# WHY INVEST IN TRIBE
## ACCORHOTELS GLOBAL DEVELOPMENT
## FEBRUARY 2019

# CONCEPT SUMMARY

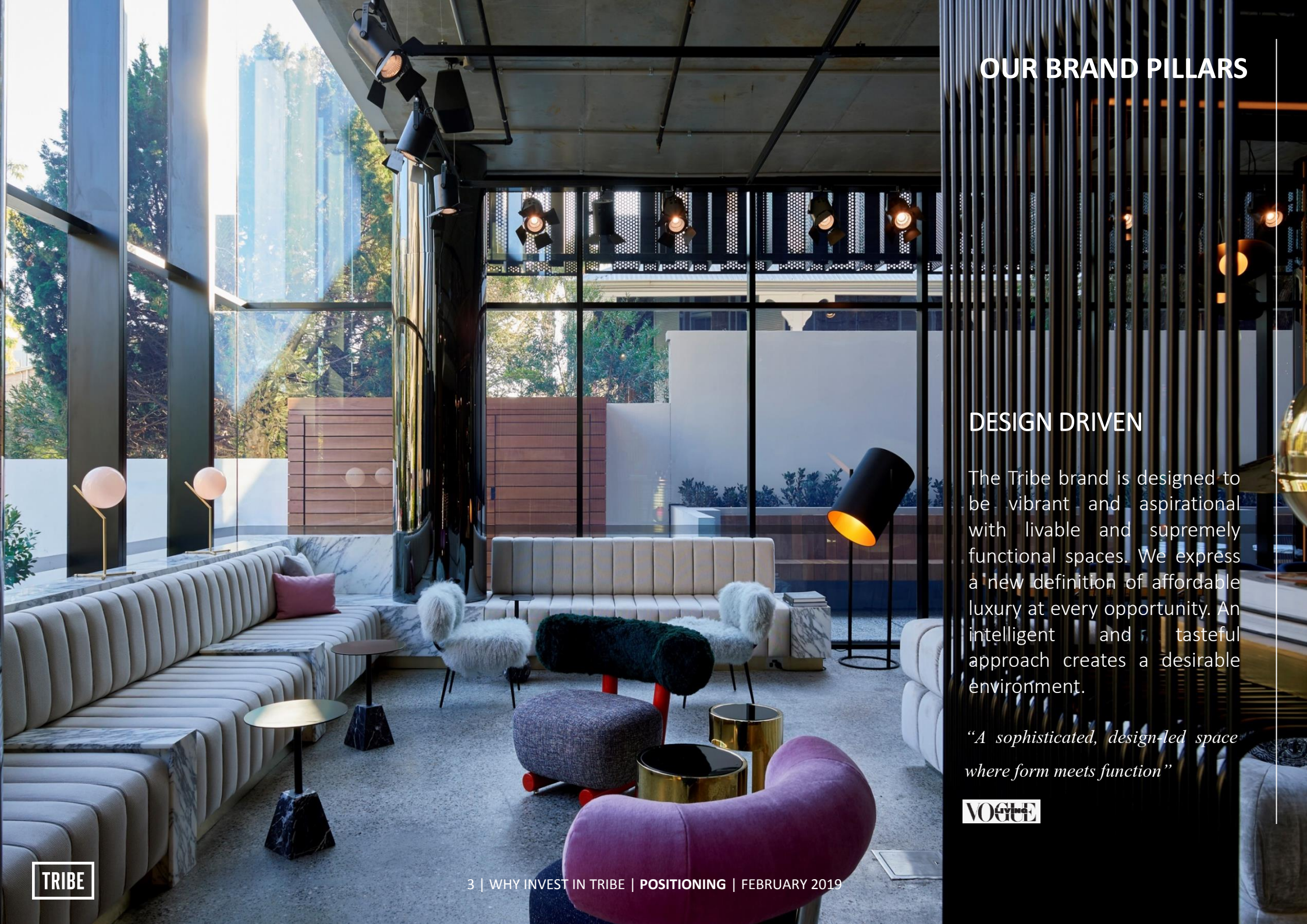
Good hotels are too expensive and plagued by outdated services and hidden extras. Tribe was established to create an affordable alternative to luxury accommodation that is contemporary and design driven without the clichéd extras.

Our brand pillars include:

- **DESIGN** driven common spaces
- **EDITED** operations with limited F&B footprint and smart guestroom design
- **ARTFULLY CURATED** environment
- **GUEST CENTRIC** hotels

ASPIRATIONAL
LIVABLE
DESIGN DRIVEN

TRIBE



# OUR BRAND PILLARS

## DESIGN DRIVEN

The Tribe brand is designed to be vibrant and aspirational with livable and supremely functional spaces. We express a new definition of affordable luxury at every opportunity. An intelligent and tasteful approach creates a desirable environment.

*"A sophisticated, design-led space where form meets function"*

VOGUE LIVING

# OUR BRAND PILLARS

## EDITED

Tribe hotels are paired back to the essentials. Superfluous old world « luxury hotel clichés » have been edited out so we can give our guests everything they need and nothing they don't.

*"Tribe eschews the usual luxury clichés' to focus on the things that really matter"*

Wallpaper*

# OUR BRAND PILLARS

## ARTFULLY CURATED

Every element of Tribe has been crafted and refined to create a layered, considered and cohesive image that forges a clear and distinct attitude within the hotel landscape. Artfully curated to leave our guests stimulated and inspired.

*"Artfully curated guest-centric & refreshingly affordable design hotel alternative"*

INDESIGN

# OUR BRAND PILLARS

## GUEST CENTRIC

The notion of « Tribe » is our brand's driving principle. We put our Tribe community front and centre of our narrative – the guest experience, their needs and desires. Our response reprioritises what matters to them the most.

