



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 (+€40) driven by design-led experience

Benefit from optimized space planning & operational structure

Driving revenue psqm 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

TRIBE is conscious and caring, offering social hubs for guests and the community alike

# 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 end 2024 | 20 Opened Hotels

- Perth, Australia

Bali, Indonesia

Phnom Penh, Cambodia

Paris (x3), 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 | 38 Pipeline Hotels

- Auckland, New Zealand

Bangkok , Thailand

Manila, Philippines

Guiyang, China

Pantin, France

Budapest , Hungary
- Warsaw, Poland

Eilat, Israel

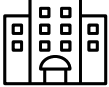

Reims, France



Cabourg, France



Tbilisi, Georgia



Saclay, France



Montpellier, France

2%Americas		
	1	1
	58	79

74%Europe & North Africa		
	15	28
	2,404	4,281

22%MEAPAC		
	4	8
	805	1,315

1%China & Others		
	-	1
	-	136

TRIBE		
	NETWORK	PIPELINE
	20	38
	3,267	5,811





## TOPLINE

High brand  
margin driven  
by premium  
perception

## BRAND MARGIN

€40

vs Moxy - €13

Comp Index vs competition: 110

Source: BES 2025

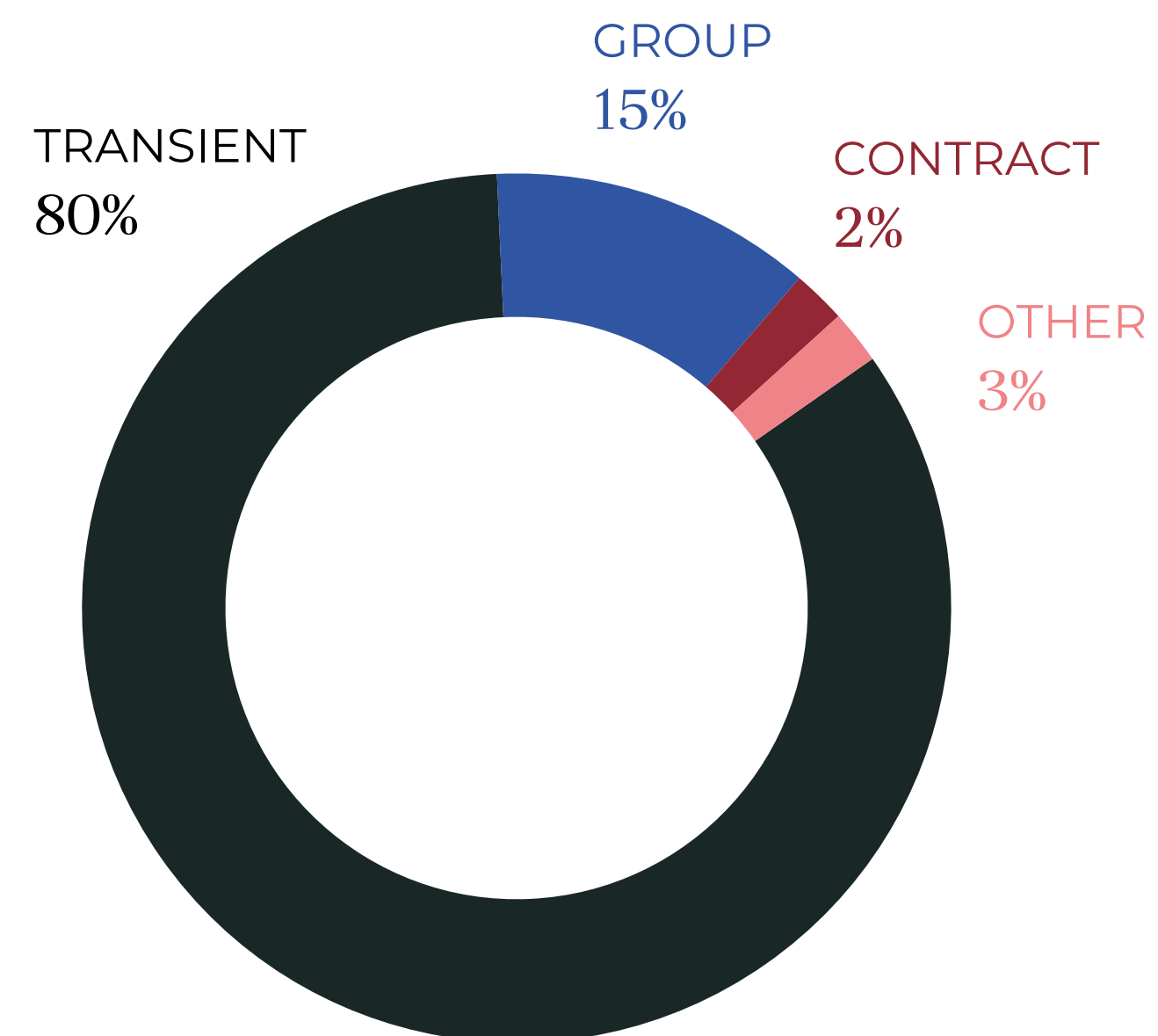
13 countries (Australia, Belgium, Brazil,  
France, Germany, UAE, Portugal, KSA, India  
Spain, Japan, Thailand, UK)





