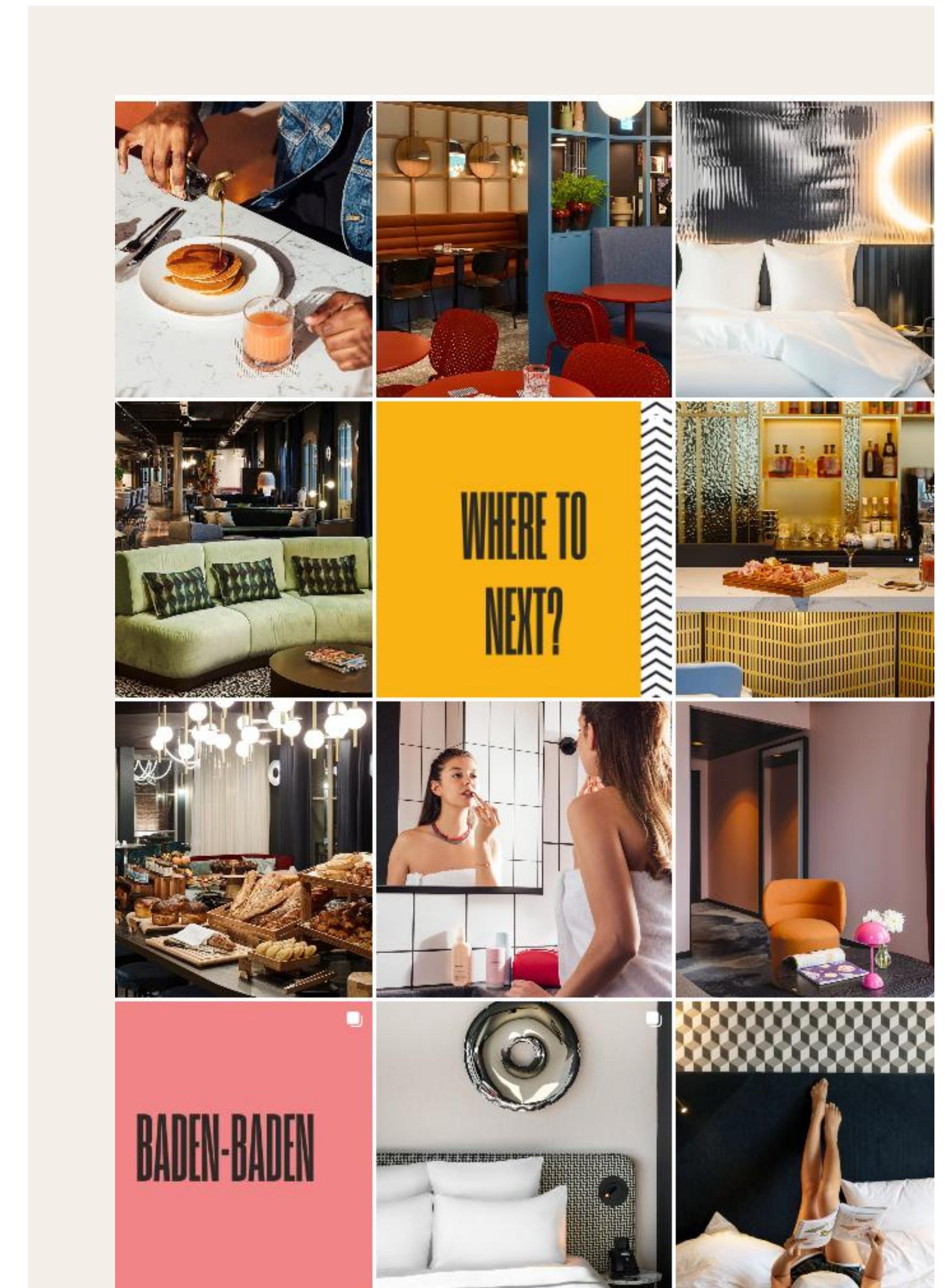
 @tribe_hotels 17.5K FOLLOWERS

 TRIBE Hotels 12K FOLLOWERS

 TRIBE hotels 10,5K FOLLOWERS



The website features a prominent yellow header with the 'TRIBE' logo. Below it is a large 'EXPLORE TRIBE HOTELS' heading. A horizontal navigation bar includes 'DESTINATIONS' with dropdowns for 'AUSTRALIA', 'CAMBODIA', 'FRANCE', 'GERMANY', 'INDONESIA', 'NETHERLANDS', and 'UNITED KINGDOM', and links for 'CONTACT', 'OUR STORY', 'EN', and 'BOOK'. Below this is a banner with a grid of images showing various hotel interiors and social spaces. A 'WHERE TO NEXT?' section on the right features a yellow background with the text 'WHERE TO NEXT?' and a grid of smaller images. The bottom section is a pink banner with 'DISCOVER NEWS & EVENTS' and social media links for Instagram and Facebook. A large blue graphic with a black abstract shape is on the right.



Development Criteria

Chapter

04



*Hotels
Extended Stay
Mixed-Use*



HOTELS

Hotels Development Criteria

TRIBE hotels fit equally new builts 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

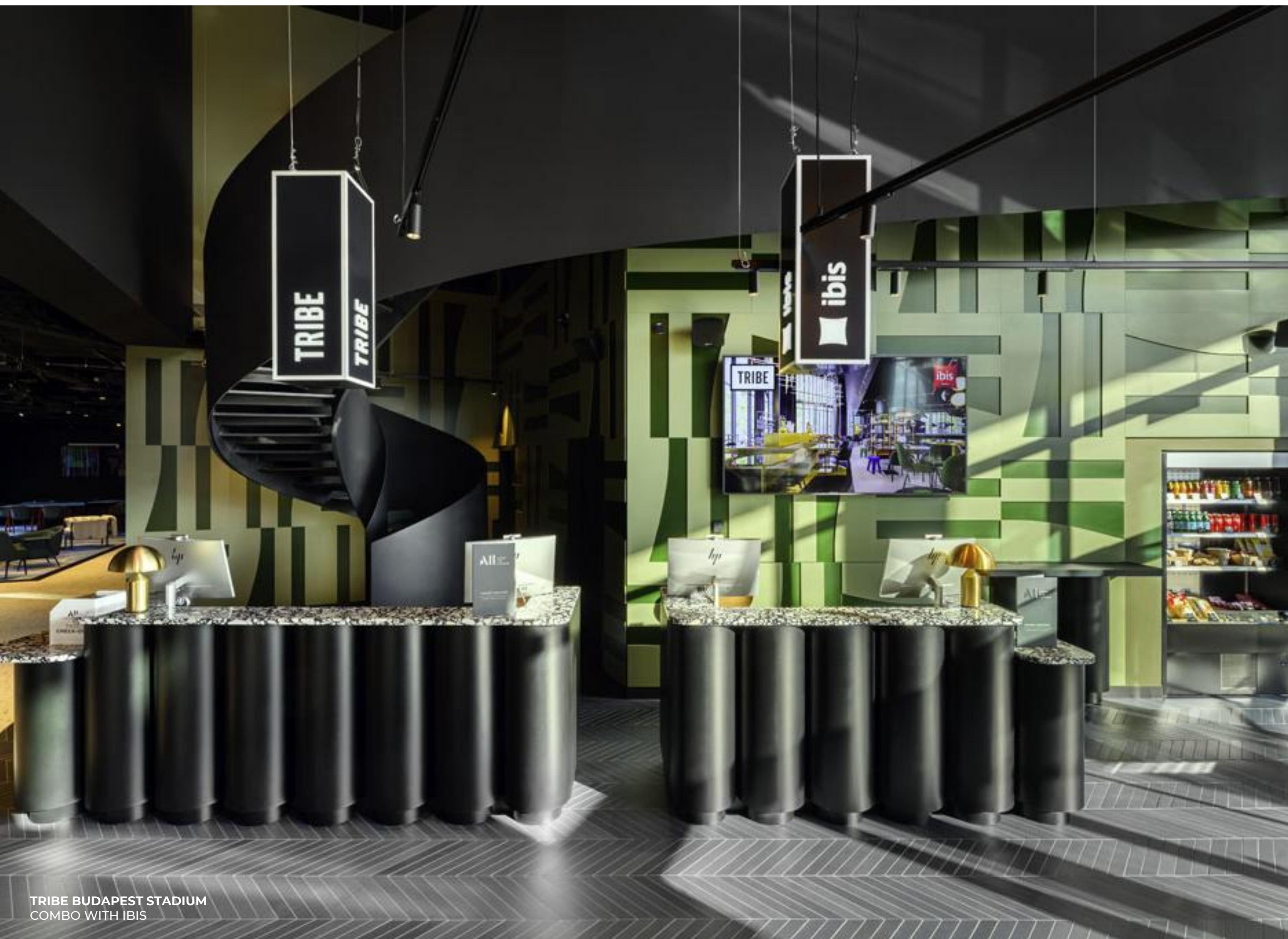
MUST-HAVES	NICE-TO-HAVES
Breakfast Buffet	Restaurant
Lobby bar	Fitness
Grab & Go	Wellness area or Spa
Work in the lobby	Swimming Pool
	Co-working dedicated area
	Meeting Room
	Retail Shop
	Family Room
	Junior Suite