*"A myriad of things just made for the envy-including posts of the modern traveller"*

THE AUSTRALIAN MAGAZINE

# TRIBE TOP 3 USPs

## EDITED SERVICE

- Reduced area space programming
- Limited food & beverage buildout
- Select luxury guest experiences

X

## INTELLIGENT DESIGNED

- Brand touch-points on key features
- High impact design items
- Optimize investment value

=

## AFFORDABLE LUXURY

- High perceived value for traveller
- Command midscale pricing for economy size product
- Drive room rate premium per sqm

# FLEXIBILITY & AFFORDABILITY

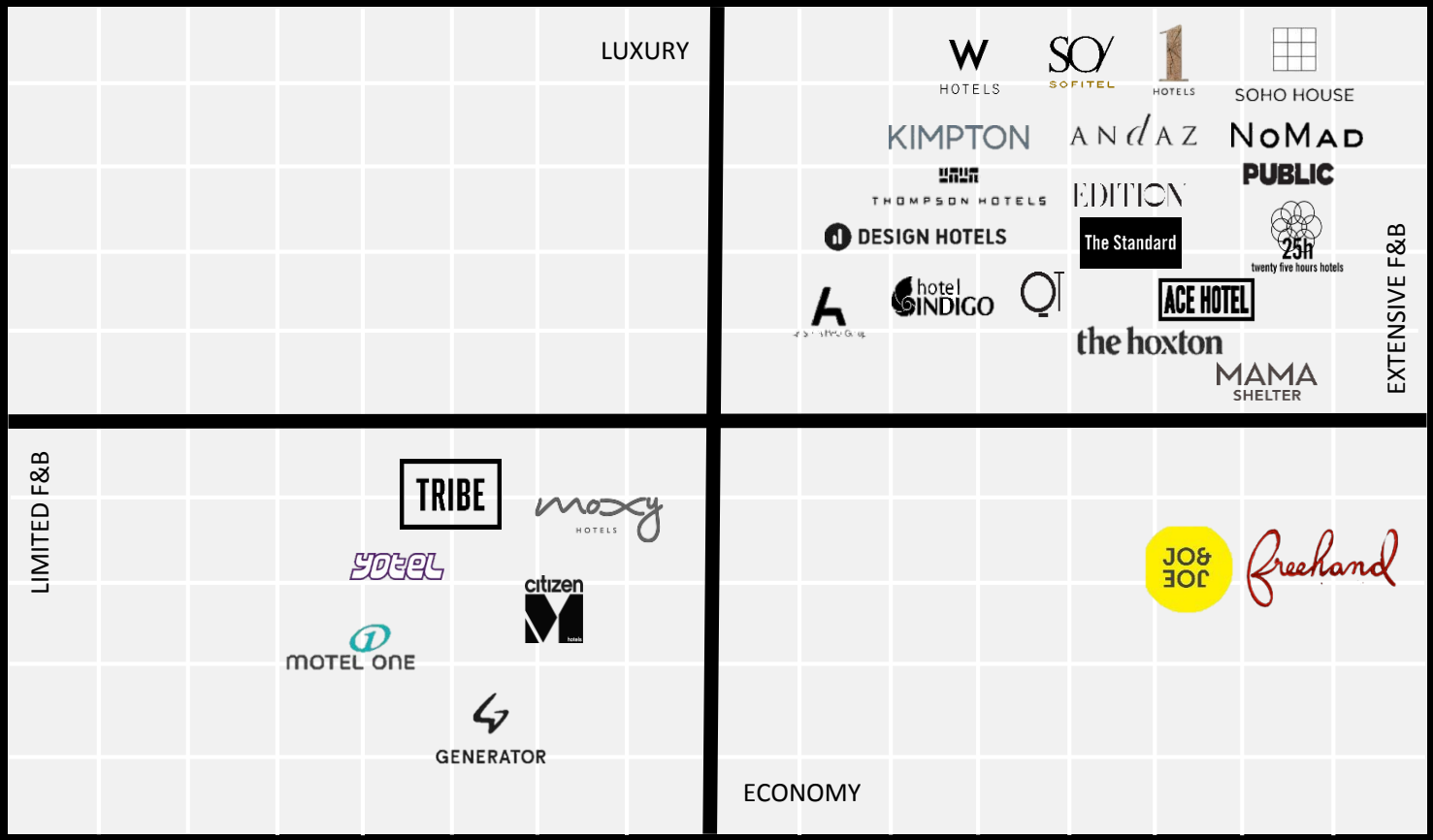
Tribe hotels are well suited to both modular and traditional build methodologies and can benefit from an established, integrated procurement model. Tribe guestrooms can be prefabricated off-site size & interior design packages can be delivered to provide the best balance of design led features and affordability.

Modular off site model benefits:

- -15 to 20% cost & time in select markets such as Pacific, Africa, and some European countries
- save construction time
- speed to market
- limit on site work space needed
- limit on site works noise
- limit on site works waste
- high quality control on site of production

# OUR COMPETITION

Tribe's objective is to establish itself as the leading provider of design-led affordable luxury hotels within the global travel market.



# OUR TRIBE

A new breed of traveller is born. Our hotels are created for this Tribe.

- They are independent & environmentally aware.
- They travel far and wide, often.
- They demand luxury experience at a fair price.

This group of diverse modern travellers are connected by a love of contemporary design, a spirit of adventure & a new understanding of what a functional, contemporary hotel should be. They are Tribe.

- Aged 18 – 60 years
- Leisure / Business / Party / Event Seekers / Shoppers / Tourists
- Tech Savvy
- Time Poor
- Over the conventional options
- Seeking a fair price
- Value good design
- Environmentally aware
- Desire flexible space to work
- Independent
- Social networkers

TRIBE

# OUR STAFF

Our staff are driven by our vision of travel in the modern world.

- They appreciate the little things
- They understand good value
- They pride themselves on their boutique level of service

Our employees aspire to grow the Tribe as much as we do. They are our collective of specialists, our team Tribe.