## TOPLINE

Resulting in 80% of  
revenue generated by  
transient individuals





# A brand making everything easy

Chapter

02



*Brand positioning*  
*Top 3 USPs*

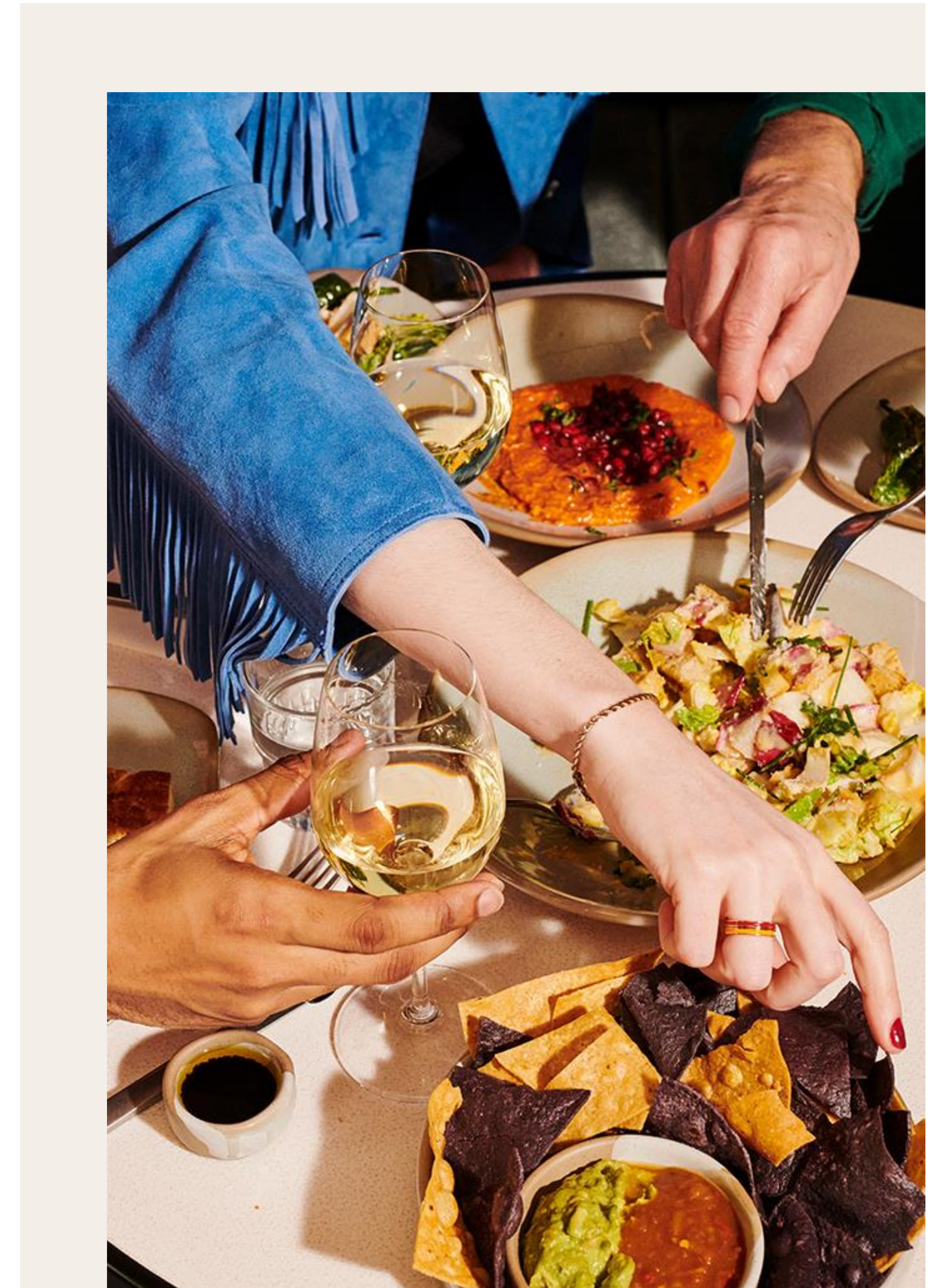
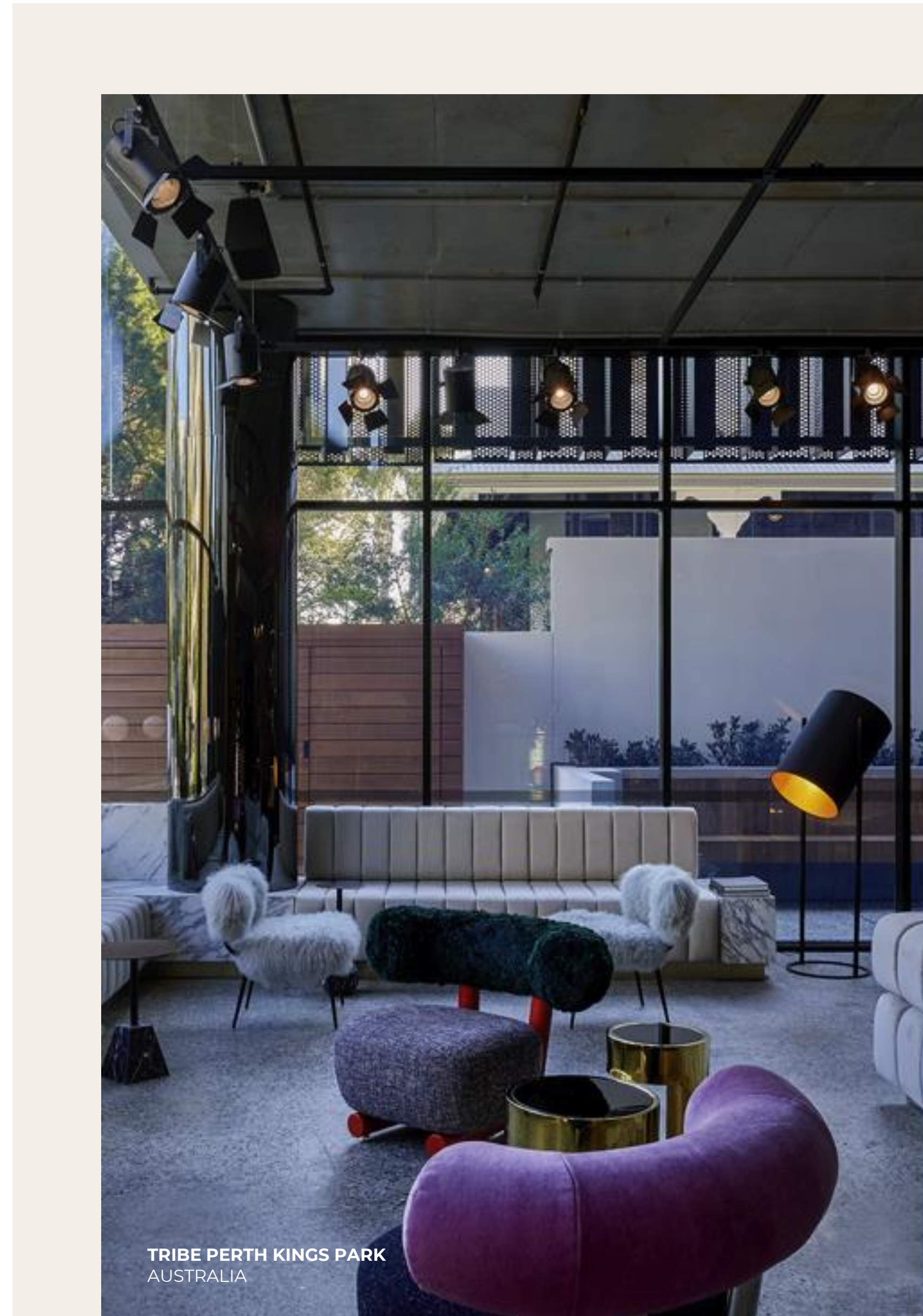




## BRAND POSITIONING

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 creates a global community of like minded guests & talents