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	



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

W©J©

ibis

TRIBE Network

Chapter

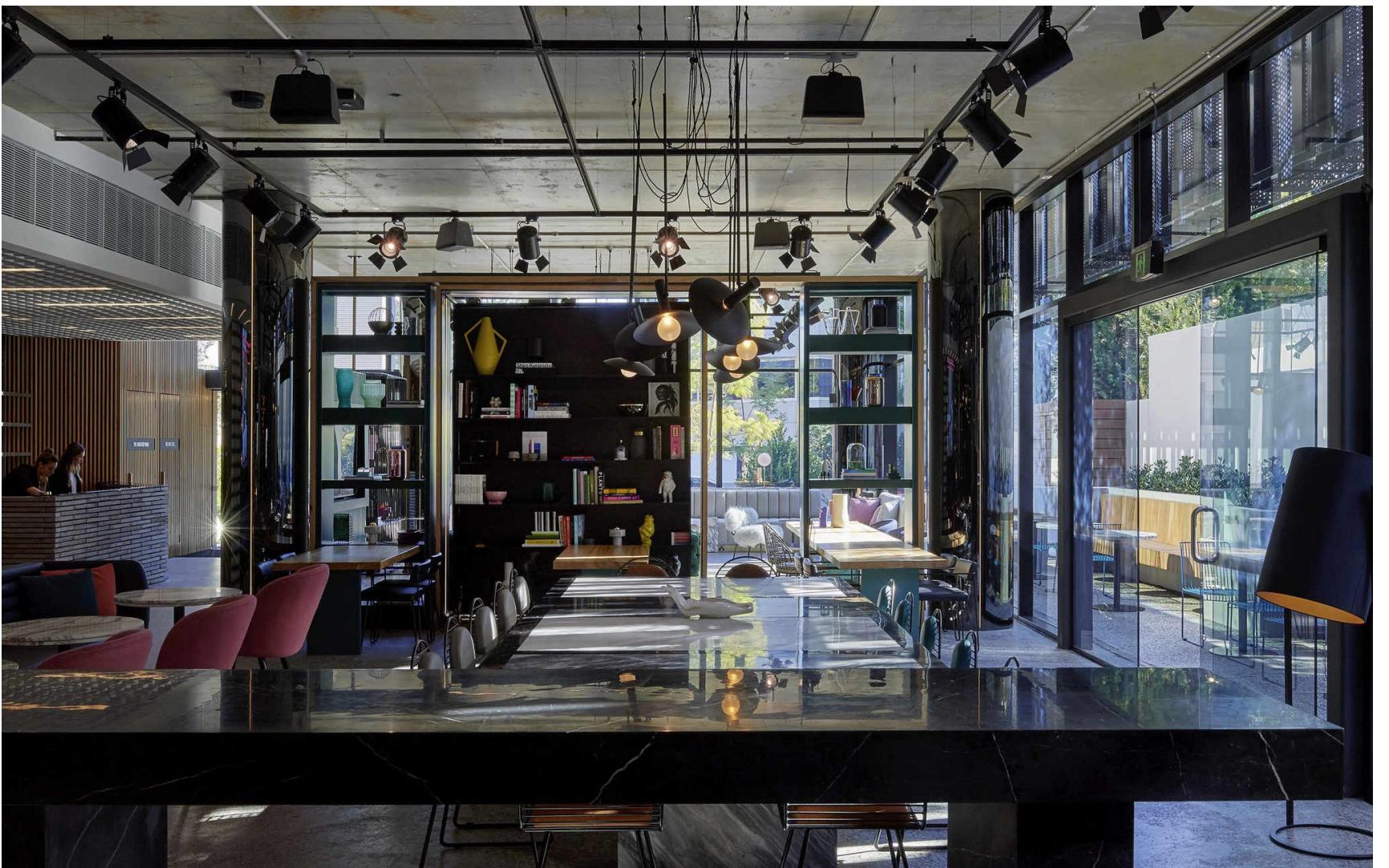
05

*Urban
Leisure & Resorts
Airport
Living
