

# Why invest *TRIBE*

# 2026

GLOBAL DEVELOPMENT  
PREMIUM, MIDSCALE & ECONOMY DIVISION



WELCOME TO TRIBE

# Social, served daily

TRIBE celebrates the bold, the diverse, and the intelligently designed, delivering everything guests need and nothing they don't through lively social spaces. Built on a distinctive business model combining compact footprints, bold design, vibrant F&B and a magnetic social vibe, delivering compelling returns.



## WHY TRIBE?

---

# Distinctive Business Model

Join a rapidly growing brand, with a **high brand margin** driven by design-led and social experience  
Benefit from optimized space planning & operational structure, driving high revenue per sqm and resulting in high GOP margins

---

# A brand serving social daily

Leverage a brand that cleverly mixes **high & low through bold design for a premium perception**  
Loved by modern travellers for making everything **effortlessly intentional and intelligently designed in one place**  
Designed for life and connection, it attracts guests and the local community alike by offering **lively social spaces to eat, work and entertain, ensuring social vibe**

---

# Powerful distribution eco-system

Leverage Accor's sales, marketing, distribution & loyalty platform from day 1  
Connecting you with valuable global business & directly contributing 80% of your revenue

---

# A distinctive business model

Chapter

01



*Topline  
Investment  
EBITDA*

TOPLINE

With a global footprint of about 64 hotels open and in the pipeline

TRIBE

	NETWORK	PIPELINE
	<b>27</b>	37
	<b>4,218</b>	6,207

2%

Americas

	<b>2</b>	1
	<b>137</b>	105

64%

Europe & North Africa

	<b>19</b>	24
	<b>3,029</b>	3,620

1%

China & Others

	-	1
	-	136

33%

MEAPAC

	<b>6</b>	11
	<b>1,052</b>	2,346

## INVESTMENT

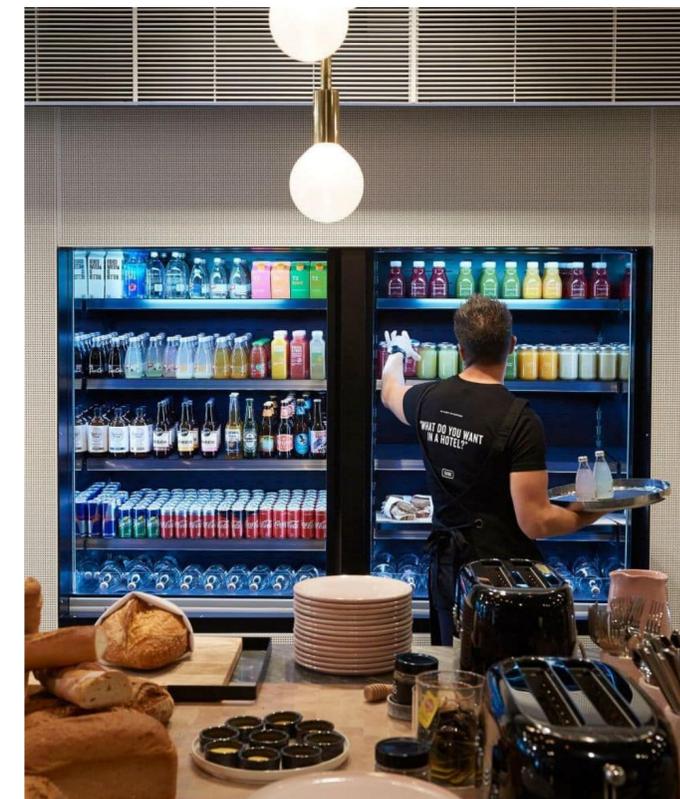
# Optimized operations & space planning

Midscale product with an economy footprint, flexible and vibrant F&B, bold design and a magnetic social vibe