## 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.

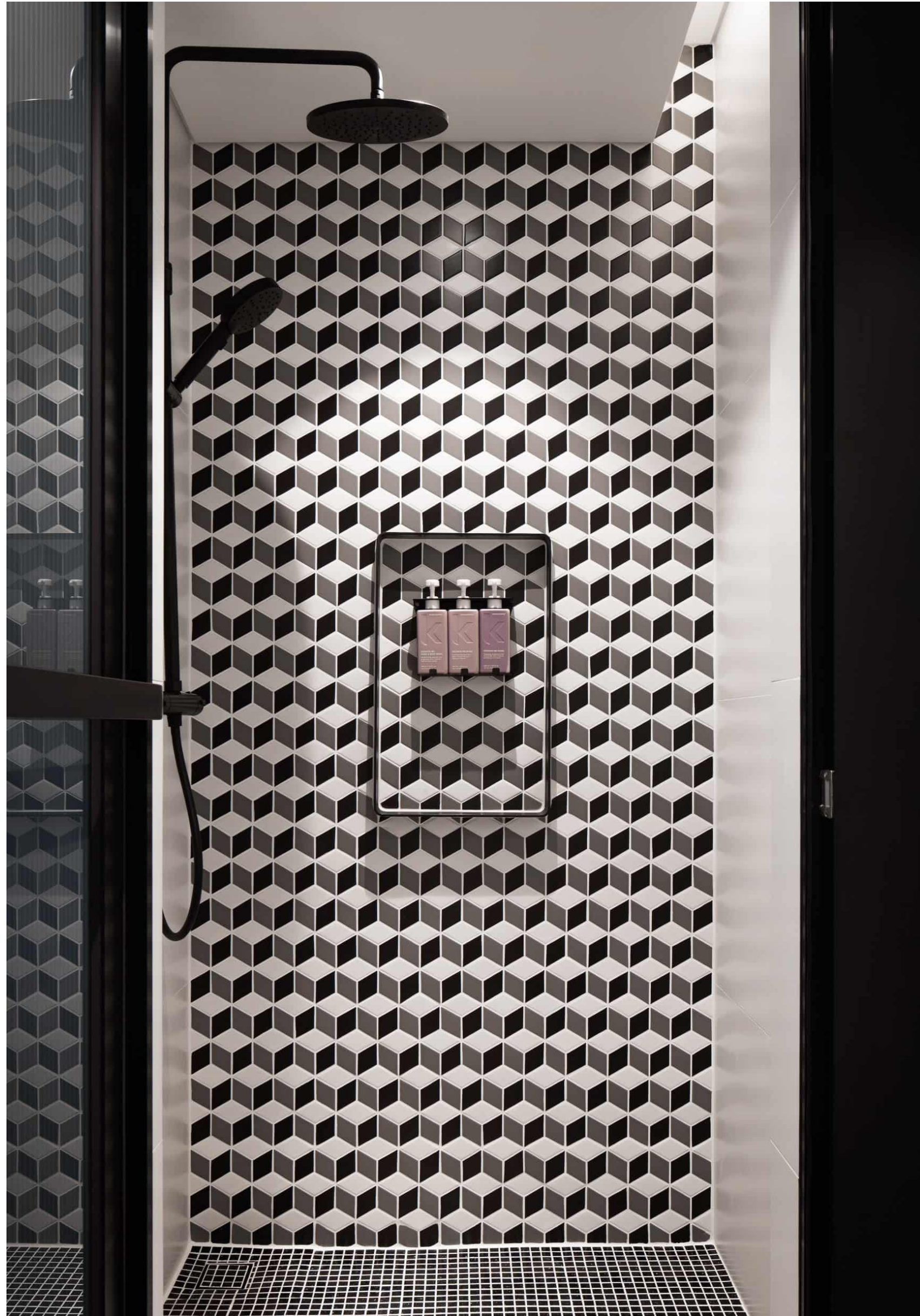
### Small rooms with high-end bedding & amenities