Combo*



URBAN

TRIBE Perth Kings Park, Australia



126 rooms

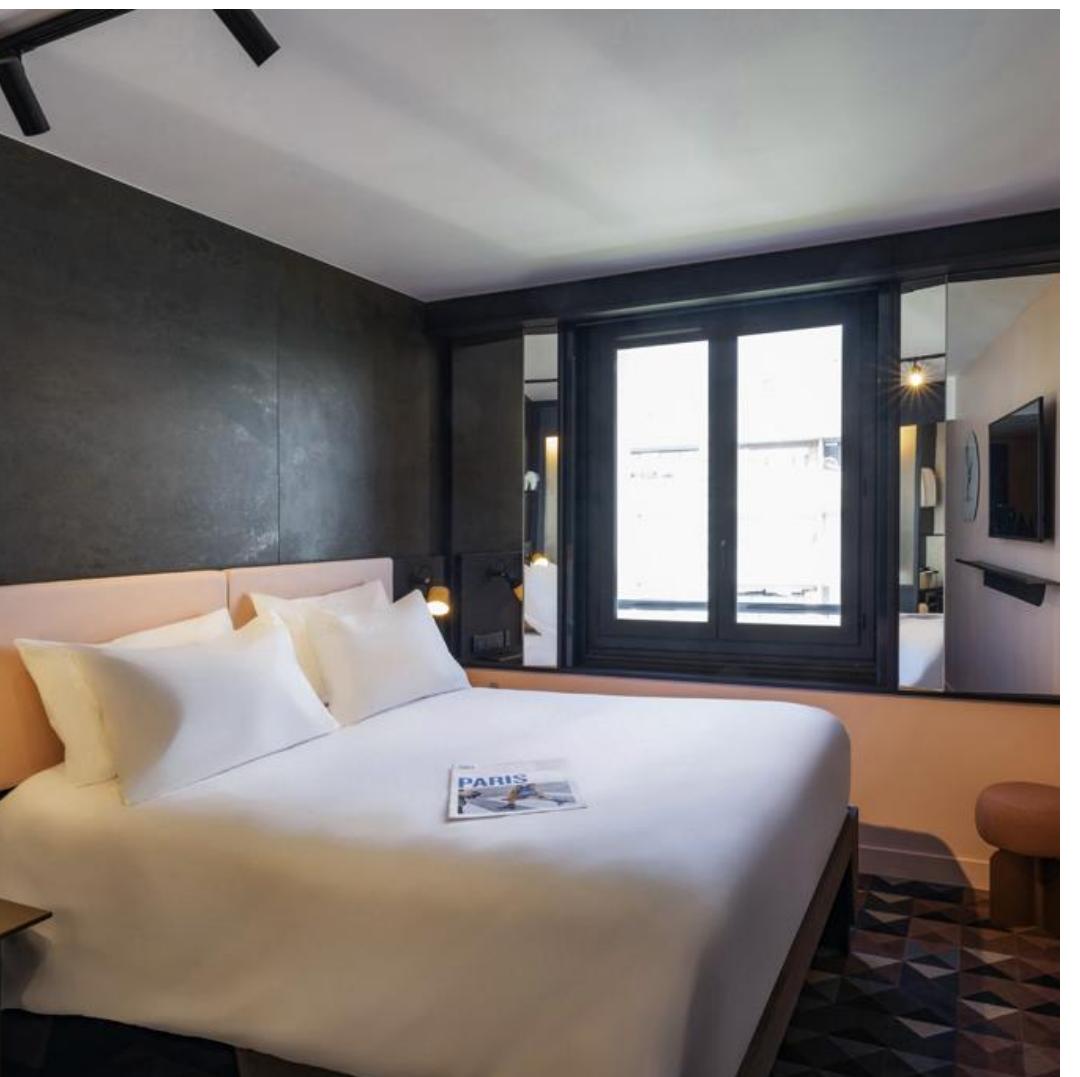


URBAN

TRIBE Paris Batignolles, France



79 rooms



URBAN

TRIBE Paris La Défense, *France*

184 rooms

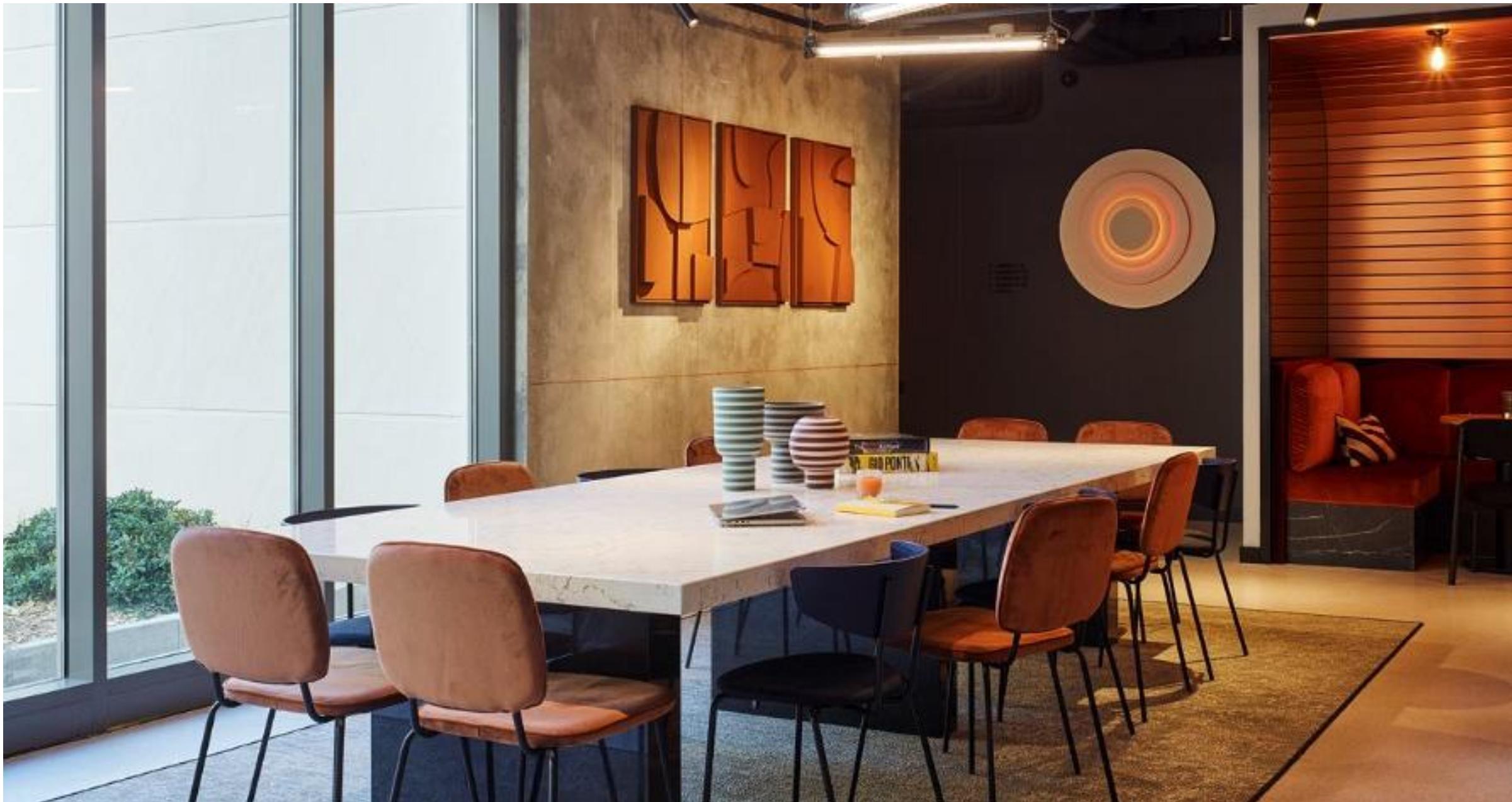