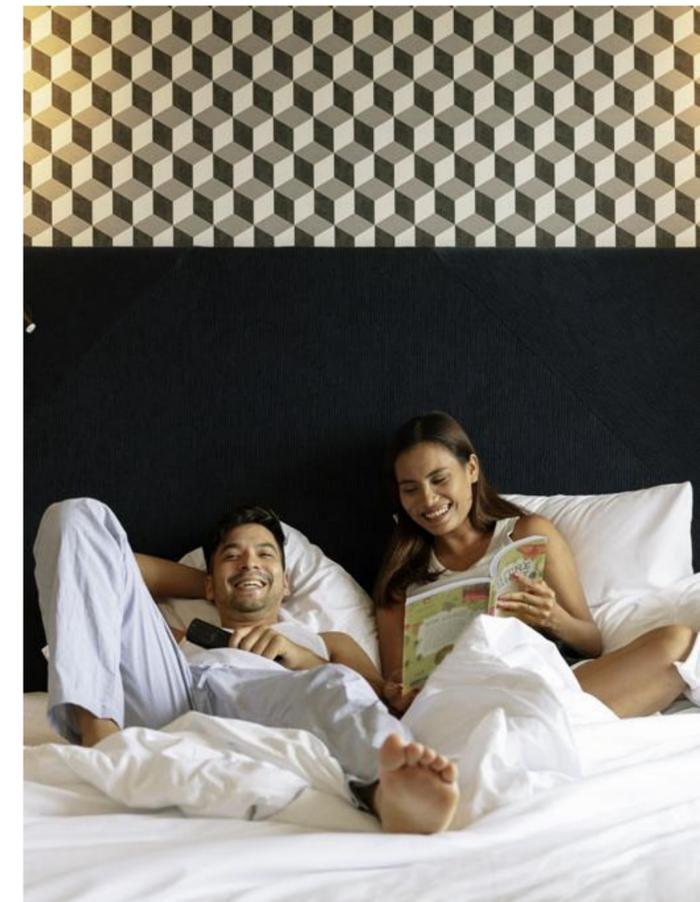
## Compact rooms

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-in restaurant concepts



## Optimized operational structure

No room service  
 No mini-bar  
 No MICE offer

# A brand serving social daily

Chapter

02



*Brand positioning*  
*Guest satisfaction*  
*Top 3 USPs*

## BRAND POSITIONING

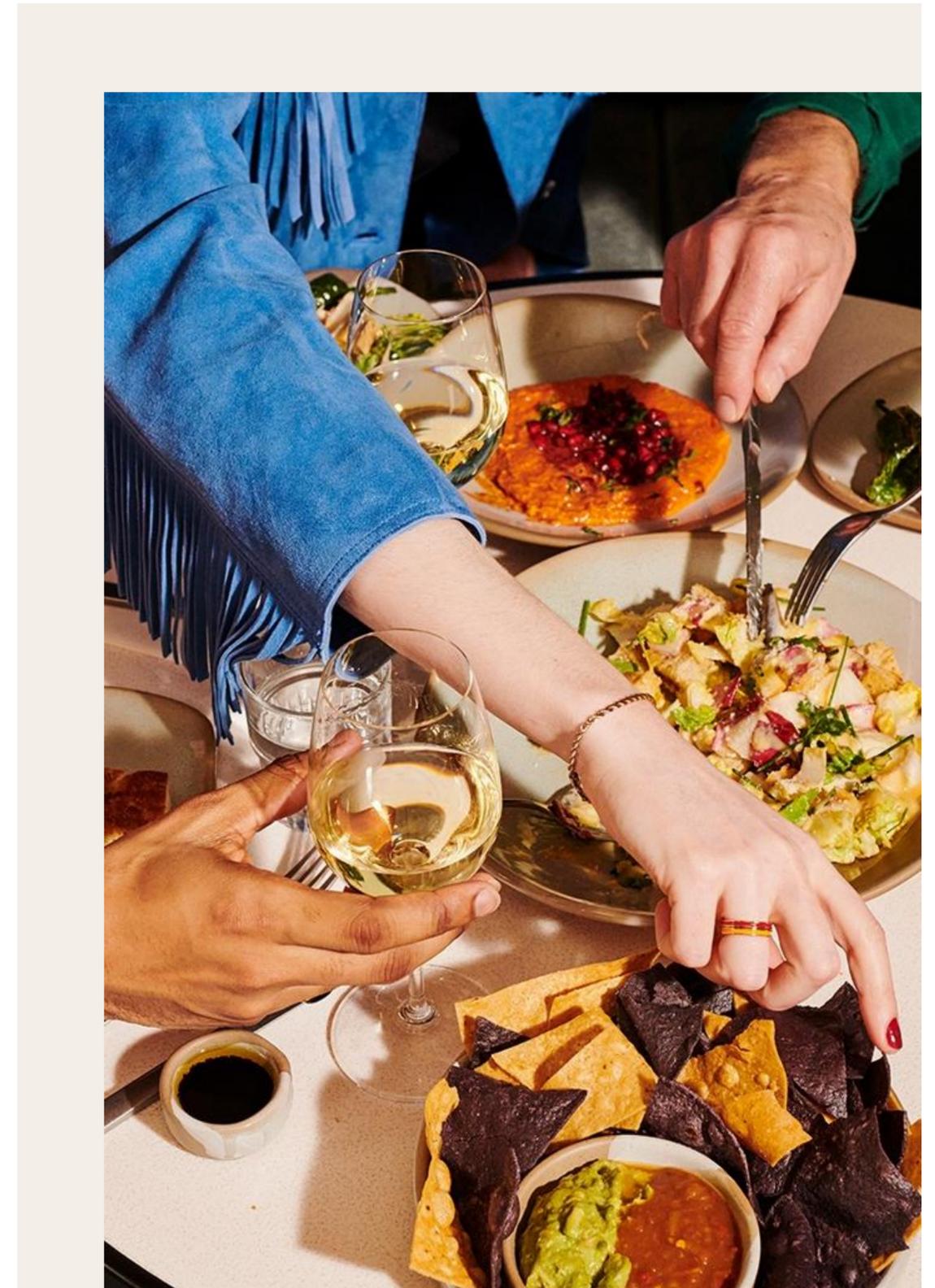
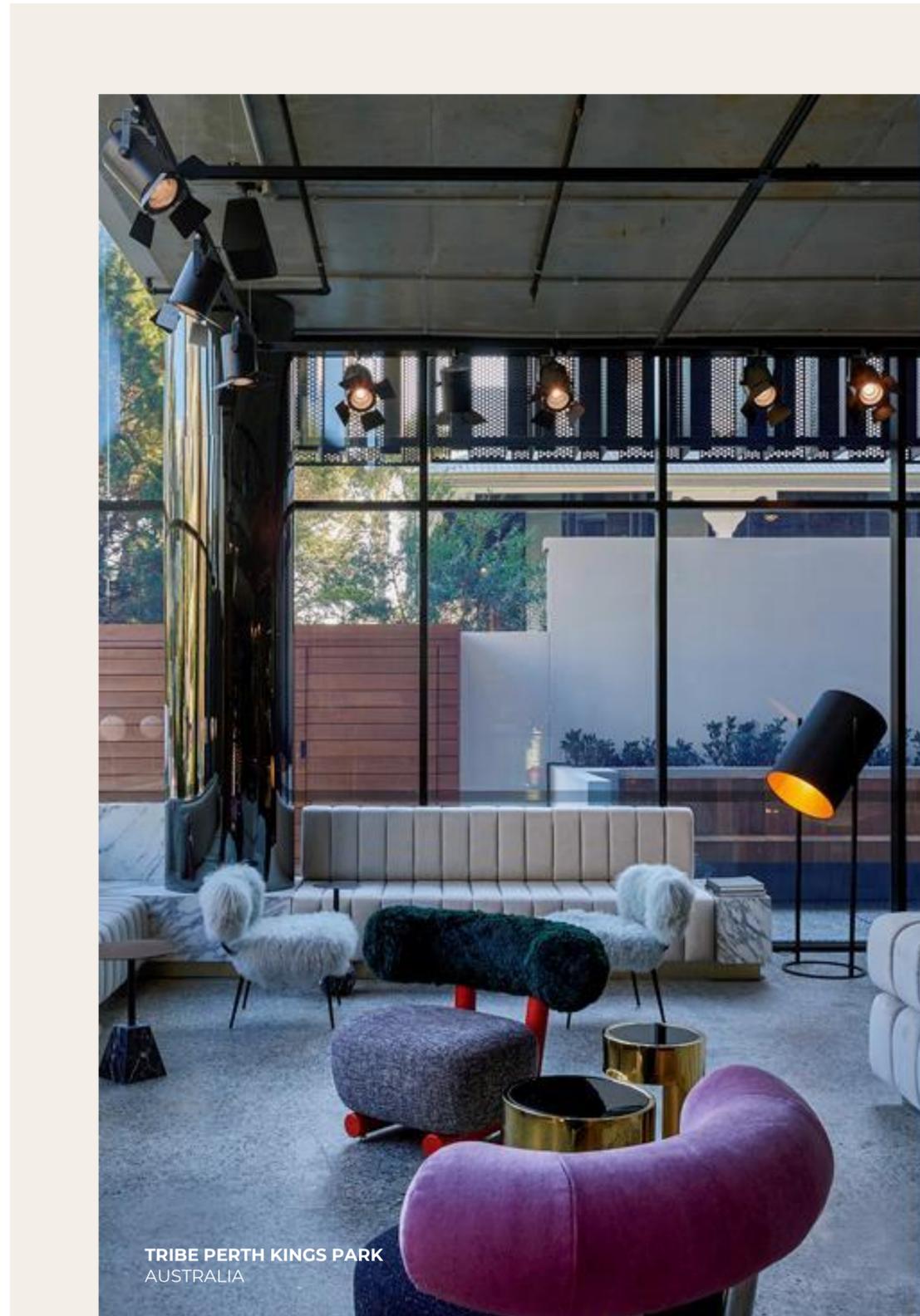
*Be socially magnetic*

TRIBE offers a social destination that sparks connection, creativity and culture daily, drawing people together through cultural curiosity and like minds.

Bold

Intelligent

Social



## TOP #3 USPS

# TRIBE's promise to cultural travellers



# 1

TRIBE cleverly mixes high & low through bold design for a premium perception



# 2

TRIBE makes everything effortlessly intentional and intelligently designed in one place.



# 3

TRIBE offers relaxed social spaces for guests and the local community alike, to eat, work and entertain, ensuring a social vibe



## TRIBE cleverly mixes



high & low through bold  
design 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.

### #1 Room Comfort\*

Sentiment score at 92.7  
vs competitors 82-91

+67% on Stylishness attribute\*\*

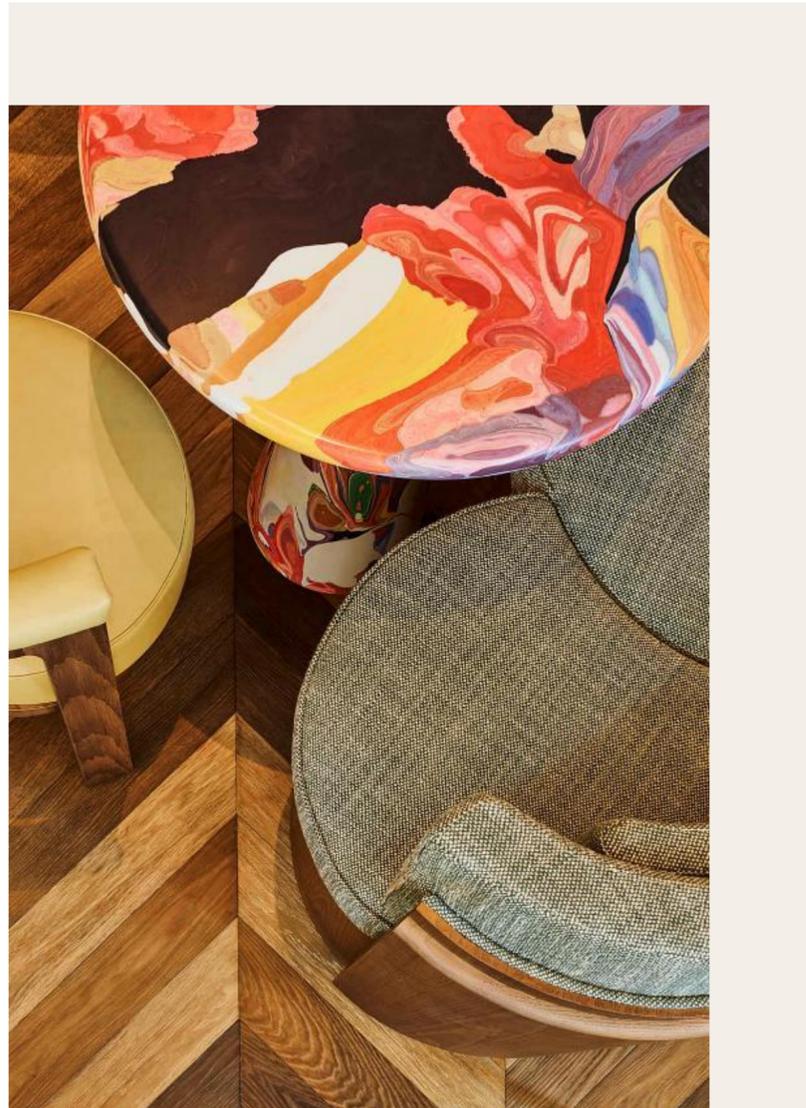
x4.5 more on Luxury attributes  
vs competitors

\*Sentiment Score Competitors includes: Citizen M and Moxy  
Source: Trust You 2025

\*\*Travelsify 2025 (Ruby, Aloft, CitizenM, NHow, Moxy)



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  
effortlessly intentional



& intelligently designed



### Thoughtful curation

Everything guests need, nothing they don't.  
High value, low friction.

### No room service but 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.

### Barista coffee by day, signature cocktails by night

Bar is at the core of TRIBE lifestyle experience and atmosphere changes with the mood. Whether guests want to check-in, grab a coffee or enjoy happy hour drinks, they know where is the place to be.

**+30% on social spaces attribute\***  
vs competitors

\*Competitors include: Citizen M and Moxy  
Source: Travelsify 2025



24/7 grab & go offer



Barista coffee and signature cocktails

Lifestyle Restaurant concepts





## TRIBE attracts



guests and the local  
community alike



### Relaxed social spaces

Our 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 is animated by passionate teams sharing the TRIBE vibe.

### Social events

Internal or external, TRIBE creates social and cultural events for like-minded community to connect and entertain.