# NETWORK & PIPELINE

- 1 HOTEL OPENED IN AUSTRALIA
  – TRIBE PERTH - 126 ROOMS

- 10 UPCOMING OPENINGS & 1,700 ROOMS IN EUROPE AND ASIA PACIFIC
  – AUTRALIA
  – ESTONIA
  – MONTENEGRO
  – POLAND
  – ROMANIA

  INCLUDING 1 HOTEL IN UNITED KINGDOM TO OPEN IN 2019
  – TRIBE GLASGOW - 290 ROOMS

- OVER 50 HOTELS UNDER NEGOCIATION

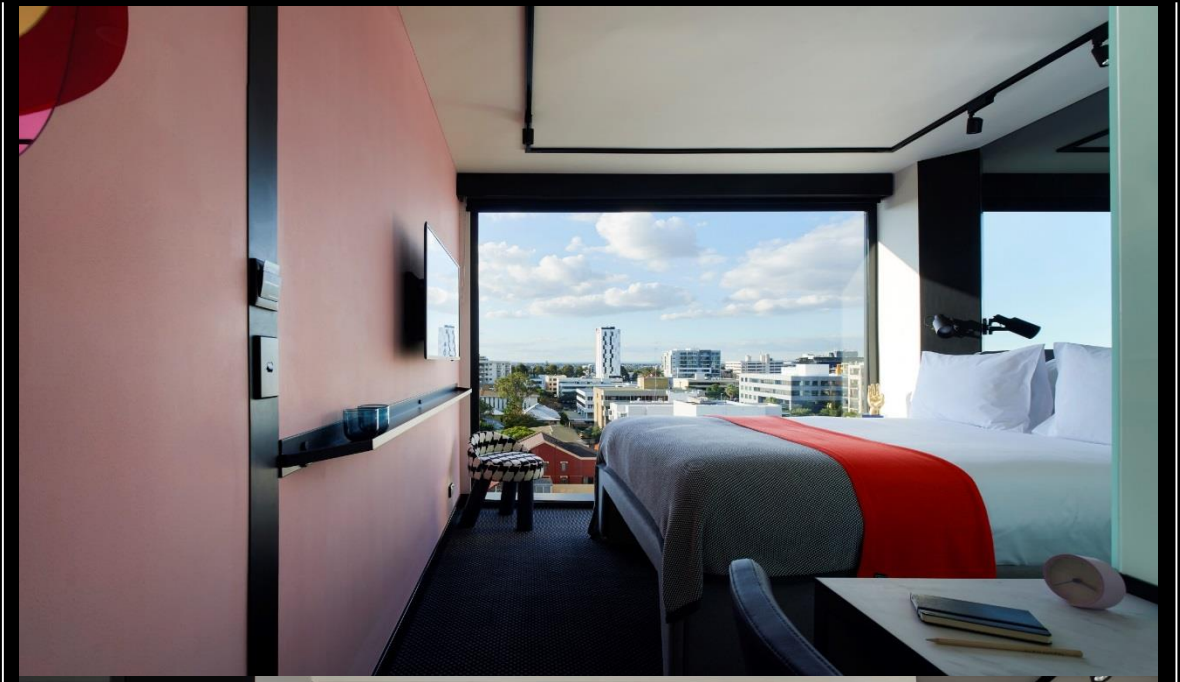
- OVER 150 GLOBAL NETWORK TARGETED

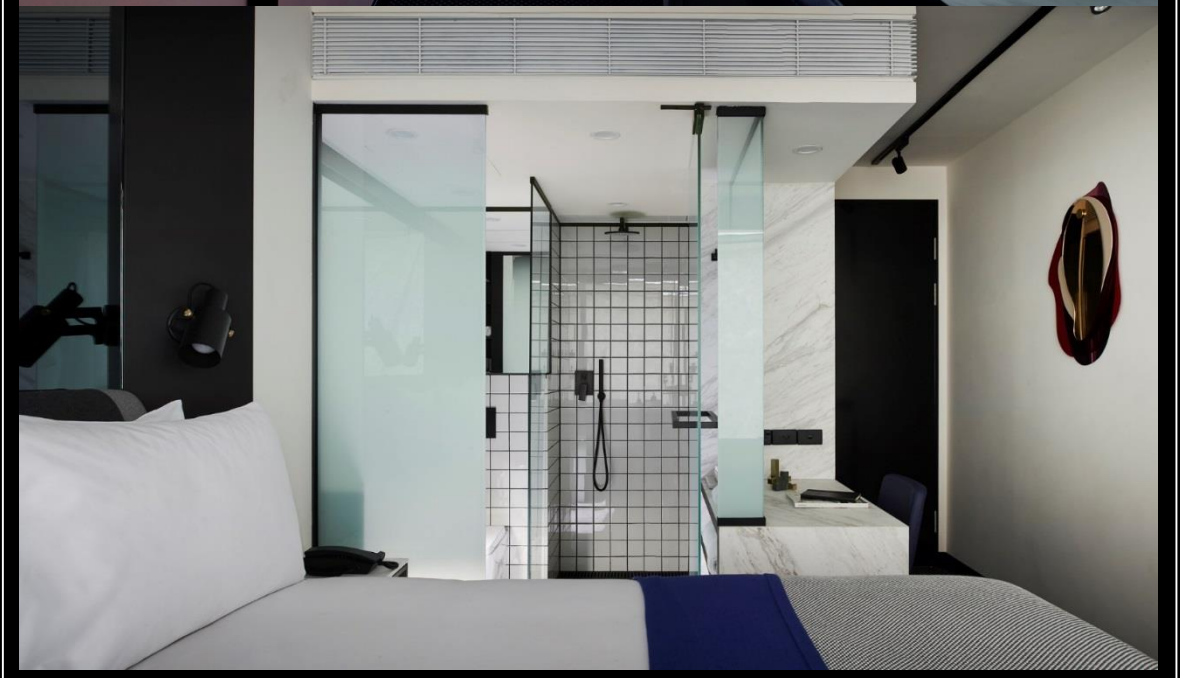
Sources : YTD December 2018

# FLAGSHIP

TRIBE PERTH

126 rooms





# FLAGSHIP

## TRIBE PERTH

126 Rooms

# UPCOMING OPENINGS

## TRIBE GLASGOW

Glasgow
United Kingdom

290 rooms
2019 opening

# UPCOMING OPENINGS

## TRIBE ADELAIDE

124 Wakefield Street, Adelaide, South Australia

256 rooms
2020 opening

# UPCOMING OPENINGS

## TRIBE MELBOURNE

66 Langridge Street,
Collingwood,
Victoria

206 rooms
2020 opening

# UPCOMING OPENINGS

## TRIBE NEXUS

Nexus Corporate Business Park, Melbourne

160 rooms
2020 opening

# TRIBE ROLL OUT

**PER/ADL/MEL/SYD/BRI NYC/MDR/LAX/BRC/SFL/ WLG/AUK/LDN/SF/CHG/ HMFM/AMS/JMK/MSP/ MUE/BNE/SHG/PVG/ENQ/ MDR/MIA/PAR/RIO/HKG/ SAO/BAH/MEX/SIN/JFK/SF/**

Tribe is made for the global traveller and so Tribe hotels will be found throughout the world.