URBAN



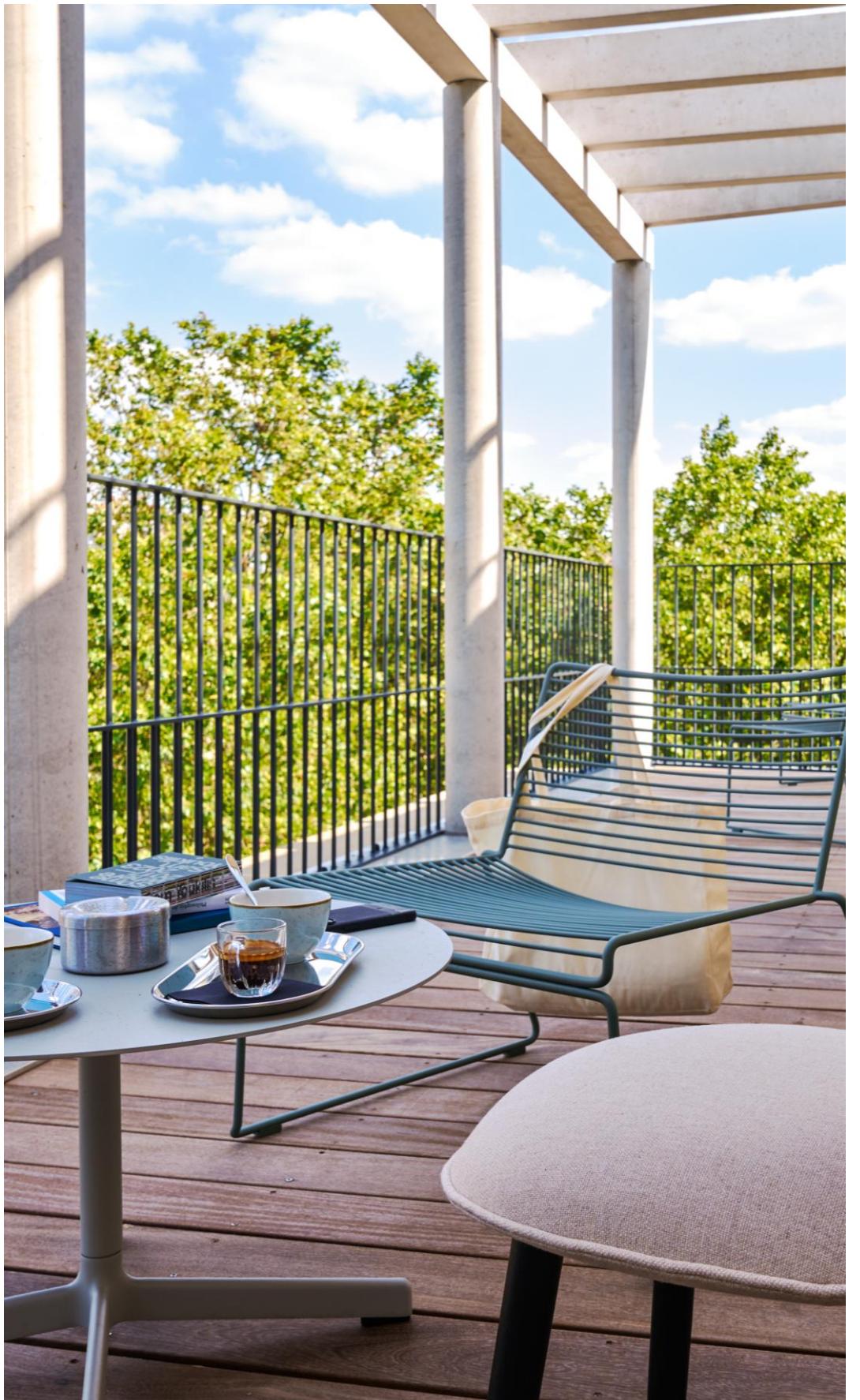
112 rooms

TRIBE Paris Saint-Ouen, France



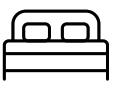
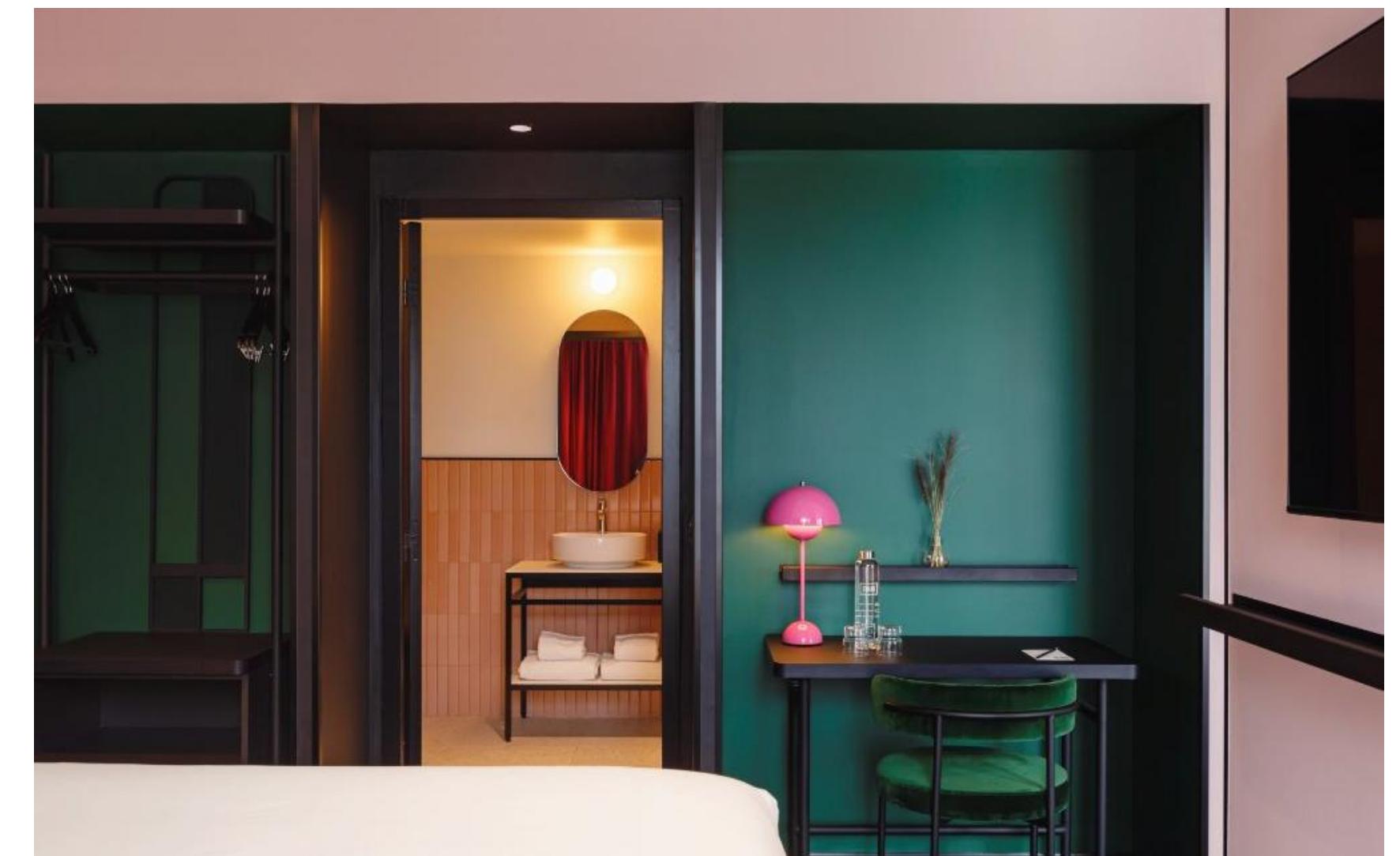
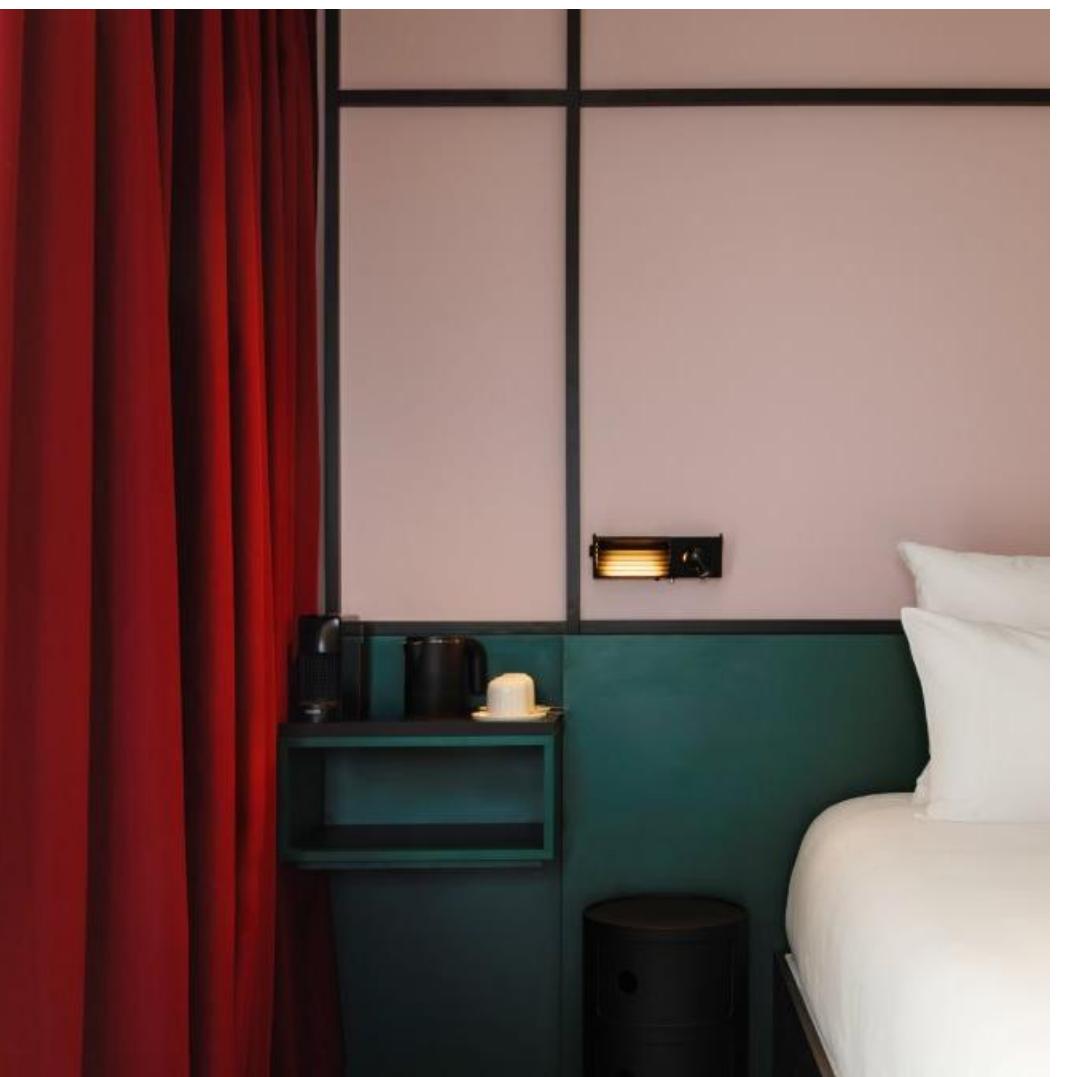
URBAN