**+101% on Nightlife & Entertainment\***  
**x5.5 more on Social vibe attribute**  
vs competitors



Relaxed social spaces



Friendly atmosphere

Social events





## GUETS JOURNEY & EXPERIENCE

# TRIBE core must-haves

## BRAND MARKERS

### Social spaces

Statement furniture & curated decor  
 Charging points & Fast Wi-Fi  
 Seating zones  
 Fragrance  
 Uniforms

### Room

In-room Art Curation  
 TV with mirroring  
 TRIBE signature bed & luxe bedding  
 Complimentary Nespresso machine, tea & kettle, bottled water

### Bathrooms

Rain shower  
 Kevin Murphy Amenities (dispenser)

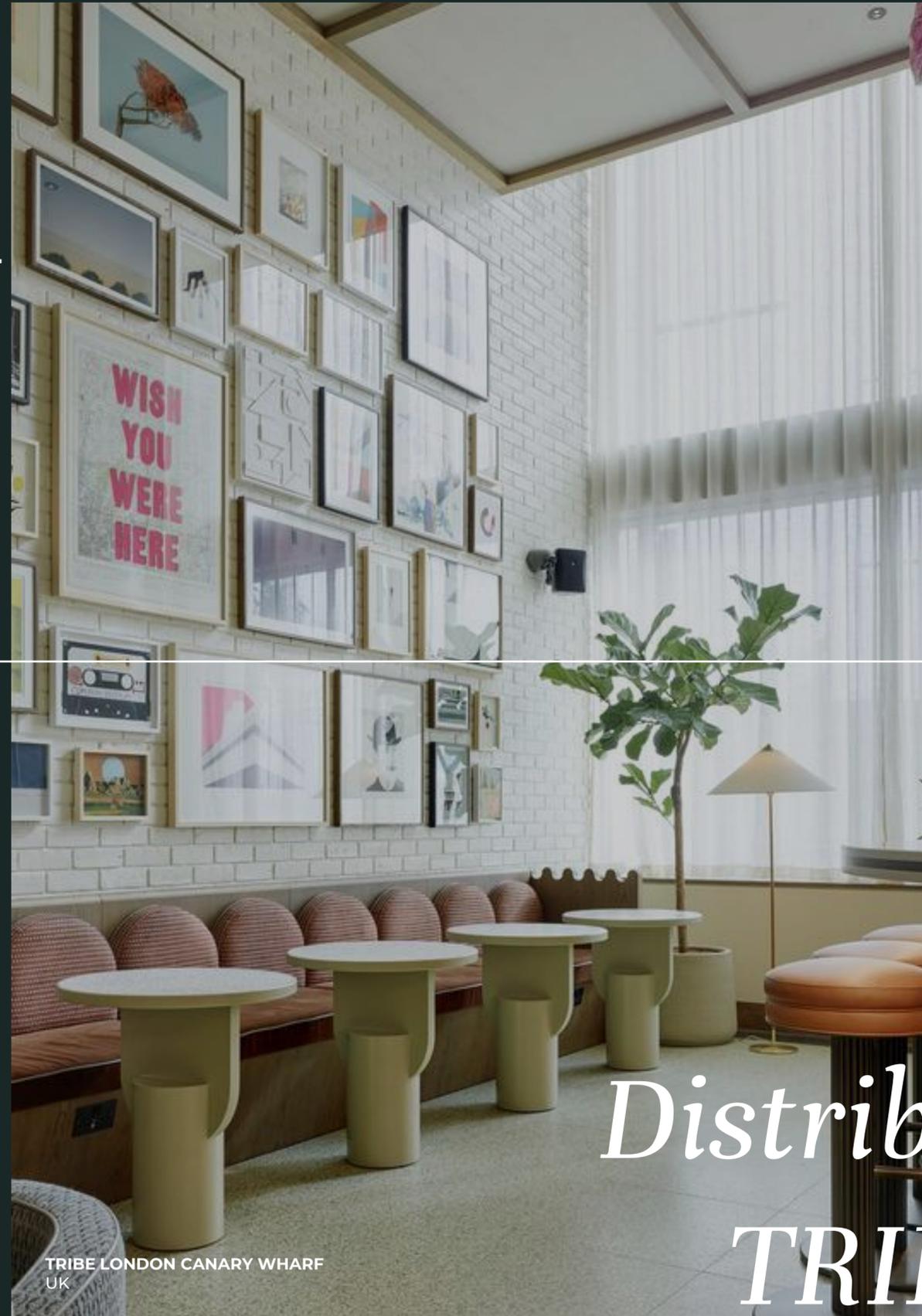
### F&B

Buffet breakfast  
 Barista coffee  
 24/7 Grab & Go  
 Cocktail Bar  
 TRIBE TABLE or stand-alone restaurant (optional)