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

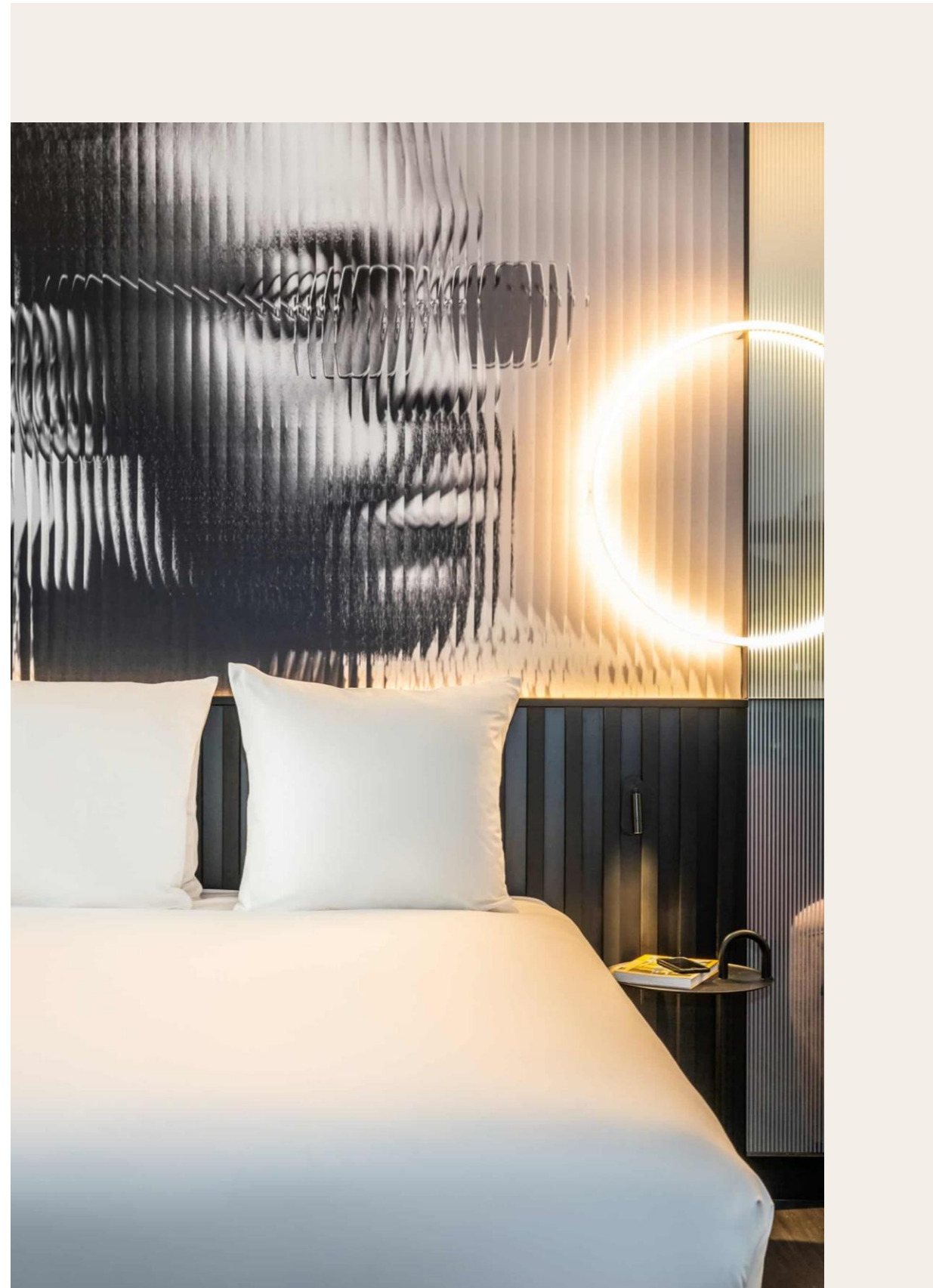
### #1 Room

GSS\* score at 63  
vs competitors 59





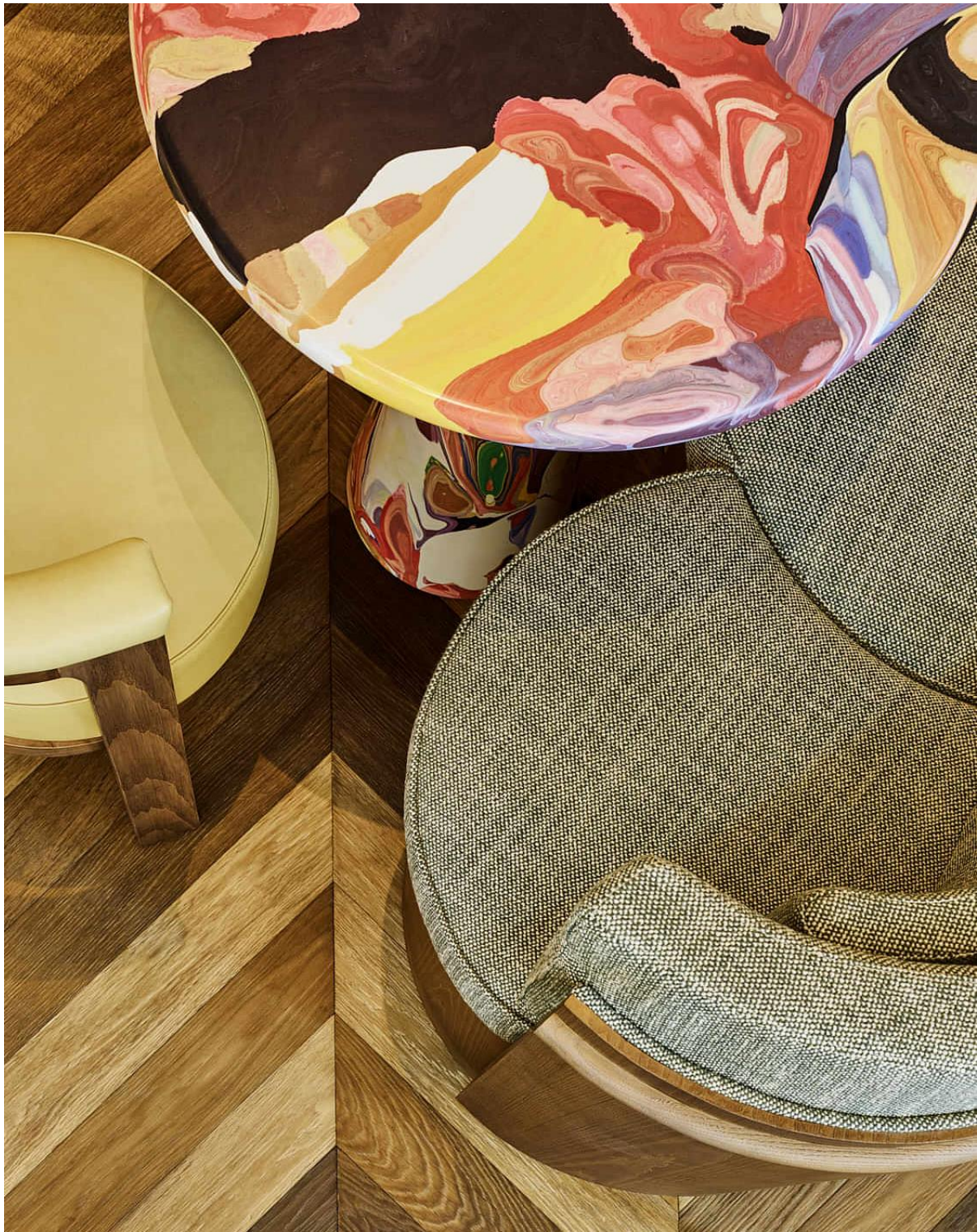
Bespoke design that  
feels high-quality  
without high cost



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.

### #1 Value

GSS\* score at 83  
vs competitors 79





24/7 grab & go offer



Everything you need in your room



Lifestyle Restaurant concepts







## USP #3



### Relaxed social hub

The social hub is 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.

### Brand Programme

TBD in 2025

### #1 Vibe

GSS\* score at 87  
vs competitors 88





Relaxed social Hub



Brand Culture



Brand Programme



# Powerful distribution eco-system

Chapter

03



TRIBE LONDON CANARY WHARF  
UK

*Accor eco-system,  
TRIBE digital footprint*





# Connect your hotel with Accor 360° solutions from day 1

## SALES

### Largest global sales office

450+ sales professionals across 34 countries,  
covering 80% of the globe



### Large B2B clients portfolio

15K regional & strategic accounts, generating  
45% topline of Accor global network