TRIBE Paris Clichy, France

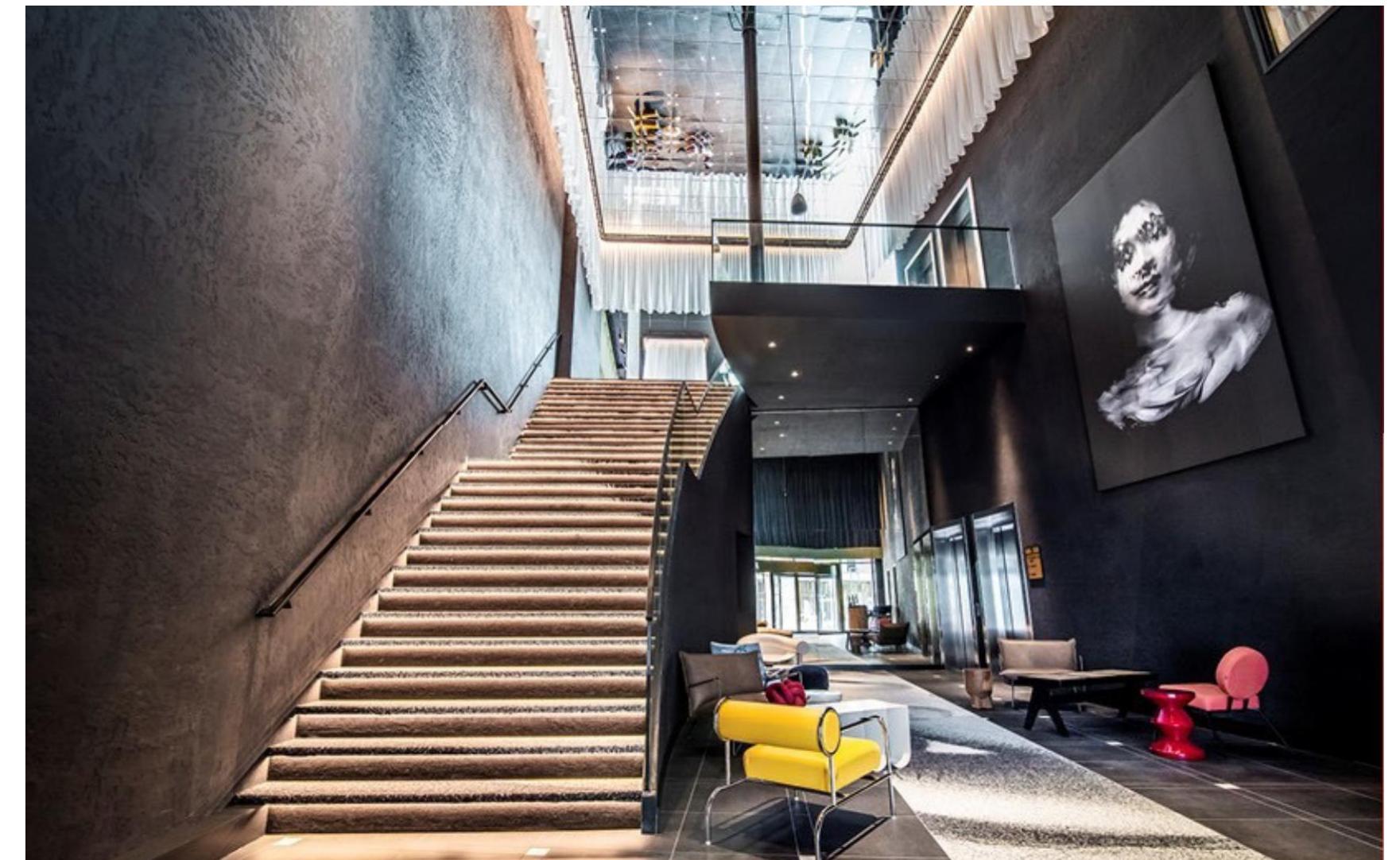
 120 rooms

URBAN

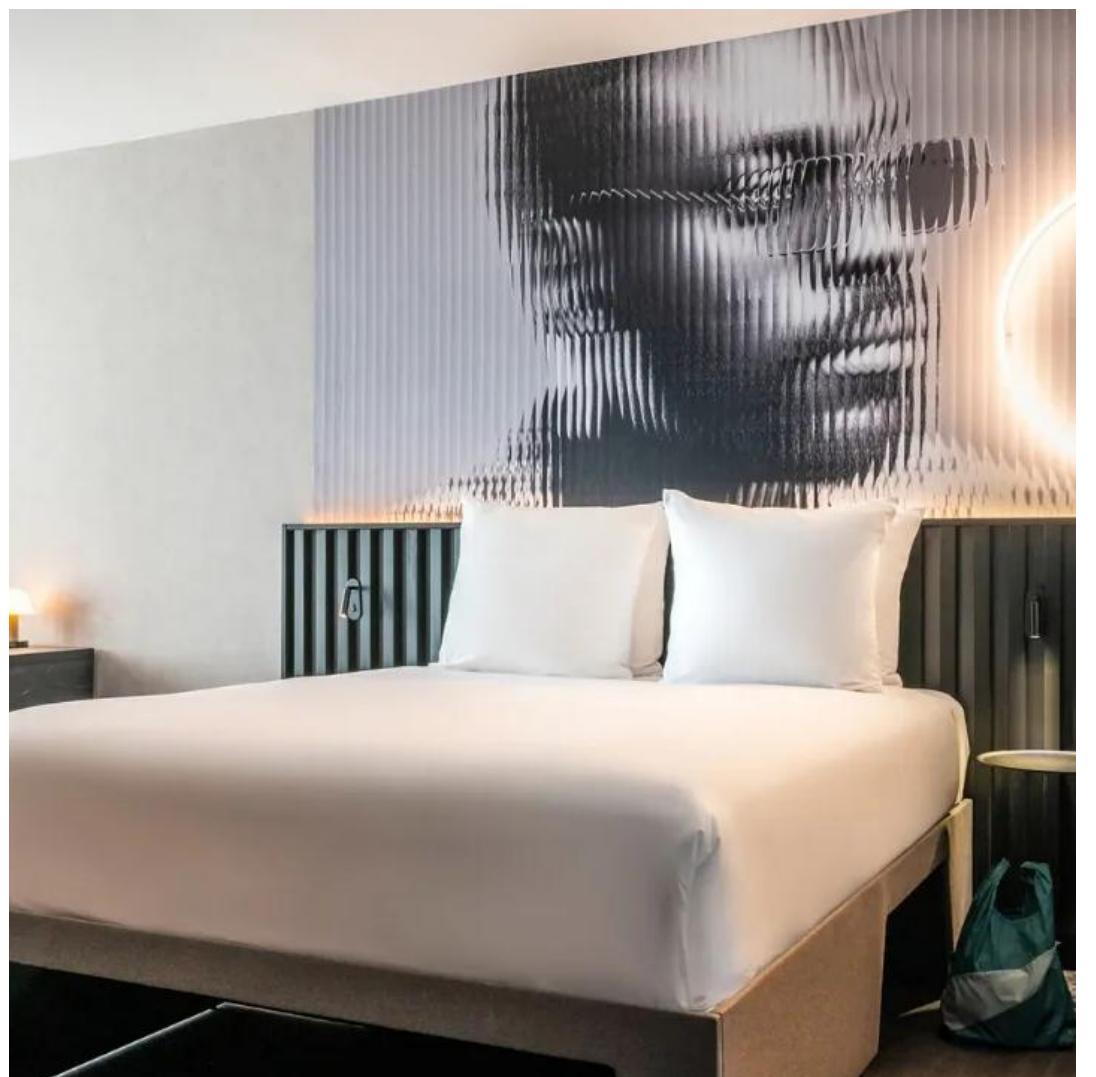
TRIBE Lyon, France

 97 rooms

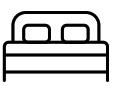
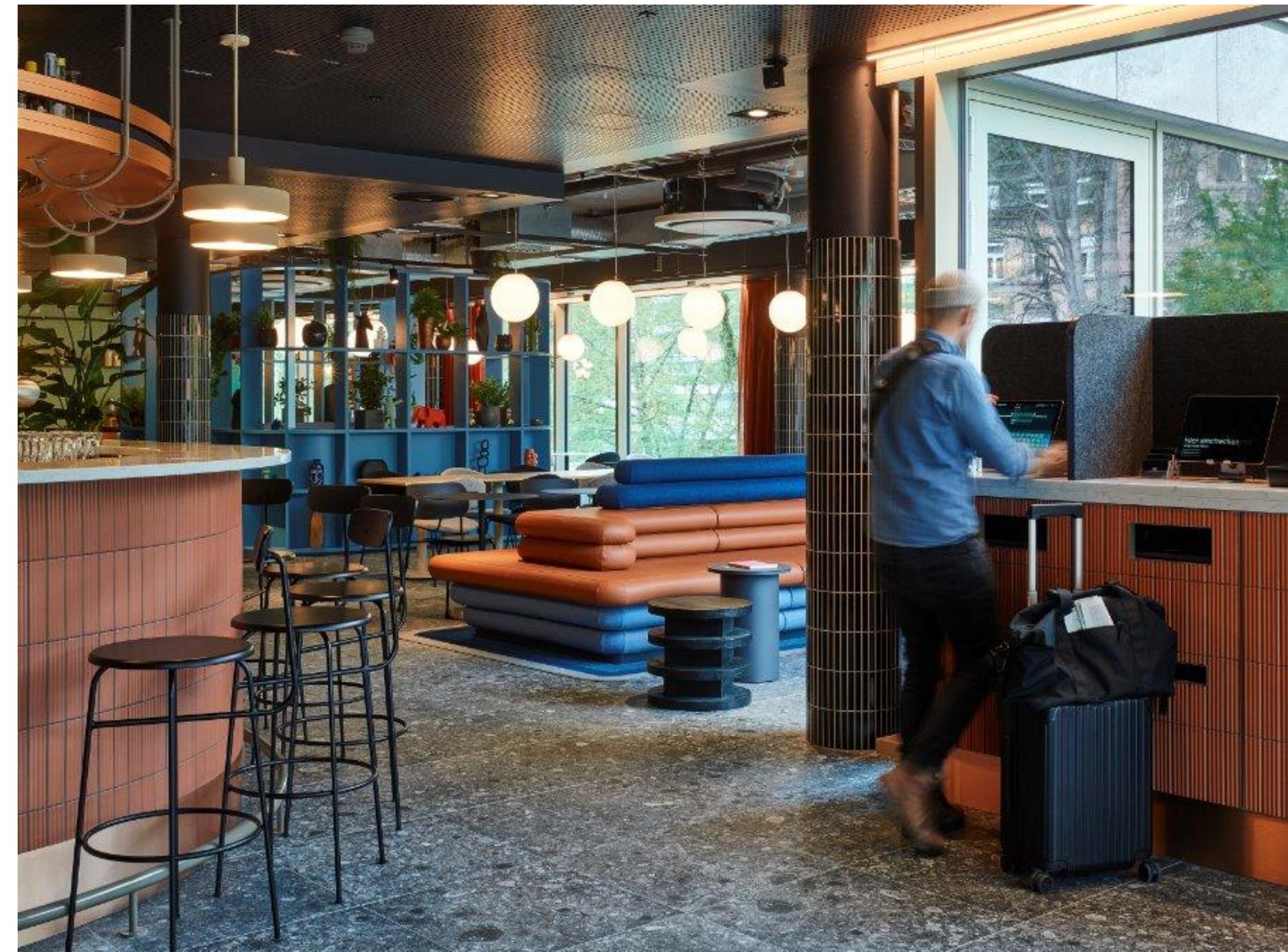
URBAN