# Powerful distribution eco-system

Chapter

03



*Accor Sales,  
Distribution & Loyalty  
TRIBE Digital Scale*

CONNECT YOUR HOTEL

To the widest distribution ecosystem

140+

CONNECTED PARTNERS

Included Search / Metasearch / OTA / GDS / IDS, both Global and Regional

AND ACCESS

A global sales office with strong expertise

400+

SALES PROFESSIONALS

Across

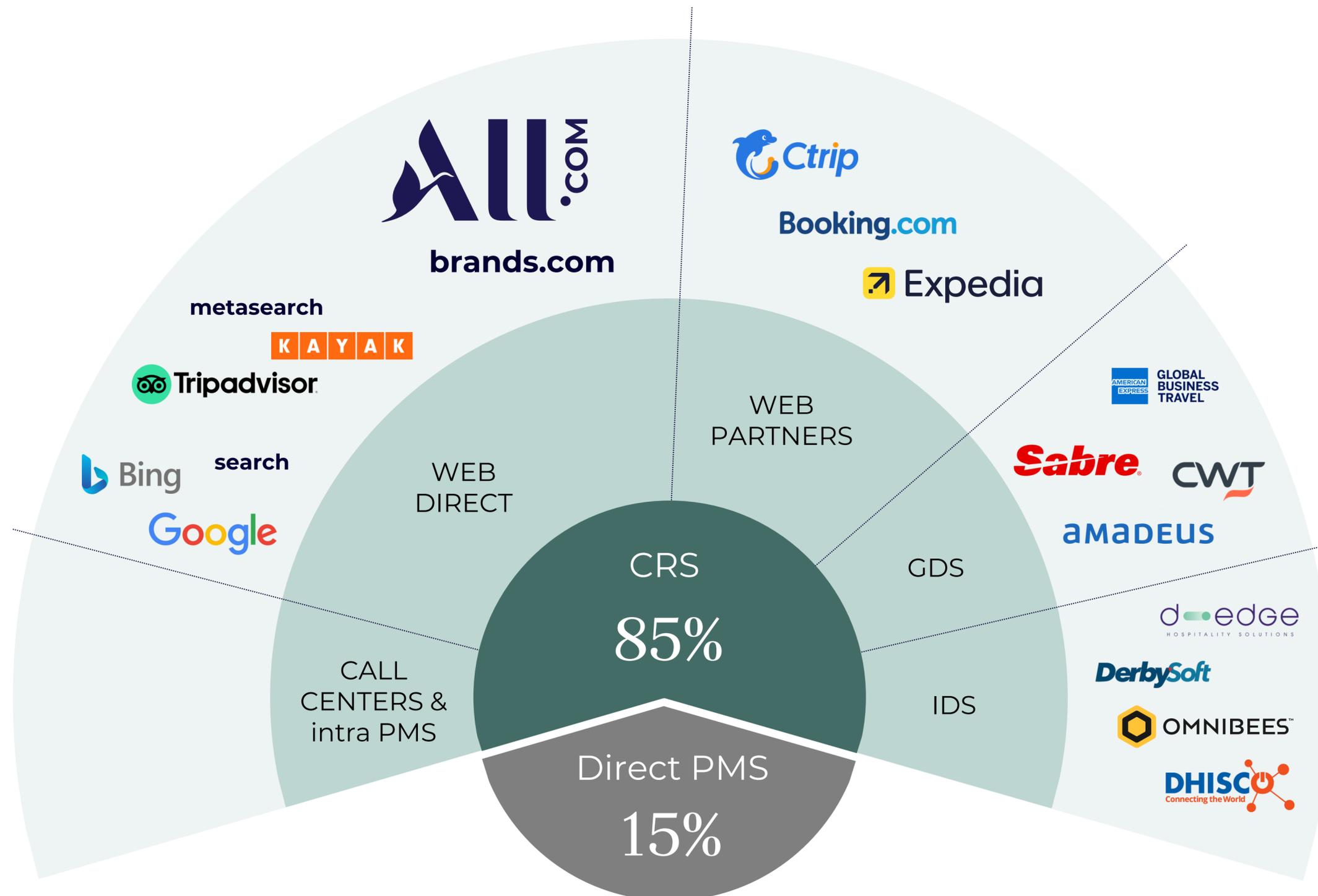
34

COUNTRIES

Covering

80%

OF THE GLOBE

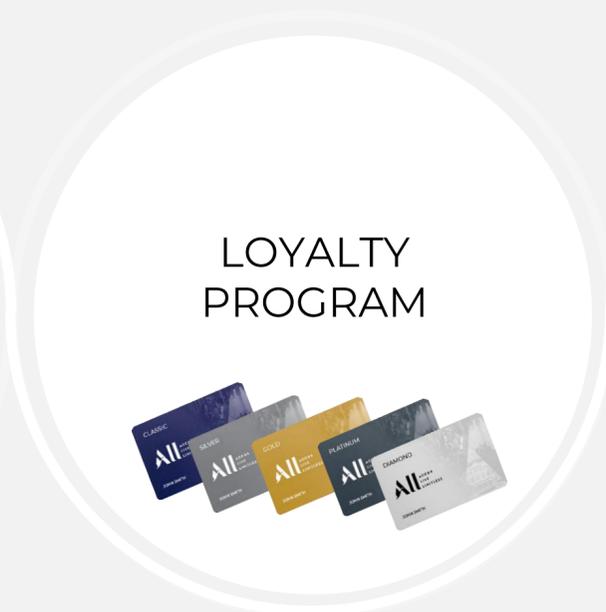


Including best OTA discounted rates



BENEFIT FROM

# A solid web direct and best loyalty program ALL Accor



## 40+ brands

FEATURED ON ALL.COM

## 110M+

MEMBERS

## 360M+

VISITS/YEAR

## 140+

PARTNERS

## 550K+

SUBSCRIPTION CARDHOLDERS

## Strong revenue contribution for hotels

ALL ROI FOR OWNERS

# x8

AWARDS SINCE LAUNCH

# 39



TRIBE DIGITAL FOOTPRINT

# Boost direct sales with TRIBE digital footprint

---

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

---

 @tribe\_hotels **18K**  
FOLLOWERS

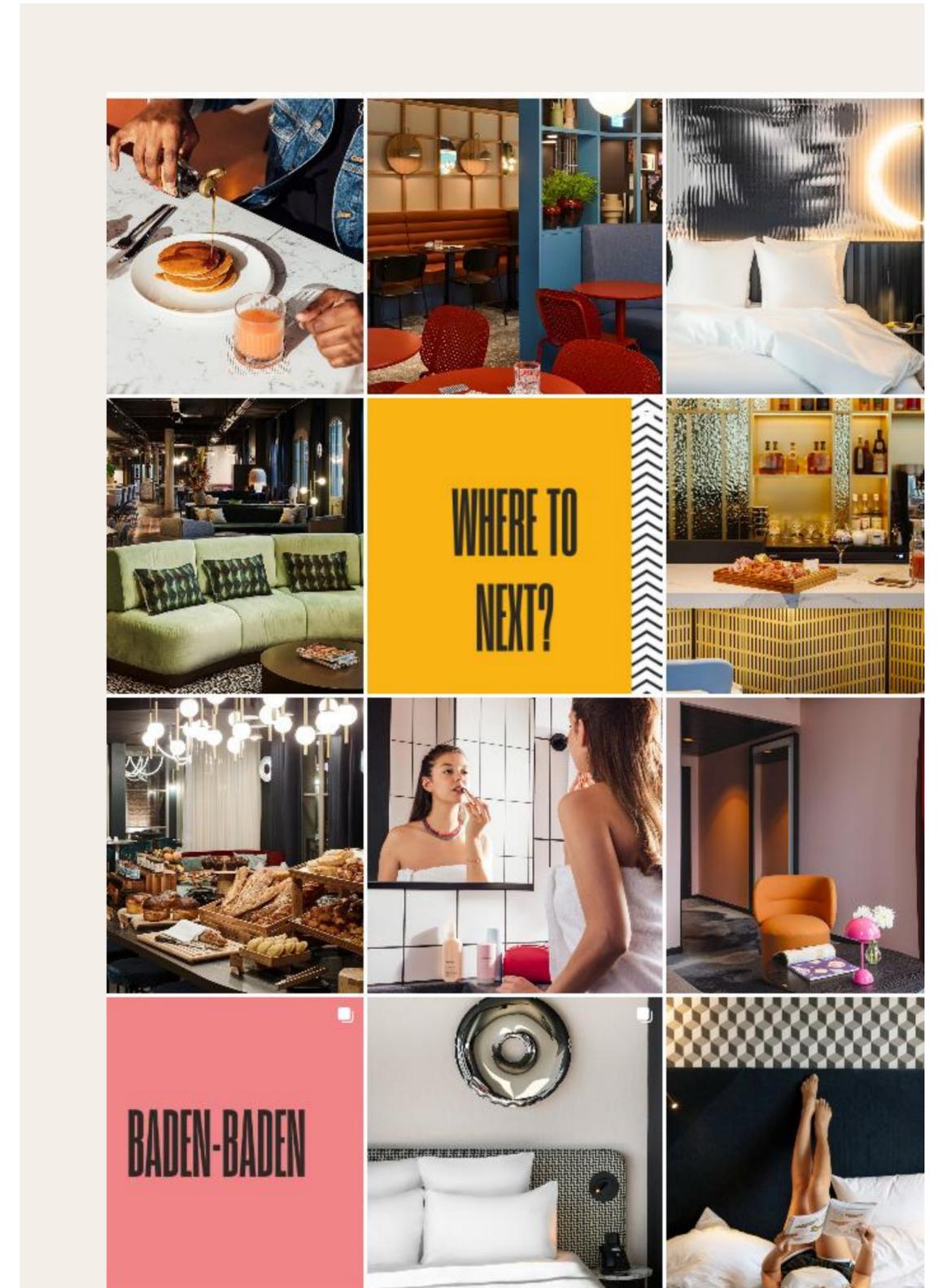
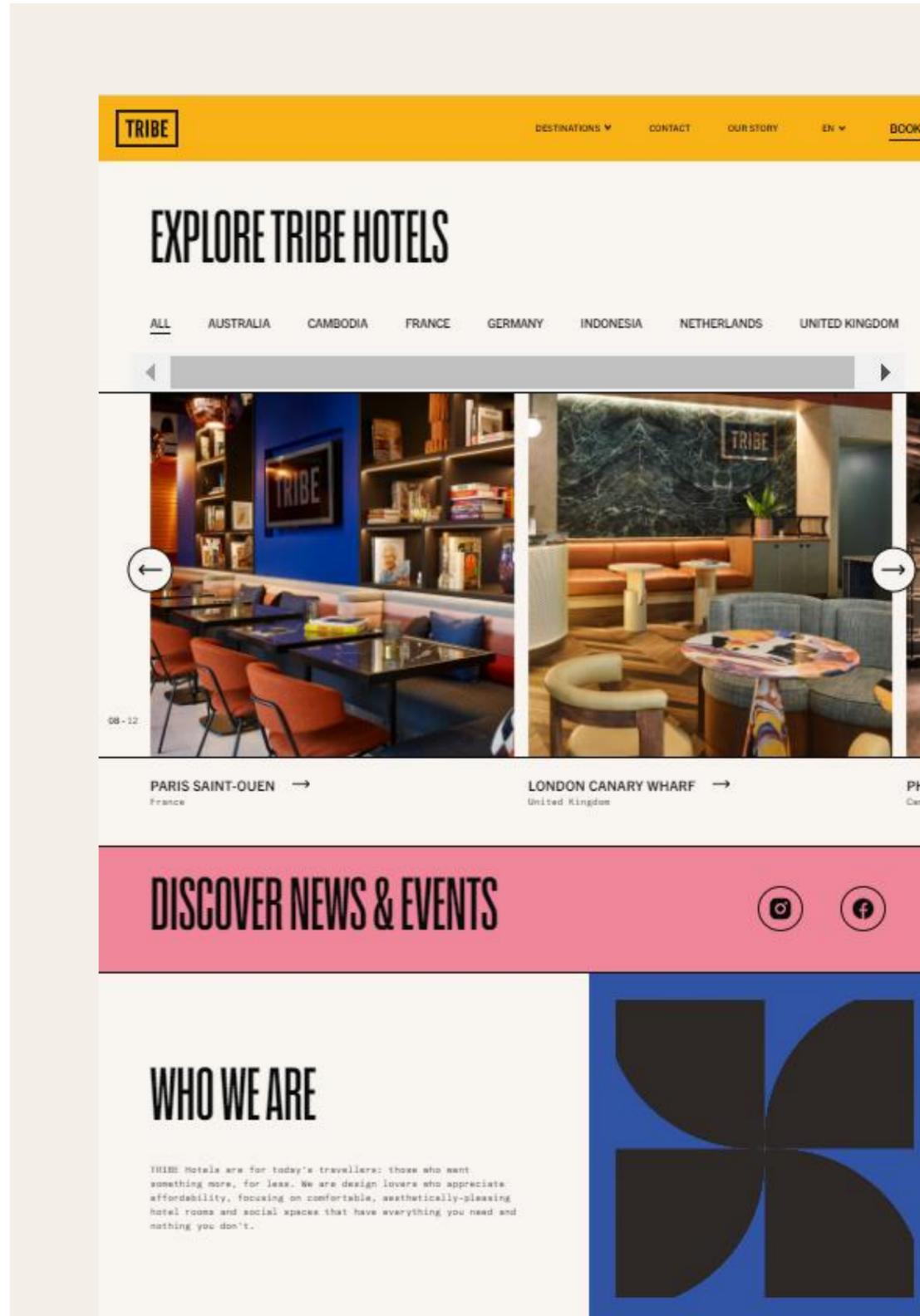
---

 TRIBE Hotels **12K**  
FOLLOWERS

---

 TRIBE hotels **12K**  
FOLLOWERS

---



# Development Criteria

Chapter

04



*Hotels*  
*Extended Stay*  
*Mixed-Use*



## HOTELS

# Hotels Development Criteria

TRIBE hotels fit equally new builds and conversions projects

	<b>WW</b>
NUMBER OF KEYS	120+
ROOM SIZE	17-22 SQM
TGFA	35-45 SQM

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

### **MUST-HAVES**

- Breakfast offer
- Lobby bar
- Grab & Go
- Fitness
- Work in the lobby

### **NICE-TO-HAVES**

- Restaurant offer
- Wellness area or Spa
- Swimming Pool
- Co-working dedicated area
- Meeting Room
- Retail Shop
- Executive Room
- Junior Suite
- Family Room



TRIBE MEDELLIN  
COLOMBIA

RESORTS

# Hotels Development Criteria

TRIBE hotels fit equally new builds and conversions projects

	WW
NUMBER OF KEYS	120+
ROOM SIZE	22-27 SQM
TGFA	40-55 SQM

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

**MUST-HAVES**

- Breakfast offer
- Restaurant offer
- Lobby bar
- Grab & Go
- Fitness

**NICE-TO-HAVES**

- Wellness area or Spa
- Swimming Pool
- Sport facilities
- Work in the lobby
- Meeting Room
- Retail Shop