Capital cities, trendy urban fringe neighborhoods, major airports, and more will be targeted for new opportunities.

Global expansion will reach from Australia to Europe, the United States to Asia, Latin America to the Middle East. A global network of 100+ hotels is being targeted.

Preferred growth opportunities will be:

- Management & Franchise Agreements
- Mostly new built and select refurbishments

# DEVELOPMENT CRITERIA

| | | AAA ultra city center location, historic conversion | WORLDWIDE |
|---|---|---|---|
| HOTELS | RECOMMANDED NUMBER OF ROOMS | 120 – 300 | 122 – 300 |
| | ROOM AVERAGE SIZE | 15 – 20 sqm | 17 – 22 sqm |
| | TGFA / ROOM | 30 – 40 sqm | 35 – 45 sqm |
| RESORTS | RECOMMANDED NUMBER OF ROOMS | 120 and + | 120 and + |
| | ROOM AVERAGE SIZE | 17 – 22 sqm + balcony | 20 – 25 sqm + balcony |
| | TGFA / ROOM | 35 – 45 sqm | 40 – 50 sqm |

**FOOD & BEVERAGE**

Public area concept:
3-5 Lounge Living Zones
Café / Bar
Grab & Go Station
Casual Dining
Reheat Kitchen
Co-working spaces
Retail space
Enhanced F&B Offer for ASPAC & Middle East & Africa

**WELL-BEING**

Swimming Pool (nice to have)
Gym required

**MEETINGS**

Meeting Rooms close to Public Areas concept preferable

| | PRIME LOCATIONS | SECONDARY LOCATIONS | AIRPORTS SUBURBS |
|---|---|---|---|
| INTERNATIONAL CAPITALS KEY CITIES & RESORTS | ● | ● | ● |
| MAJOR DOMESTIC DESTINATIONS | ● | ● | |
| OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS | ● | | |