TRIBE Amsterdam, *Netherlands*

192 rooms



URBAN

TRIBE Baden Baden, *Germany* 136 rooms

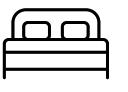
URBAN

TRIBE London Canary Wharf, UK

 312 rooms

URBAN

TRIBE Riga, Latvia



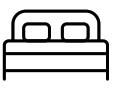
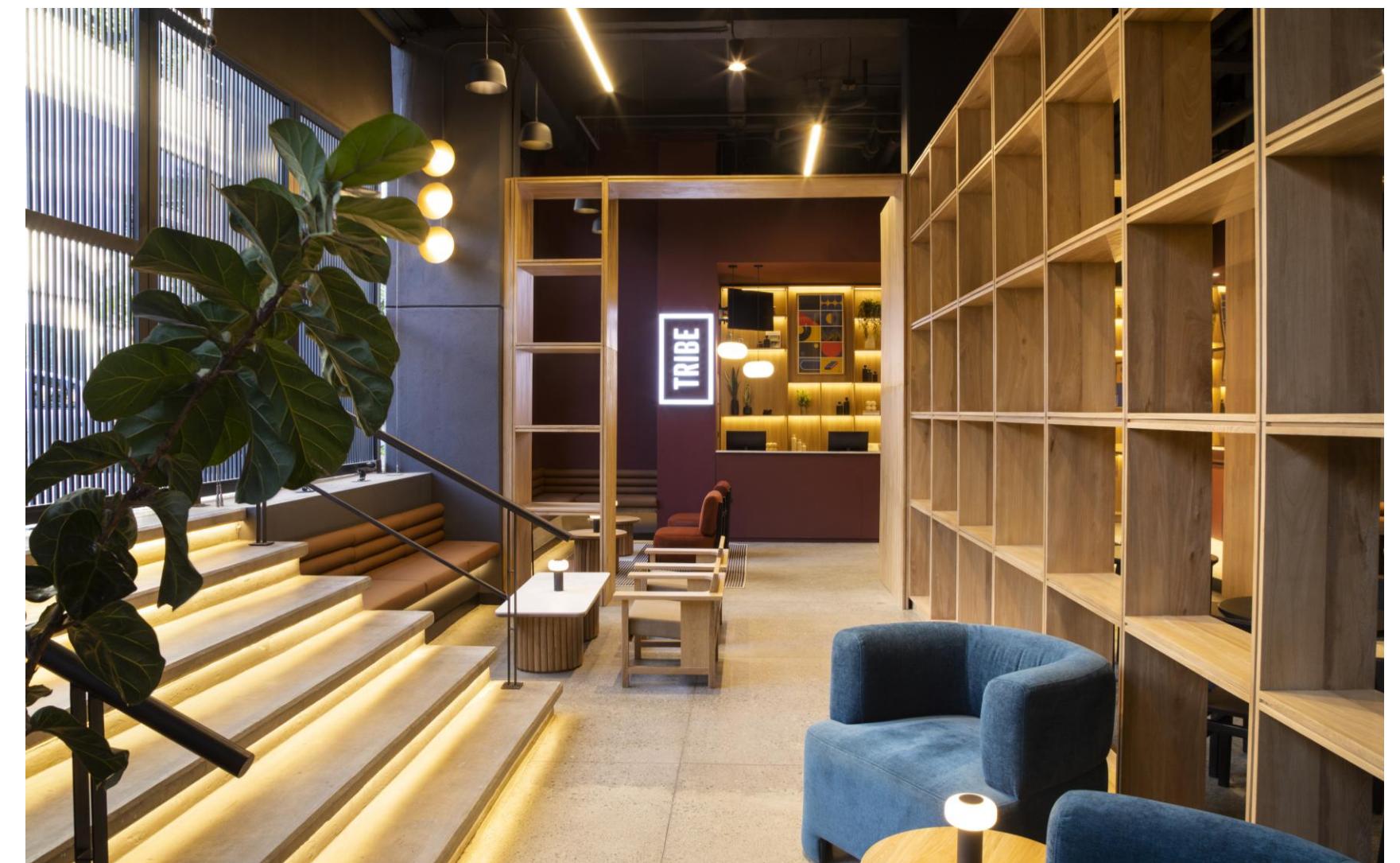
81 rooms