## EXTENDED STAY

# Extended Stay Development Criteria

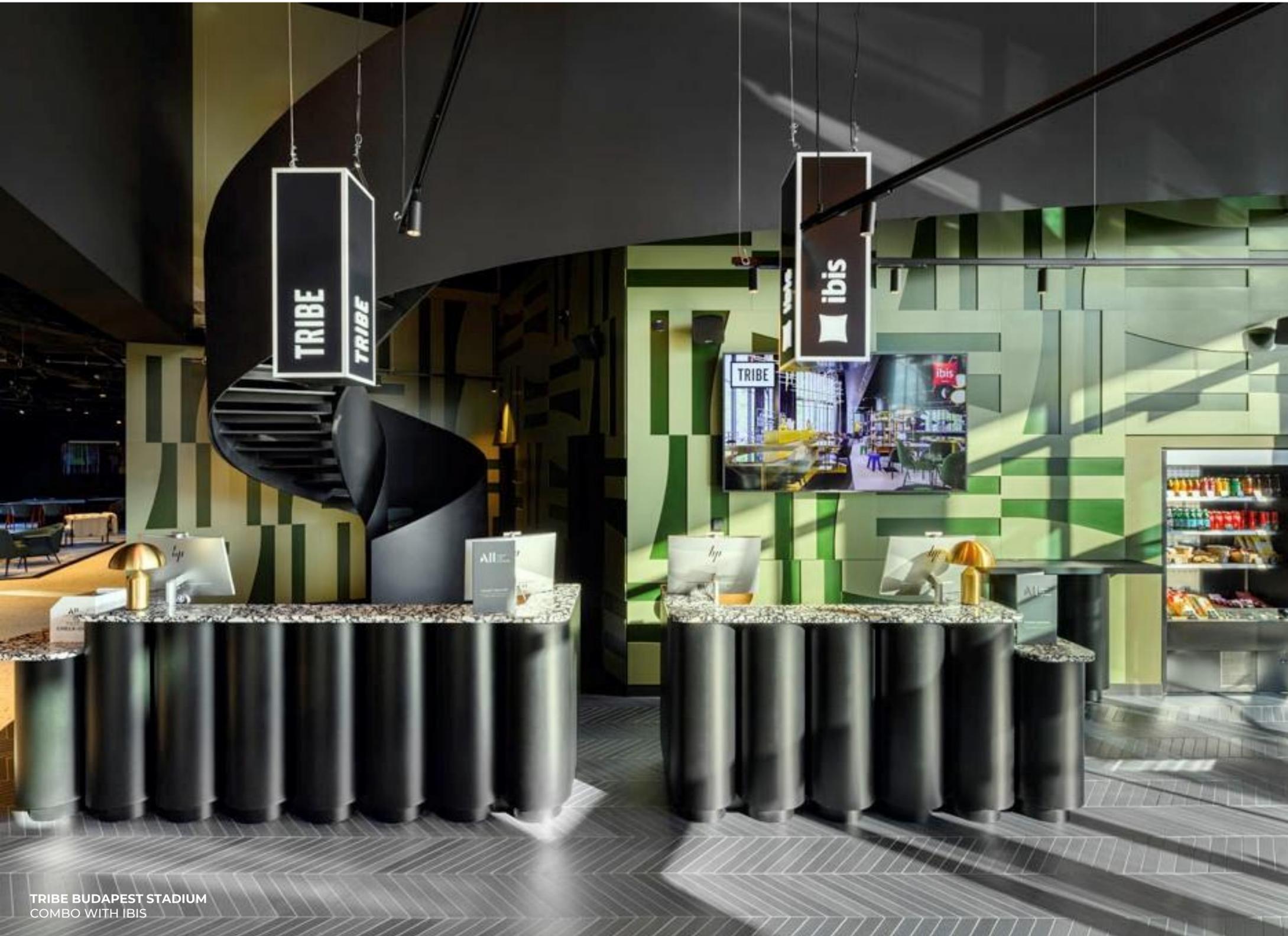
	WW
NUMBER OF KEYS	100-200
ROOM SIZE	Guest Room (Standalone Living) 20 sqm (10%)
	Studio 25 sqm (60%)
	2 Beds 35 sqm (30%)
TGFA	35 sqm

**MUST-HAVES**

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

**NICE-TO-HAVES**

Breakfast offer  
Restaurant offer  
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

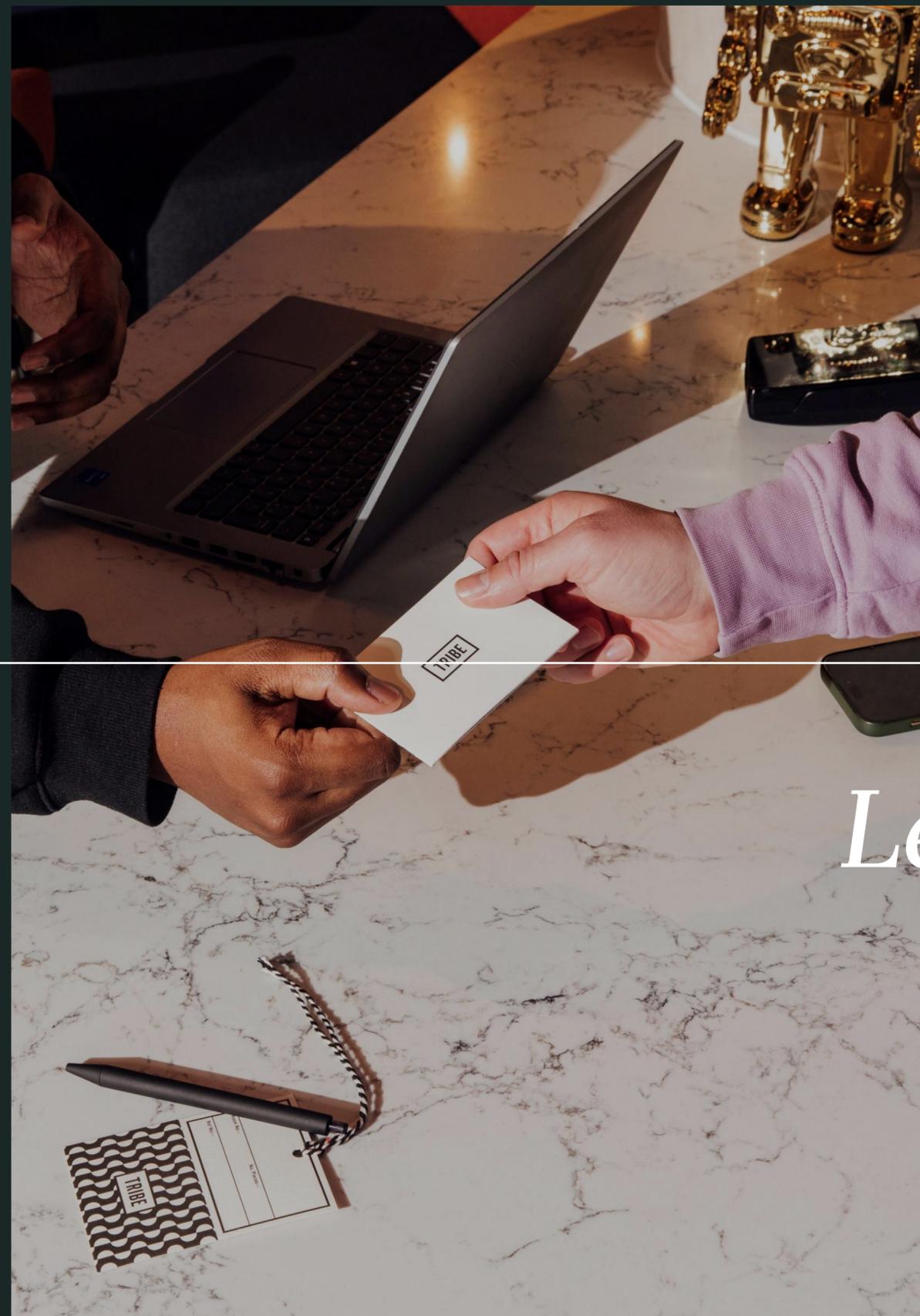
Strong ROI for mixed-use projects combining TRIBE hotel with:

- EXTENDED STAY
- COWORKING
- COMBO WITH ECONOMY BRAND



# TRIBE Network

Chapter



05

*Urban  
Leisure & Resorts  
Airport  
Extended Stay  
Combo*

URBAN

TRIBE Belo Horizonte Savassi, *Brazil*

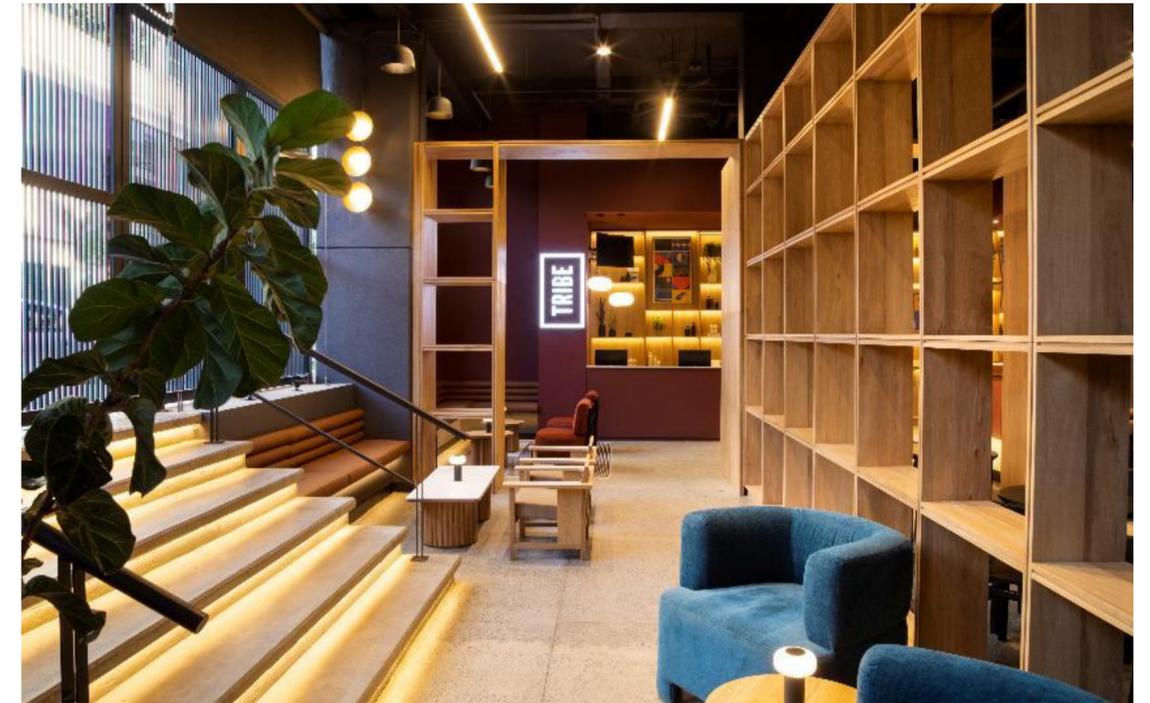


 79 rooms



URBAN

TRIBE Medellin, *Colombia*



 58 rooms



URBAN

TRIBE Perth Kings Park, *Australia*



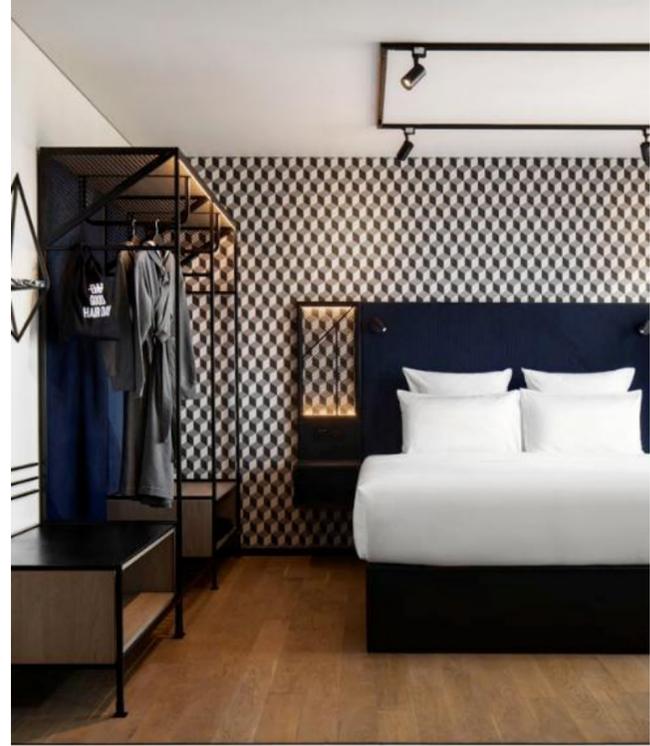
 126 rooms





Why invest - TRIBE

URBAN



TRIBE network

P30



260 rooms

TRIBE Phnom Penh, *Cambodia*

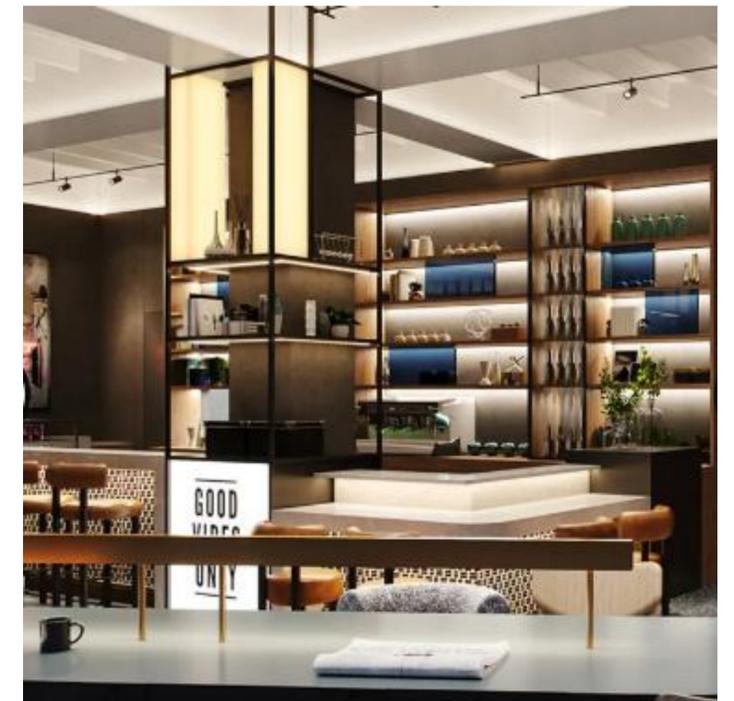


URBAN

TRIBE Auckland Fort Street, *New Zealand*



 60 rooms



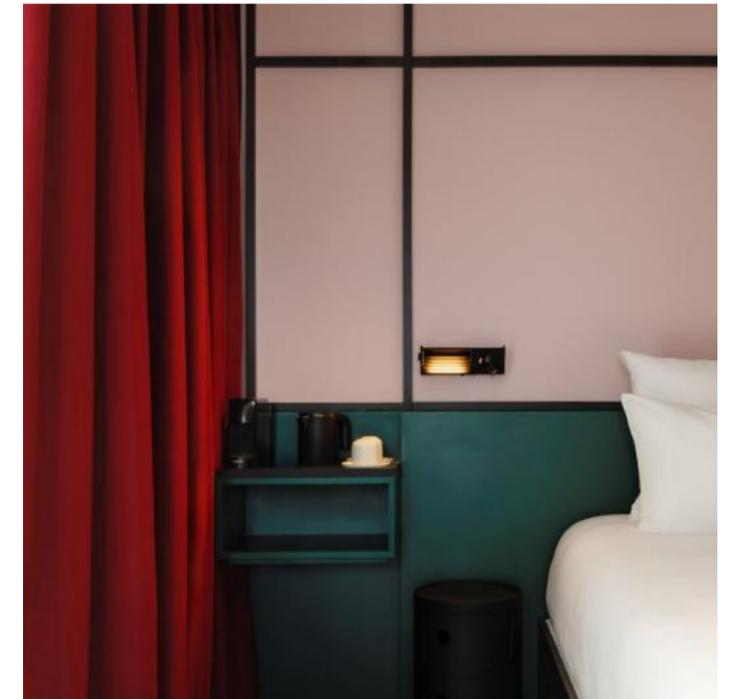


URBAN

TRIBE Lyon, *France*



 97 rooms

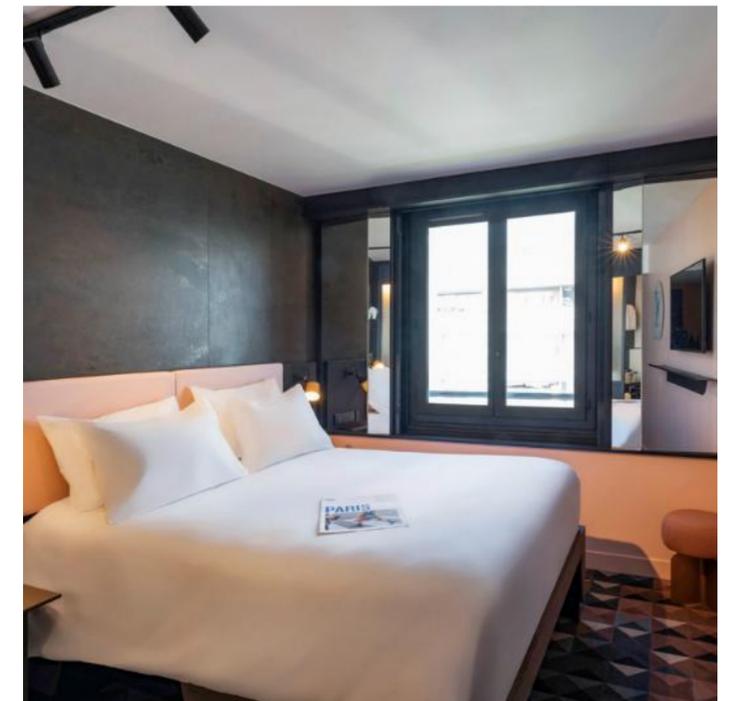


URBAN

TRIBE Paris Batignolles, *France*



 79 rooms