## DISTRIBUTION & DIGITAL MARKETING

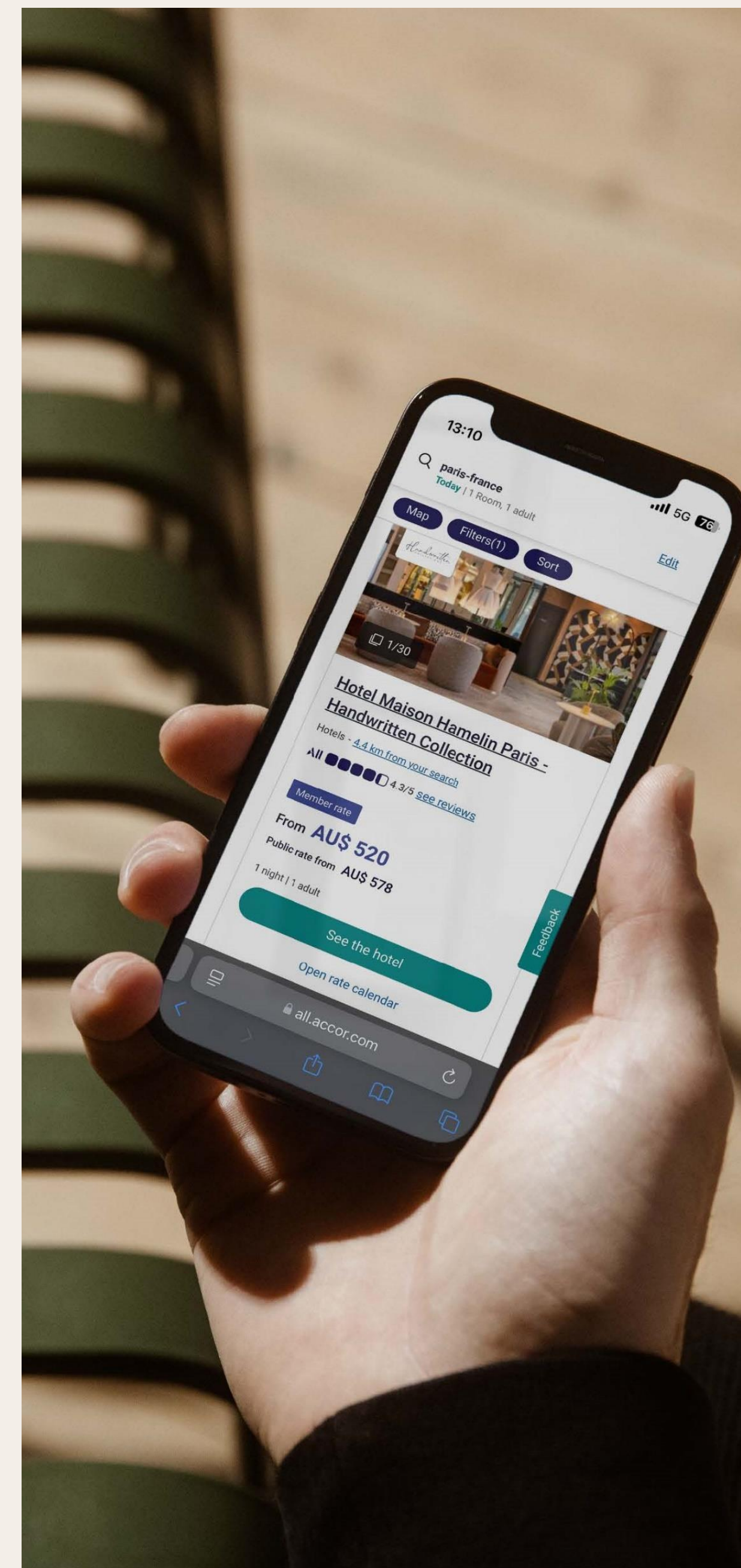
### Robust and powerful distribution system

110 countries, 140+ global & local connectivity  
partners and All.com available in 19 languages



### Secured hotel business & cost control

2/3 of web direct revenue generated by  
owned channels







LOYALTY

# Widest & most diversified international network

100M members worldwide and 100+ global & local partnerships

# Strong return on investment

3.3x higher incremental net revenue than loyalty cost to hotels