URBAN

 260 roomsTRIBE Phnom Penh, *Cambodia*

URBAN

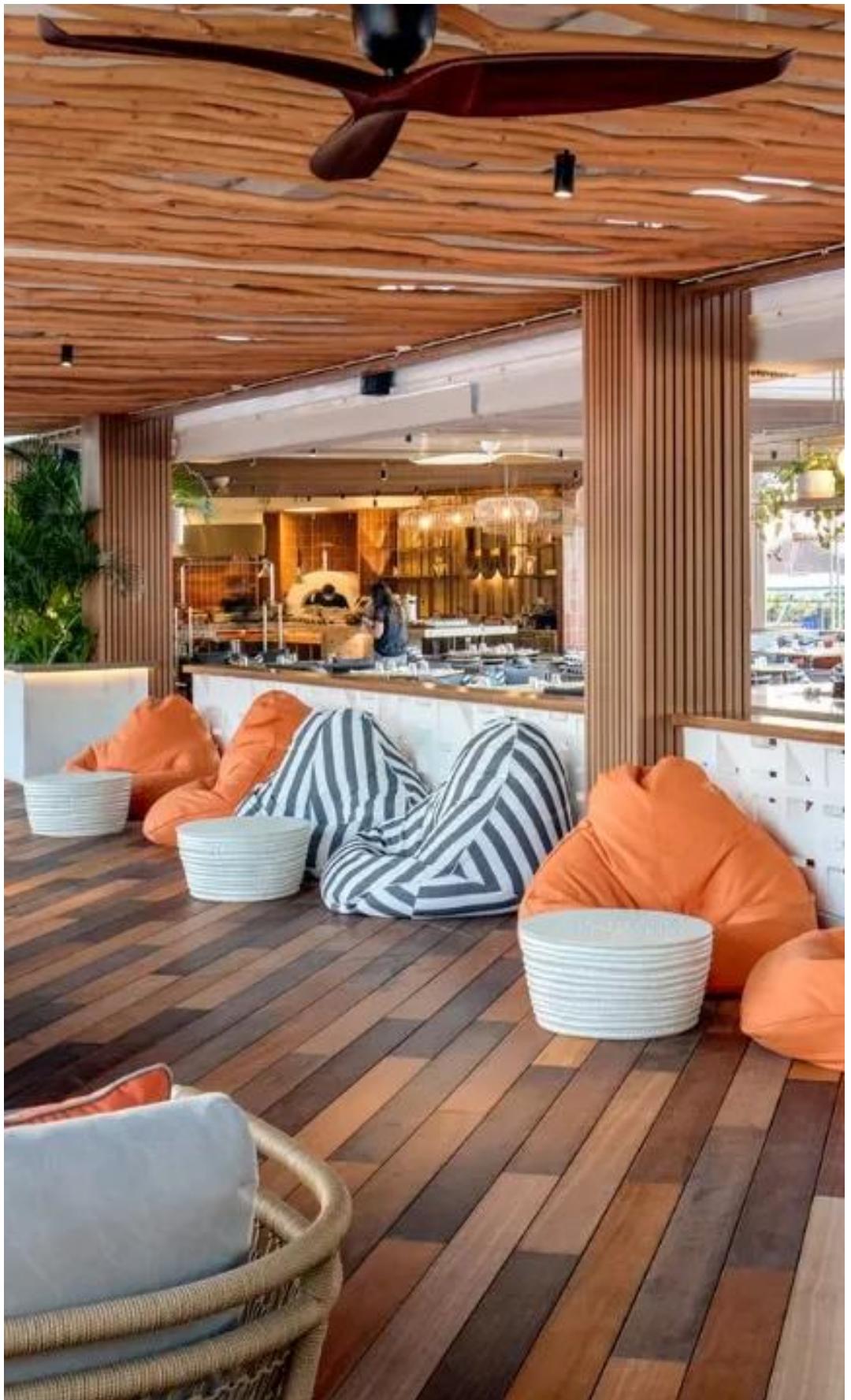
TRIBE Medellin, Colombia



58 rooms



LEISURE & RESORTS

TRIBE Bali Kuta Beach, *Indonesia*

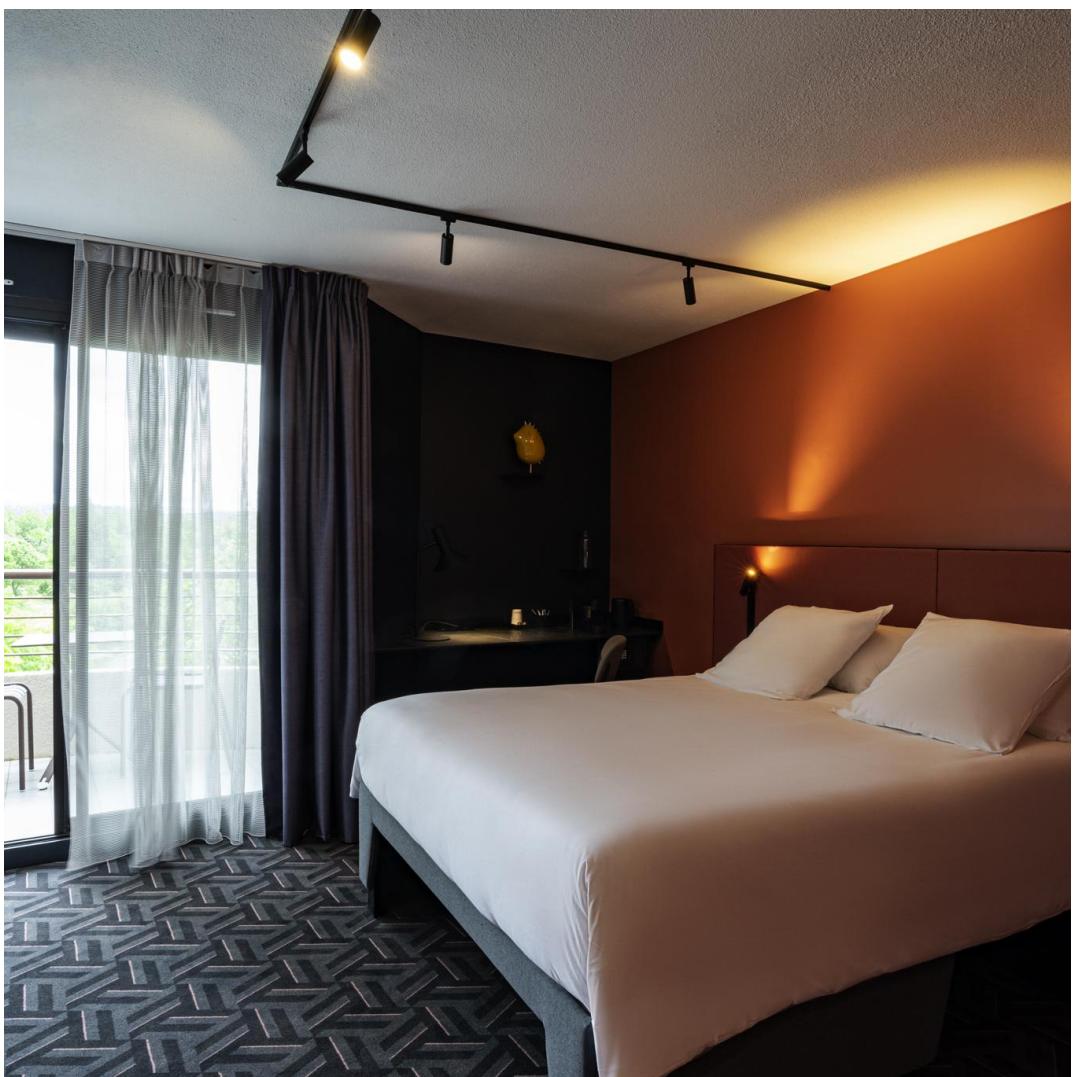
 168 rooms

LEISURE & RESORTS

TRIBE Carcassonne, France



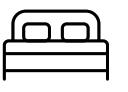
70 rooms



LEISURE & RESORTS

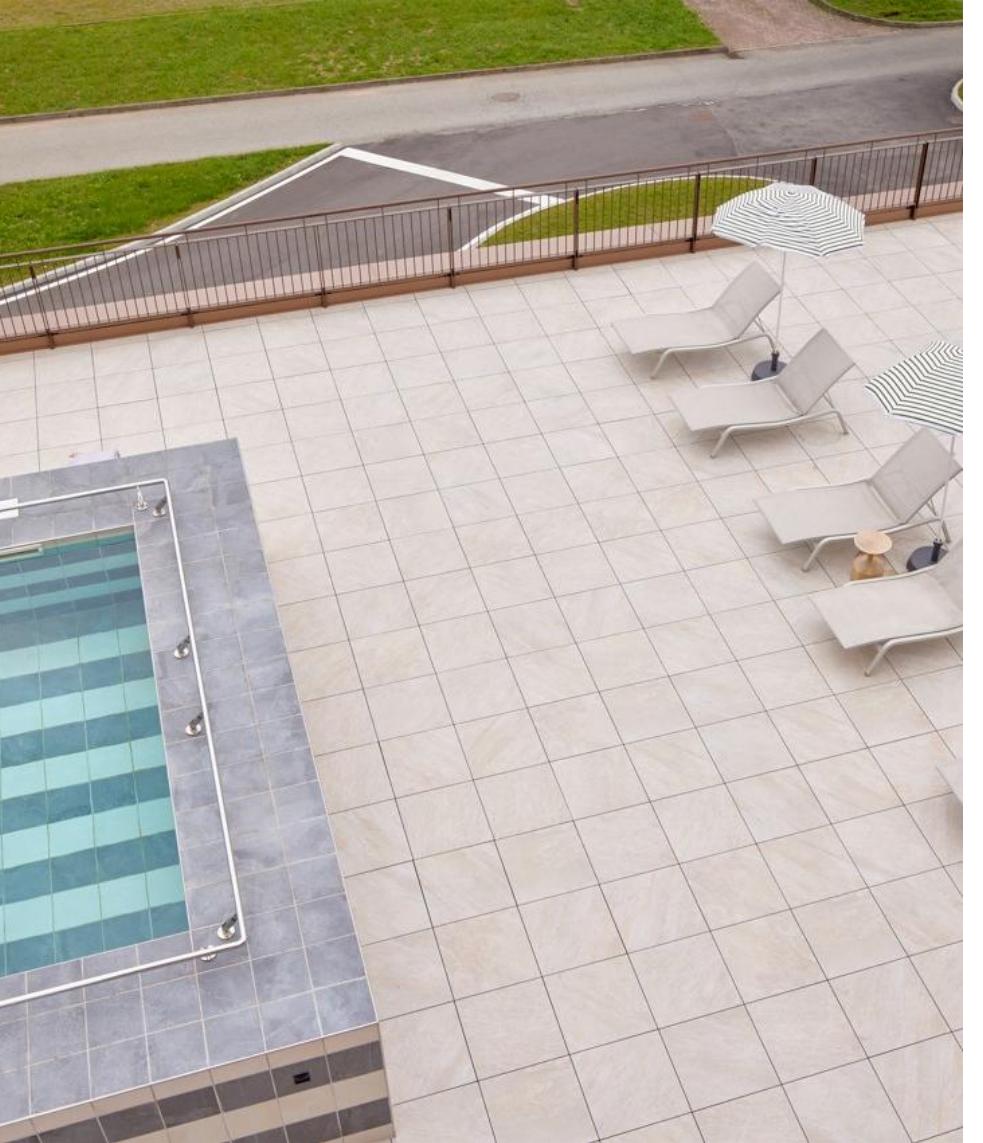
TRIBE Le Touquet, France



 59 rooms



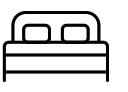
AIRPORT



TRIBE Milano Malpensa - Vizzola Ticino, Italy

 240 rooms

LIVING

 272 rooms

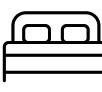
TRIBE Living Bangkok Sukhumvit 39, Thailand



COMBO

TRIBE Budapest Stadium, *Hungary*

Combination with ibis Hotel (166 rooms)

 166 rooms

TRIBE

Thank
you