# A SOPHISTICATED SANCTUARY

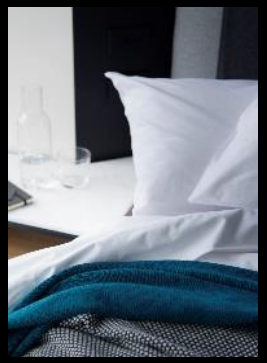
## ARRIVAL

APPROACH /ENTRY

CHECK IN

RETAIL

## ROOM


BED

BATHROOM

DECORATION

## CREATIVE COMMONS

LIFT HOBBIES

LOUNGES

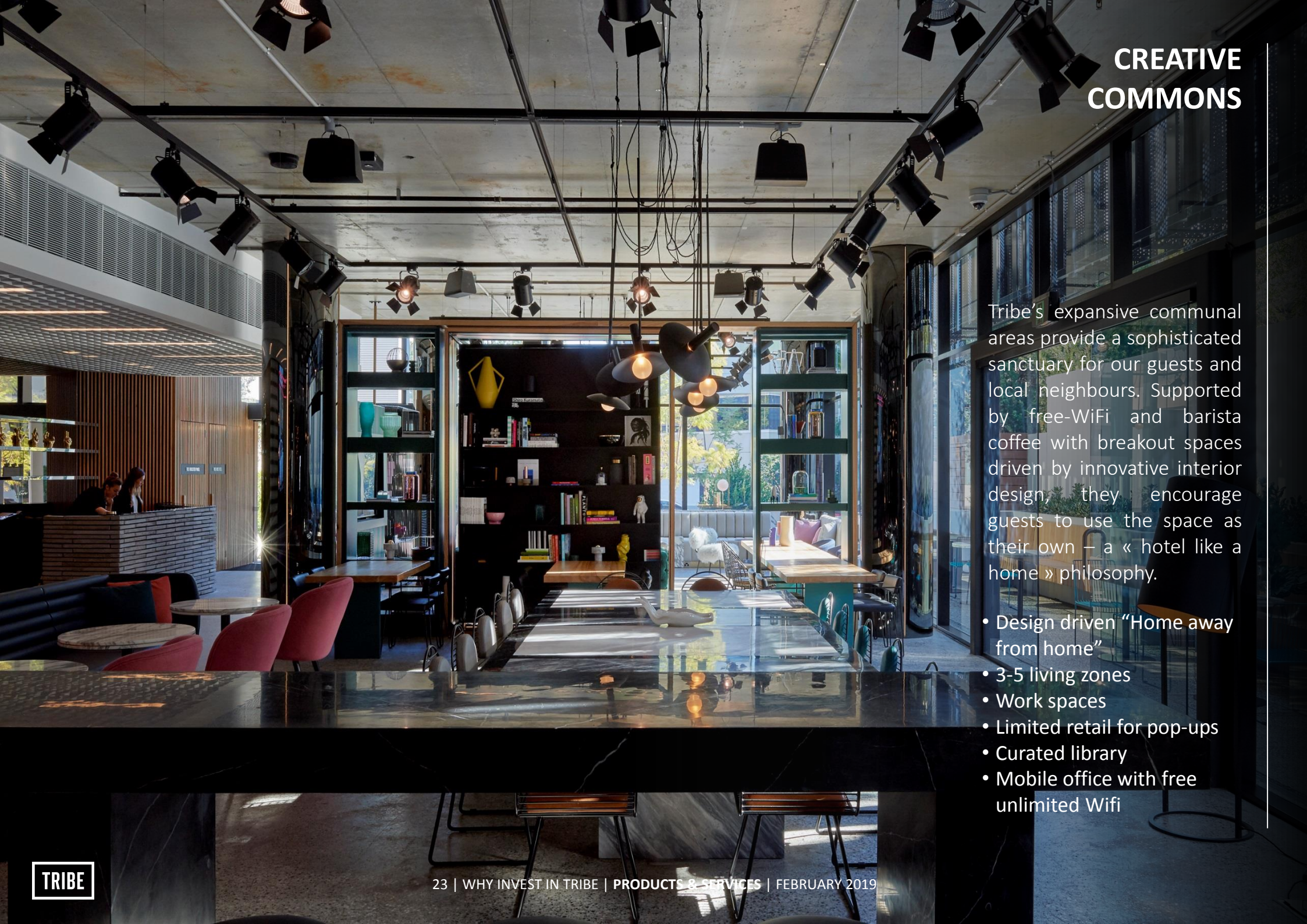
WORK/PLAY/EAT

CAFE & BAR

GRAB & GO

COURTYARD

GYM



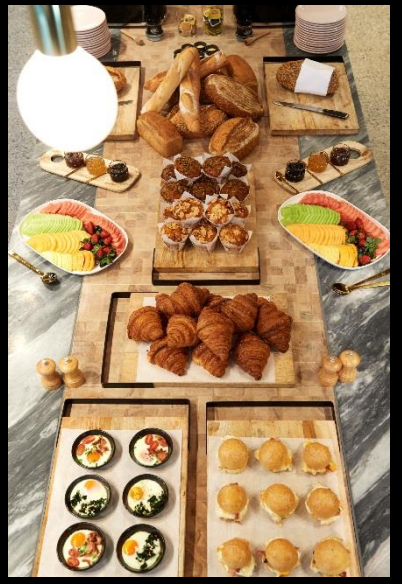
# CREATIVE COMMONS

Tribe's expansive communal areas provide a sophisticated sanctuary for our guests and local neighbours. Supported by free-WiFi and barista coffee with breakout spaces driven by innovative interior design, they encourage guests to use the space as their own – a « hotel like a home » philosophy.

- Design driven "Home away from home"
- 3-5 living zones
- Work spaces
- Limited retail for pop-ups
- Curated library
- Mobile office with free unlimited Wifi

"WHAT DO YOU WANT IN A HOTEL?"

# SMALL FOOD & BEVERAGE FOOTPRINT



At the core of our communal spaces is our coffee, bar and dining offering. With boutique buffet breakfast, simple all day dinning and curated grab & go offer, our fresh, simple and affordable menu can be enjoyed throughout all our casual dining spaces.

- Compact kitchen size
- Affordable Grab & Go open 24/7
- Simple All Day Dining menus
- Boutique buffet breakfasts
- Café by Day & Bar by Night
- Seriously good coffee
- Signature cocktails + craft beers

# SMART ROOMS

No matter the number on the door, the room behind it was designed with our guest's needs always in mind. Each room is designed as a direct reflection of Tribe's mission to provide an aesthetically and functionally sophisticated product.

# SMART ROOMS

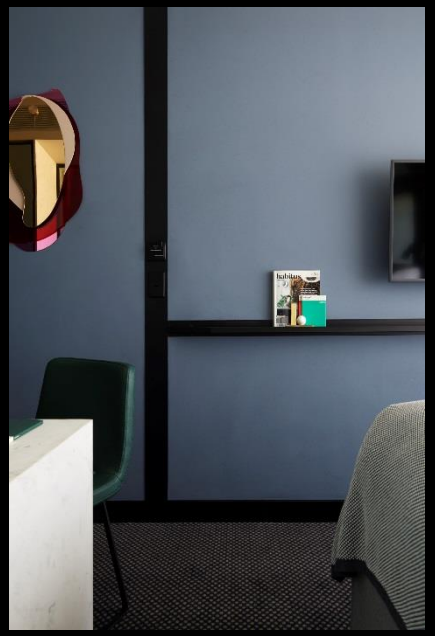
## Room size from 17 to 22 sqm

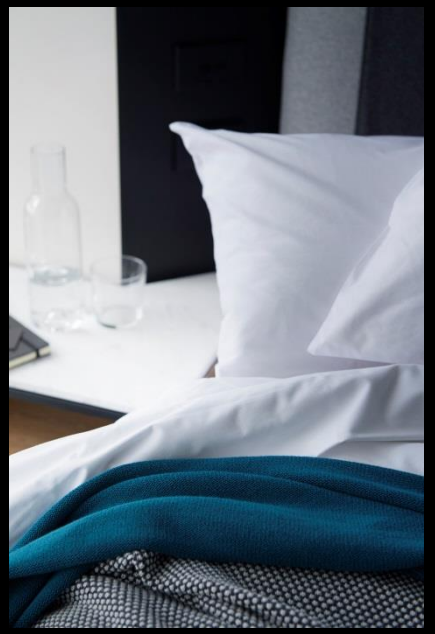
## Room Highlights

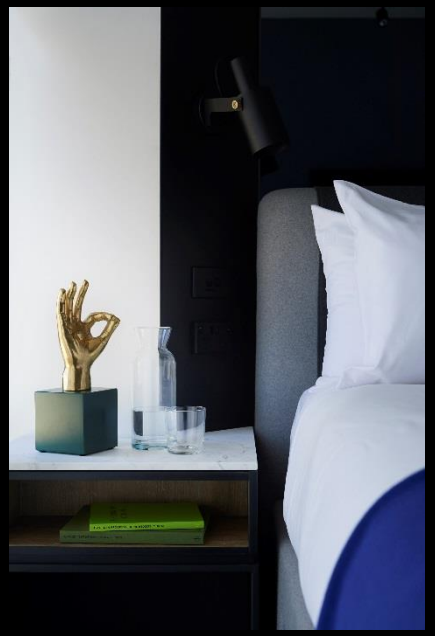
- High end bathroom amenities
- Tribe signature robe
- Designer workspace
- USB charging ports
- Chilled bottled water on arrival