REVENUE MANAGEMENT

# 100+ local certified experts

Managing performance and optimisation of revenue and profitability

# Powerful data-driven RMS

Resulting in +1 to +5% RevPAR



## TRIBE DIGITAL FOOTPRINT

# Boost direct sales with TRIBE digital footprint

## Brand website

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



@tribe\_hotels

17.5K  
FOLLOWERS



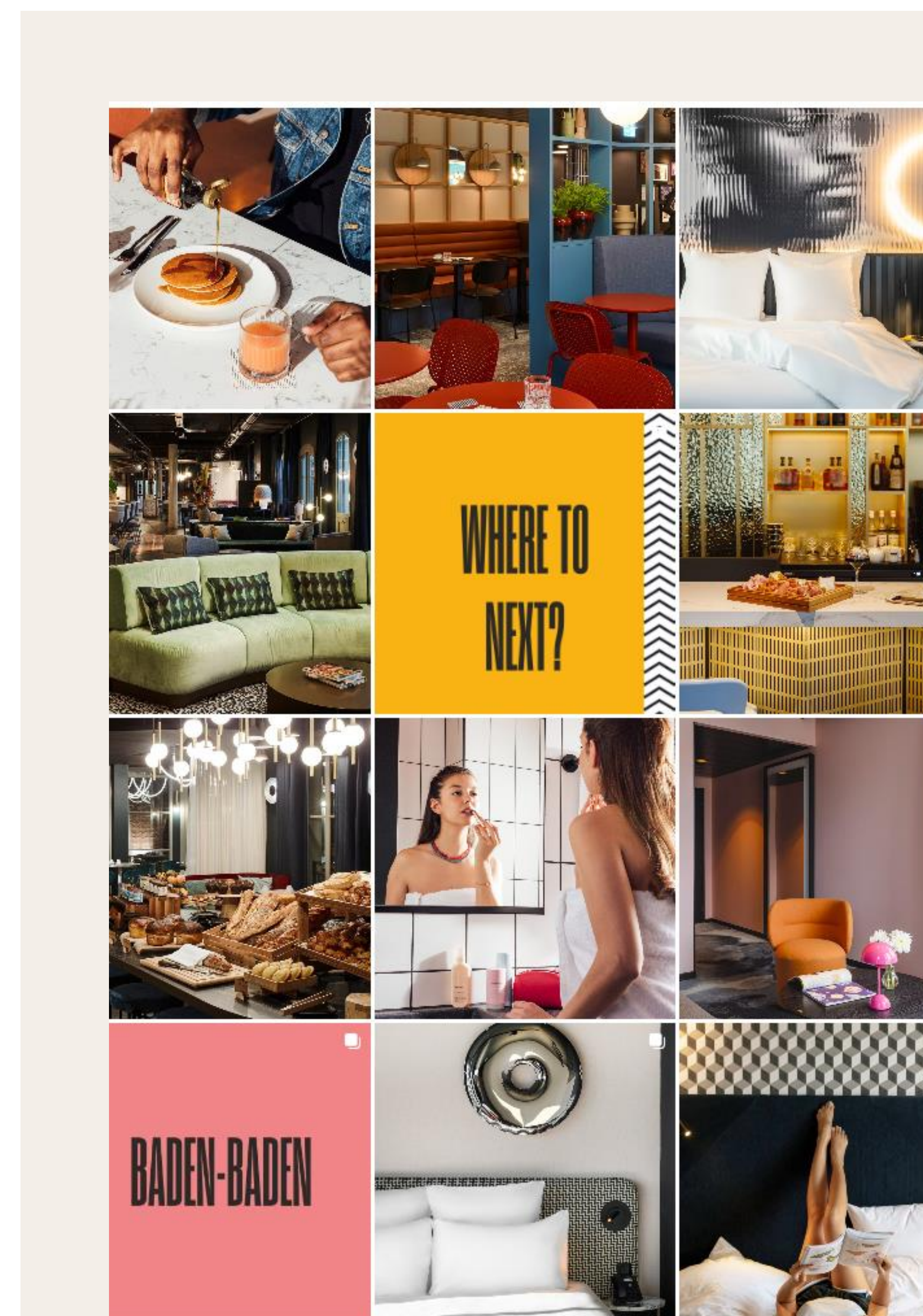
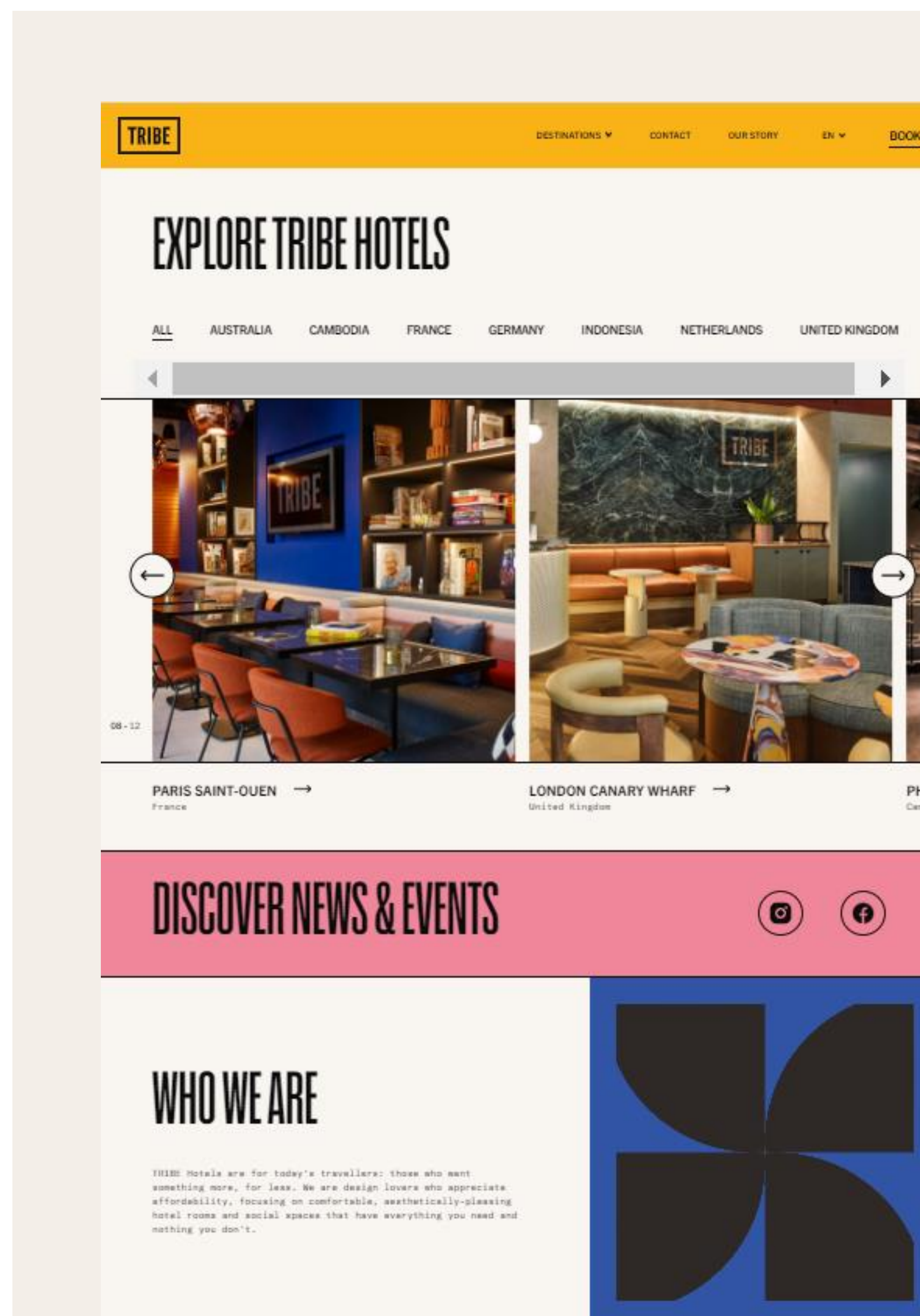
TRIBE Hotels