Why invest - TRIBE

URBAN

TRIBE Paris Clichy, *France*



 120 rooms



URBAN



 184 rooms

TRIBE Paris La Défense, *France*

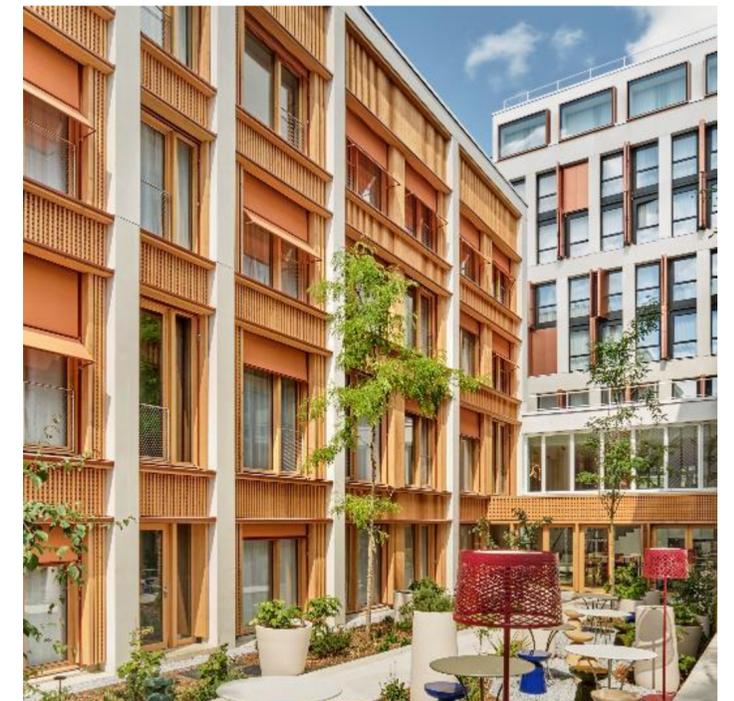


URBAN

TRIBE Paris Pantin, *France*



 131 rooms





Why invest - TRIBE

URBAN



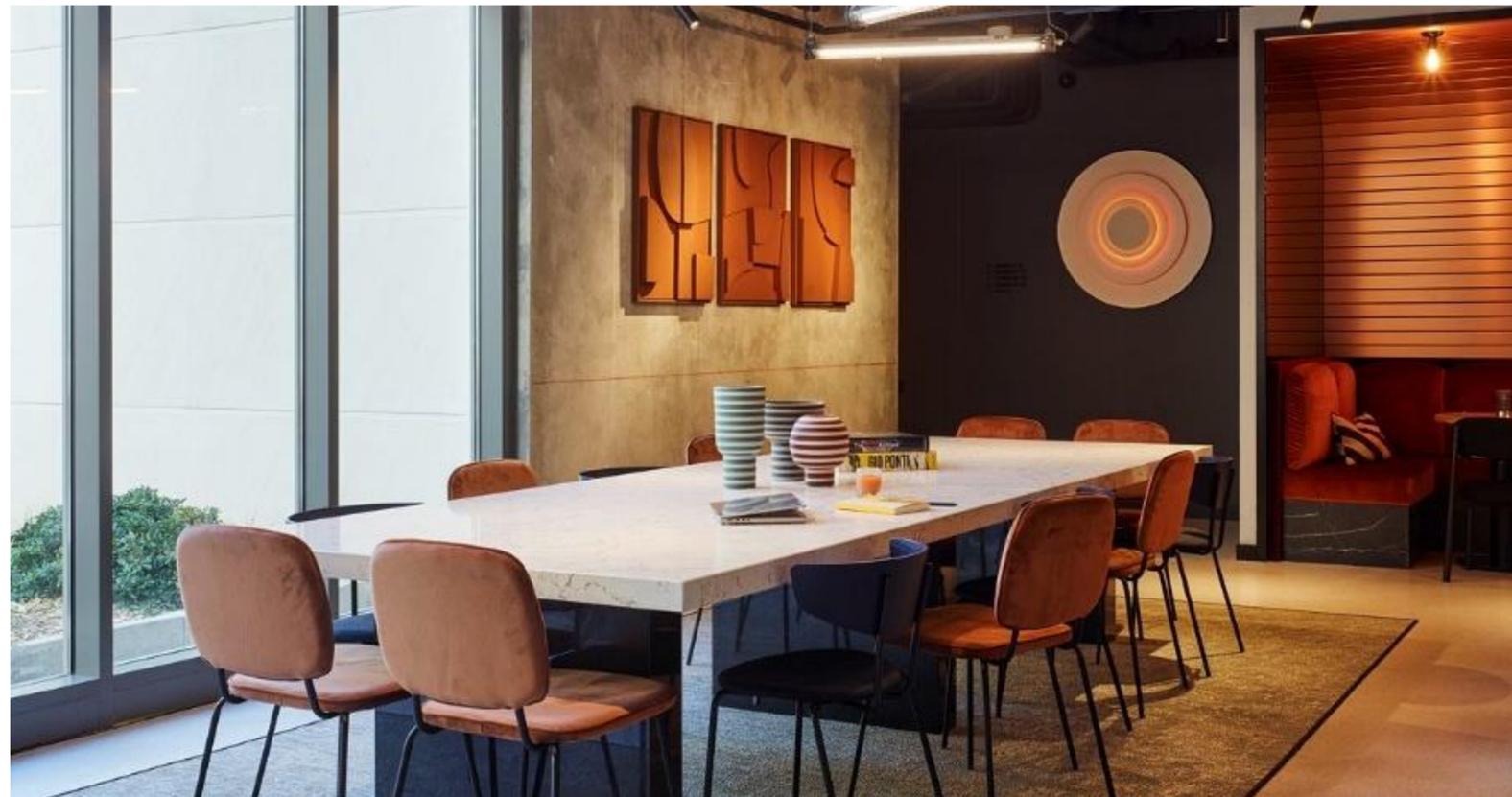
TRIBE network

P37



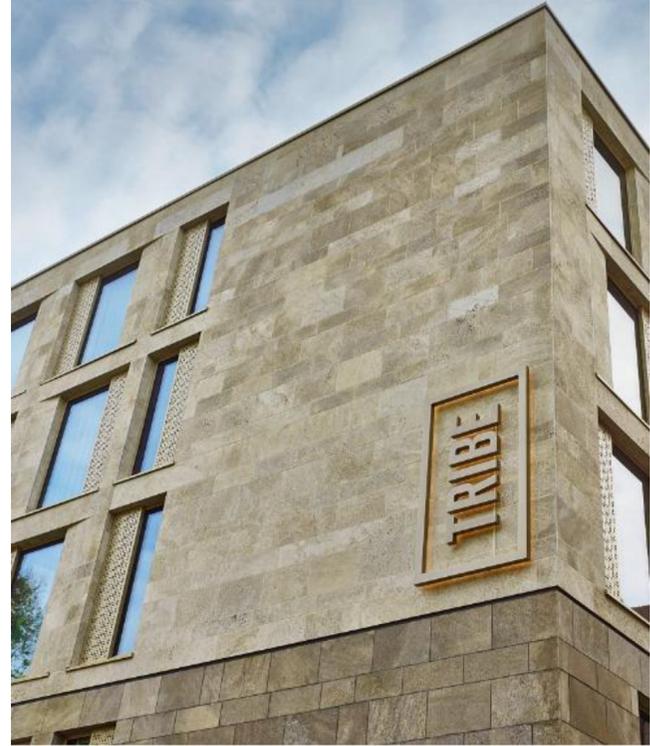
 112 rooms

TRIBE Paris Saint-Ouen, *France*





URBAN



 136 rooms

TRIBE Baden Baden, *Germany*

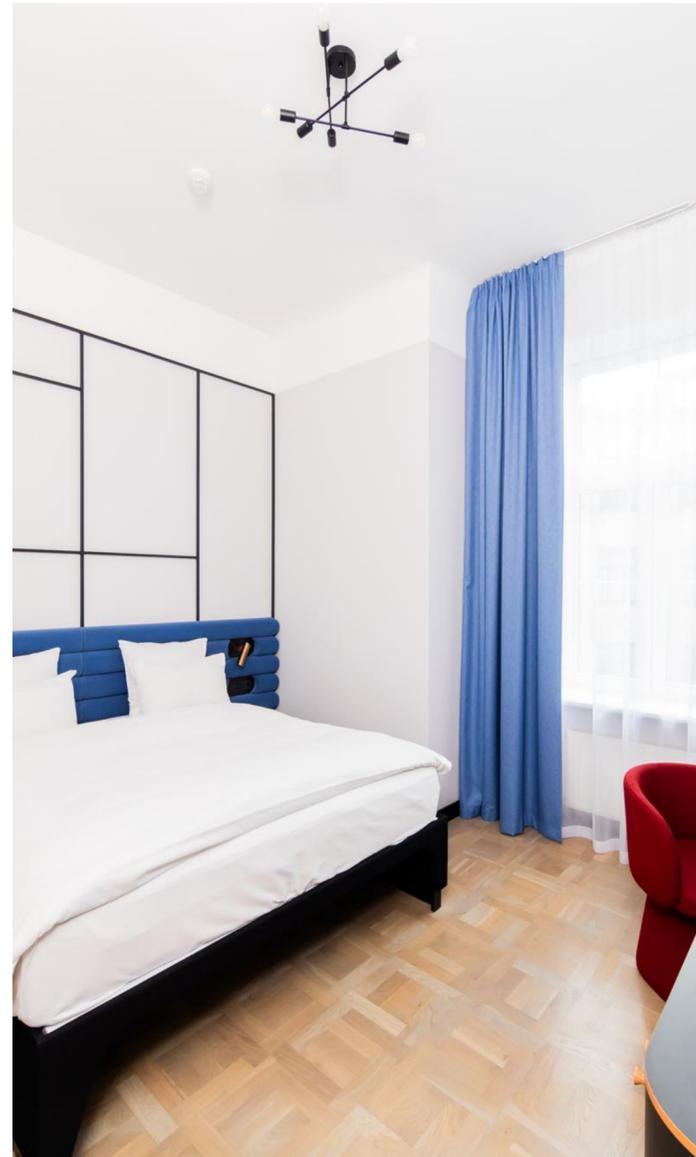




Why invest - TRIBE

URBAN

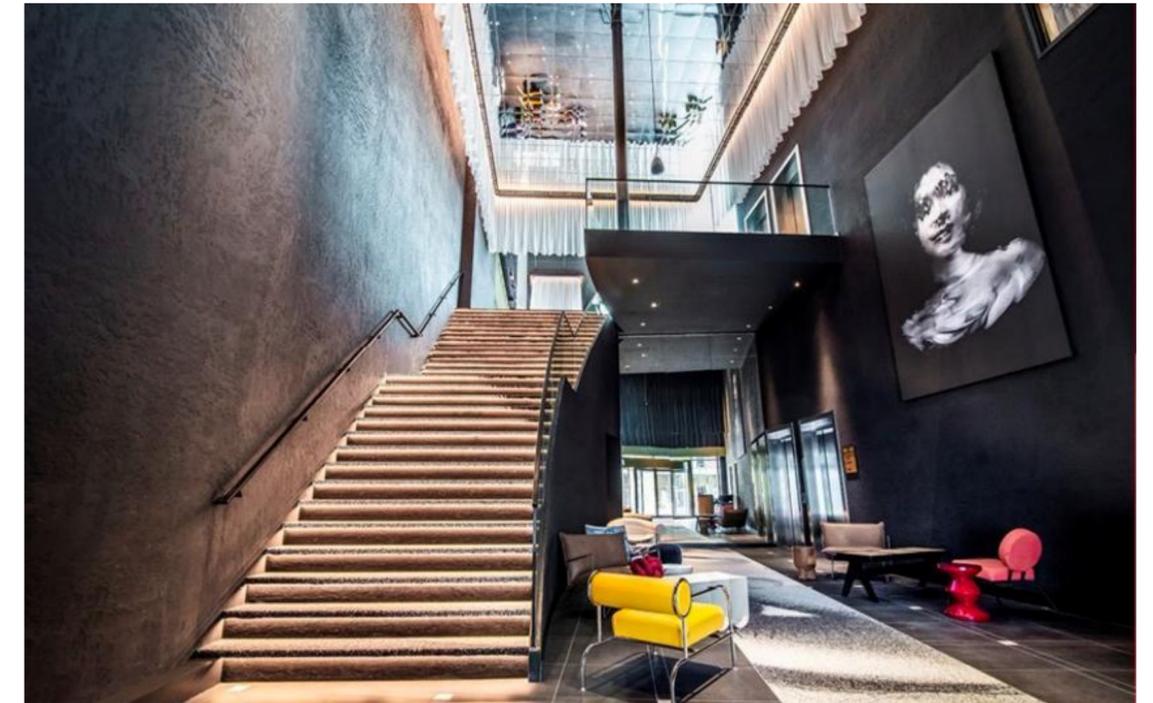
TRIBE Riga, *Latvia*



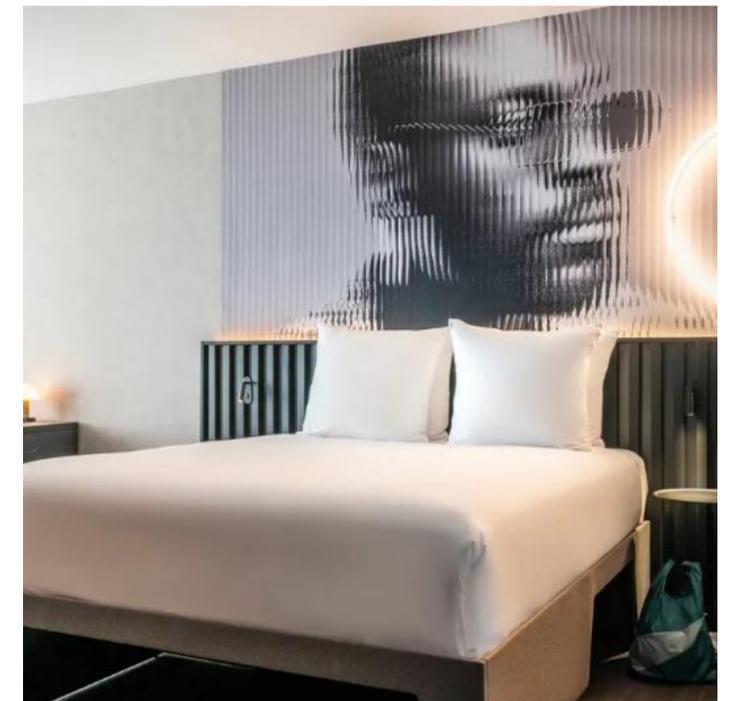
 81 rooms

URBAN

TRIBE Amsterdam, *Netherlands*



 192 rooms



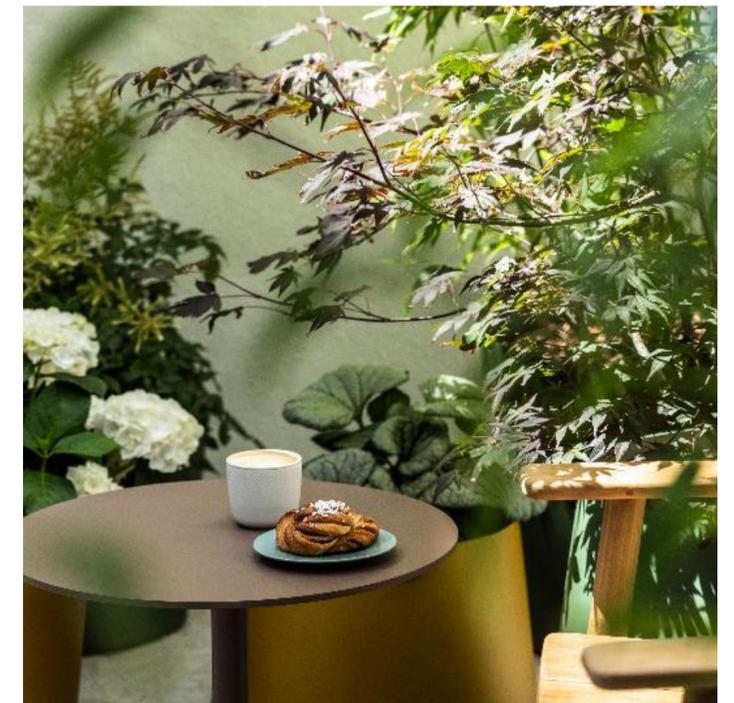


URBAN

TRIBE Krakow Old Town, *Poland*