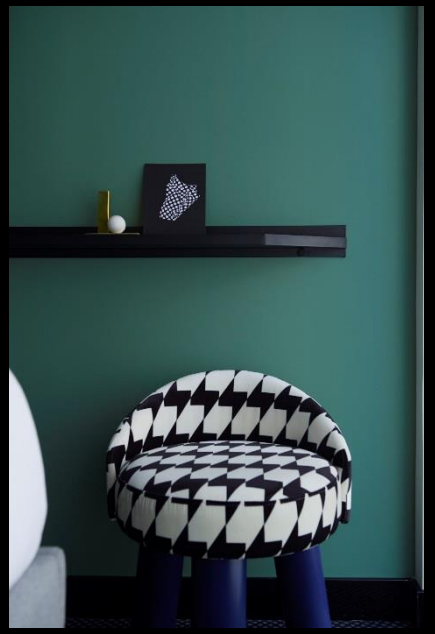
## Overnight Essentials

- Tribe signature bed and luxe linens
- Tribe Dreamy Mattress
- Free unlimited WiFi
- 40” Flat Screen Smart TV
- Free movies on demand
- In-room safe
- Coffee and Tea
- Mini fridge to stock as you wish

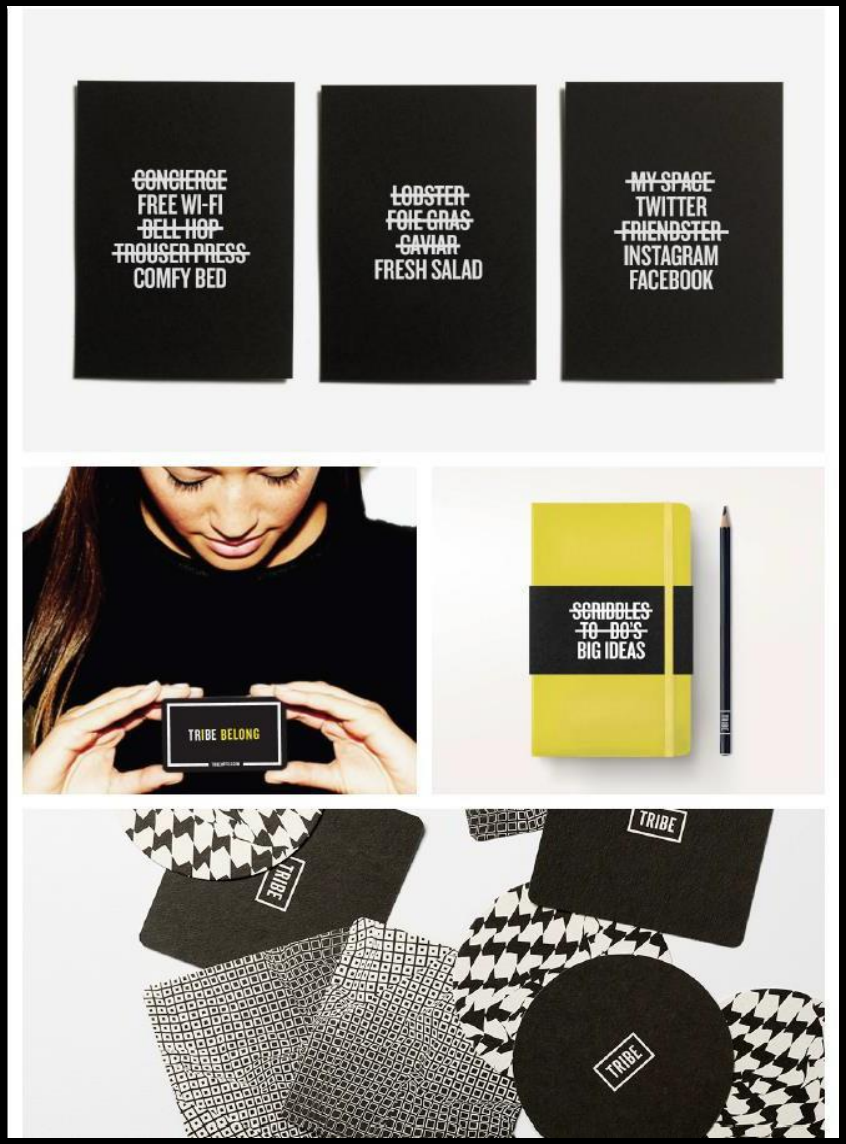