12K  
FOLLOWERS



TRIBE hotels

10,5K  
FOLLOWERS





# Development Criteria

Chapter

01



TRIBE MILANO MALPENSA  
ITALY

*Hotels  
Extended Stay  
Mixed-Use*





HOTELS

# Hotels Development Criteria

TRIBE hotels fit equally new builds and conversions projects

	EUROPE <sup>(1)</sup>
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	Additional bespoke bar
Coffee shop by day	Wellness area or Spa
Cocktail bar	Swimming Pool
Grab & Go	Fitness
Restaurant offer	Co-working dedicated area
Work in the social hub	Meeting Center
	Retail Shop
	Family Room or Connecting Room





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	

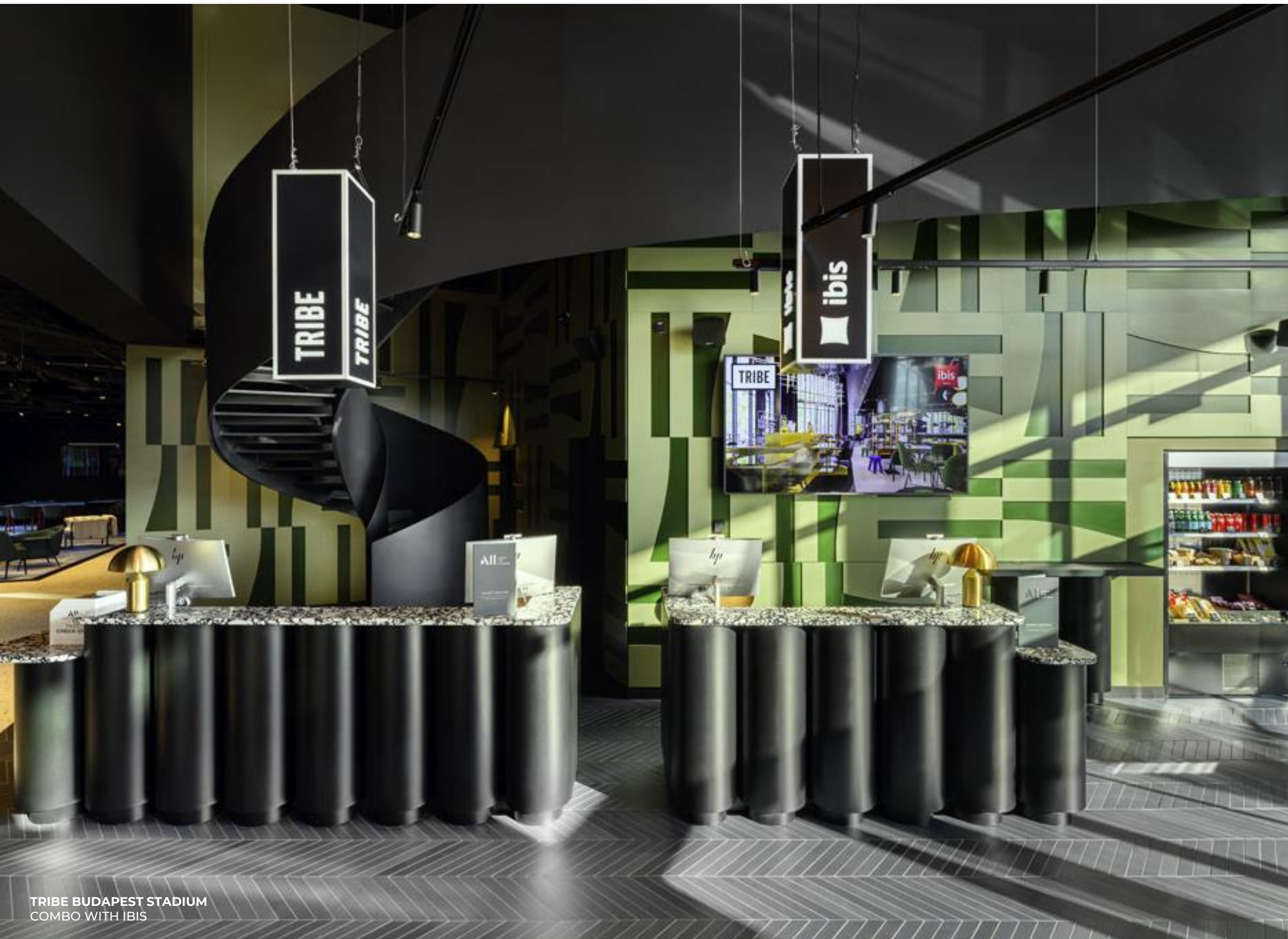
MUST-HAVES

- 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



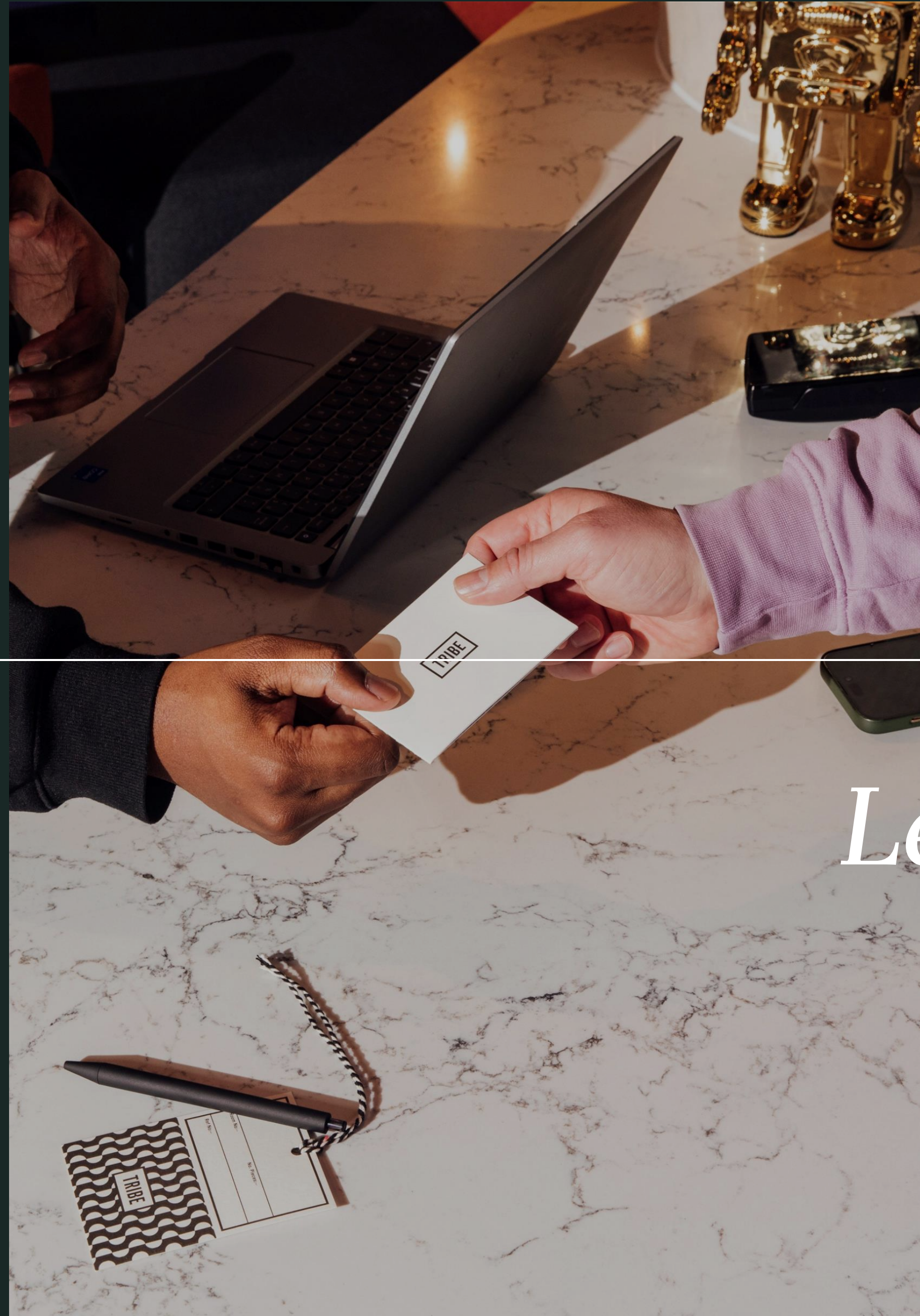


# TRIBE Network

Chapter

05

*Urban  
Leisure & Resorts  
Airport  
Living  
Combo*



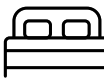




URBAN

TRIBE Perth Kings Park, *Australia*



 126 rooms







URBAN

TRIBE Paris Batignolles, *France*



 79 rooms







URBAN



 184 rooms

TRIBE Paris La Défense, *France*







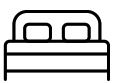
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URBAN