 168 rooms





Why invest - TRIBE

URBAN

TRIBE London Canary Wharf, *United Kingdom*



 312 rooms



LEISURE & RESORTS

TRIBE Bali Kuta Beach, *Indonesia*



 168 rooms



LEISURE & RESORTS



 187 rooms

TRIBE Phuket Patong Avista, *Thailand*

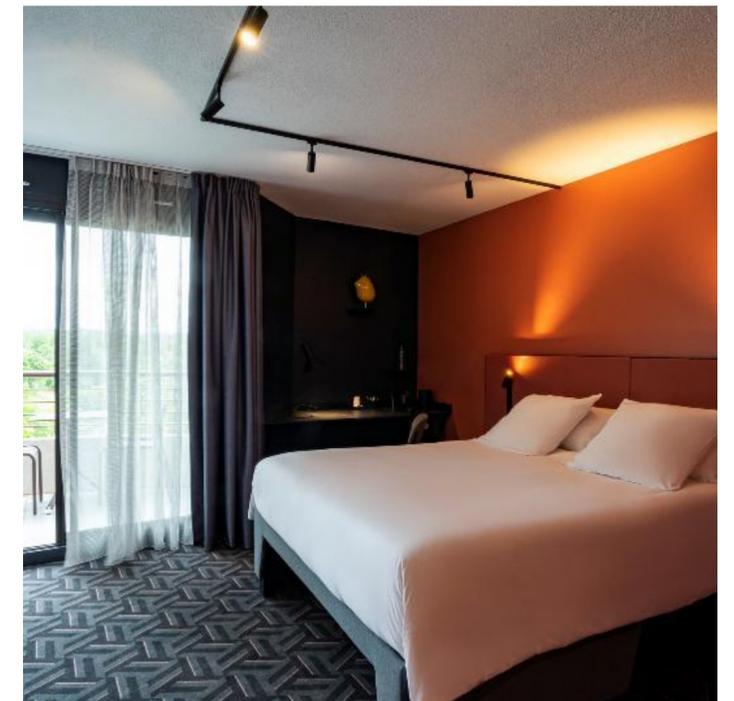


## LEISURE & RESORTS

### TRIBE Carcassonne, *France*



 70 rooms



## LEISURE & RESORTS

### TRIBE Le Touquet, *France*



 59 rooms





Why invest - TRIBE

AIRPORT



TRIBE network

P47



 240 rooms

TRIBE Milano Malpensa - Vizzola Ticino, *Italy*



# AIRPORT

## TRIBE Budapest Airport, *Hungary*



 167 rooms



EXTENDED STAY



 272 rooms

TRIBE Living Bangkok Sukhumvit 39, *Thailand*





COMBO

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



 166 rooms

TRIBE

# Thank

*you*