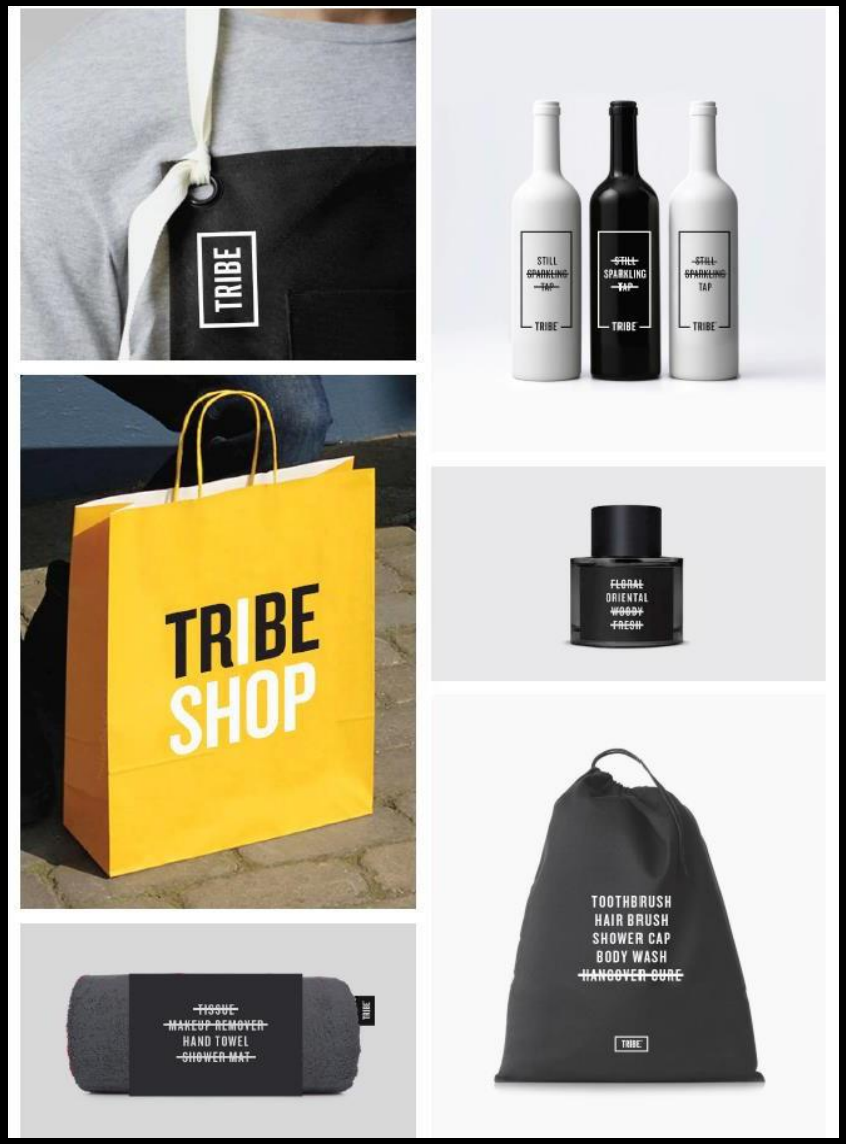






# BRANDING
# & COMMUNICATIONS



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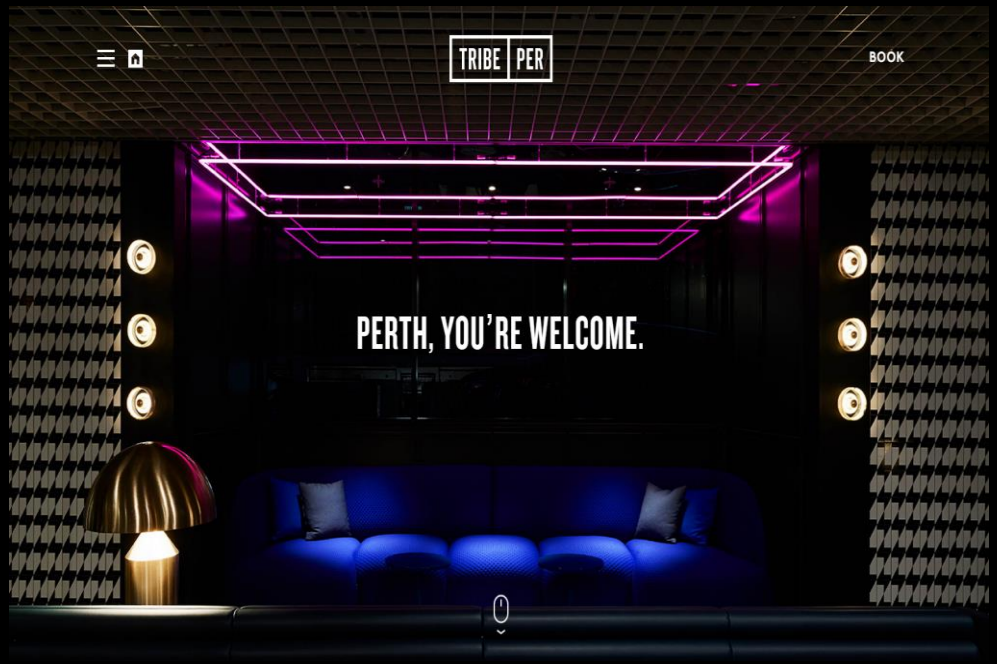
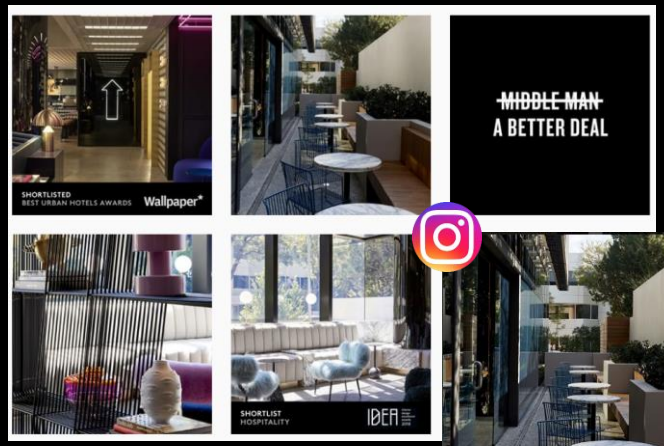
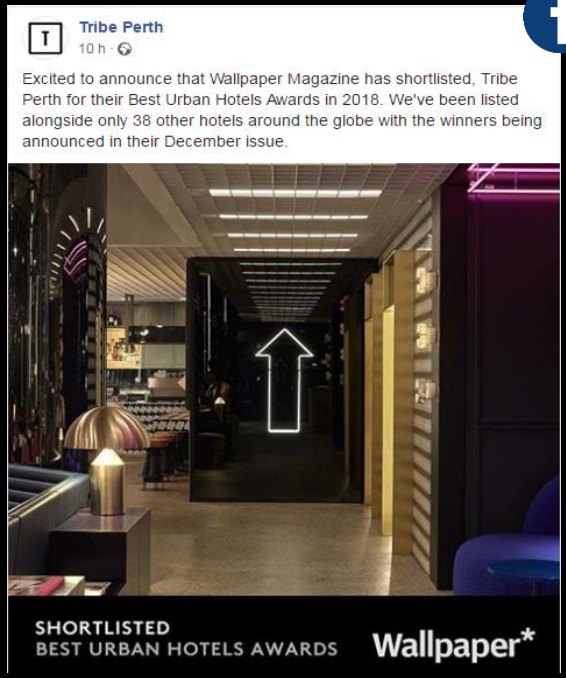
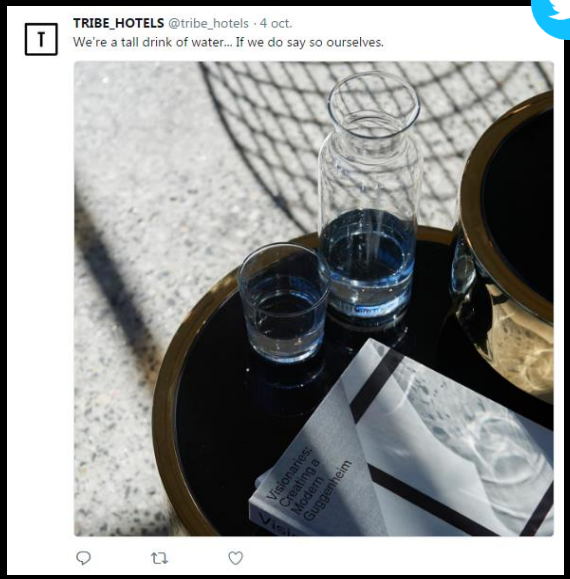