TRIBE network

P35



112 rooms

TRIBE Paris Saint-Ouen, *France*







URBAN

TRIBE Paris Clichy, *France*



 120 rooms





URBAN

TRIBE Lyon, *France*



 97 rooms

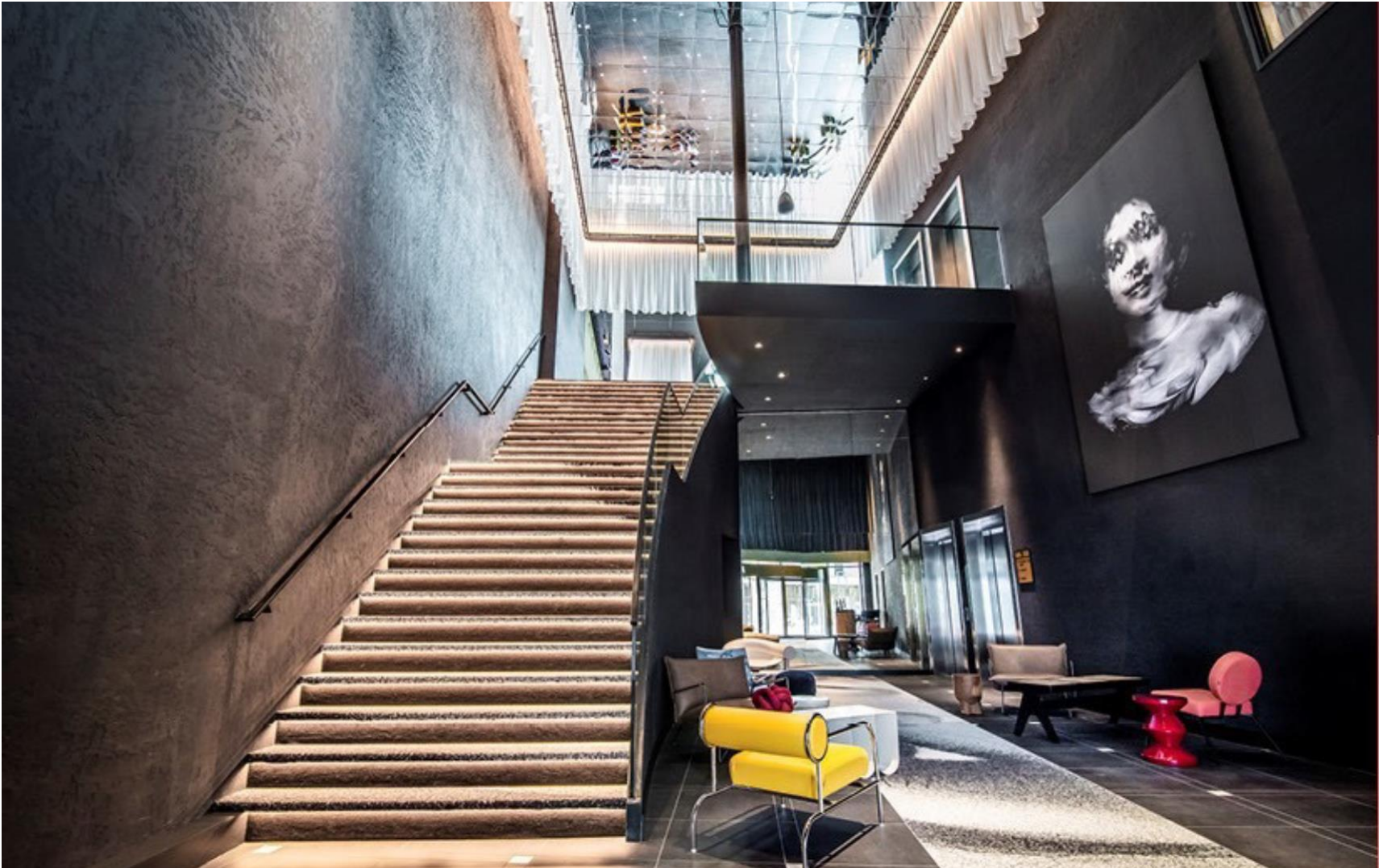






URBAN

TRIBE Amsterdam, *Netherlands*



 192 rooms







URBAN



TRIBE Baden Baden, *Germany*



 136 rooms







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URBAN

TRIBE London Canary Wharf, UK



 312 rooms

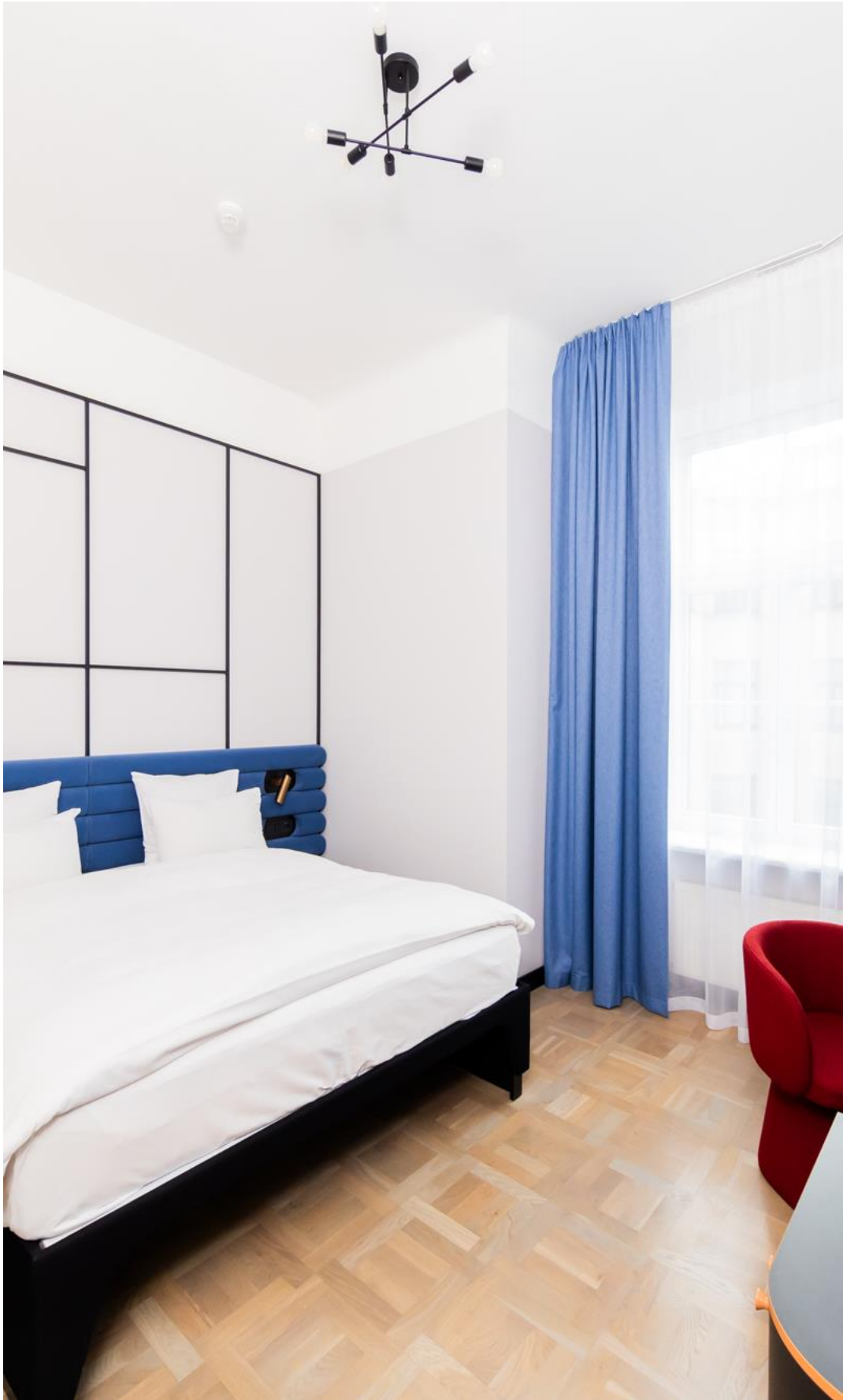




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URBAN

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

P48



 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*