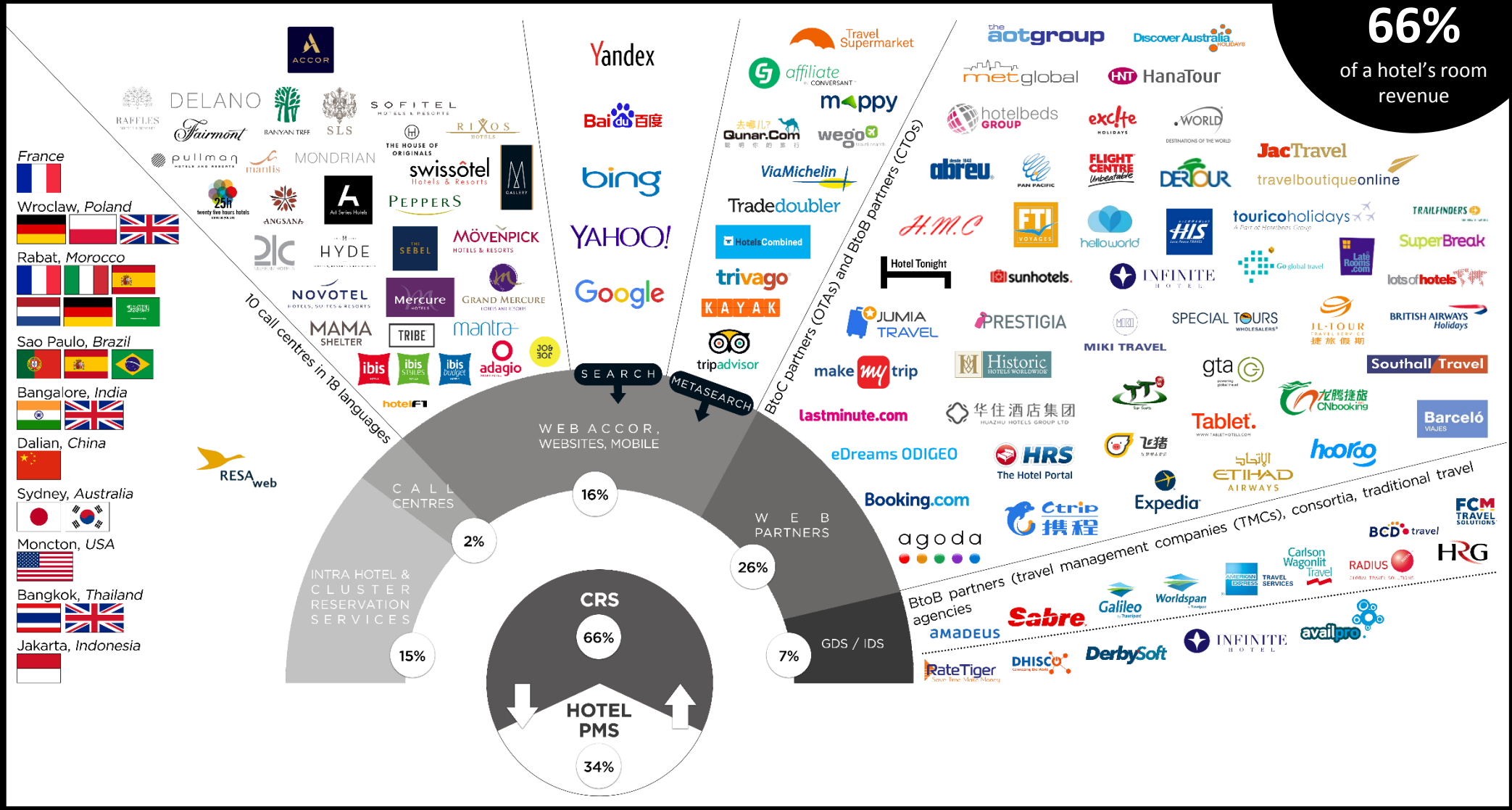
# ACCORHOTELS DISTRIBUTION

ACORHOTELS OFFERS > 110 GLOBAL DISTRIBUTION PARTNERSHIPS AT BEST MARKET CONDITIONS

The Central Reservation System (CRS) generates on average

**66%**

of a hotel's room revenue



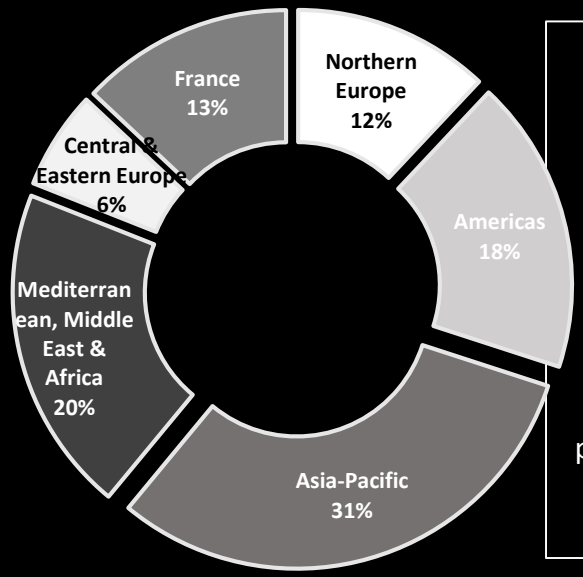



Sources : VOG December 2018

# LE CLUB ACCORHOTELS

ACCORHOTELS OWNS THE MOST POWERFUL INTERNATIONAL PROGRAMME

## GUEST CENTRIC




**A worldwide programme:**
20 brands
3,500 hotels in 100 countries
Free enrollment
100% web based programme
Partnerships with large Airlines loyalty programme: Skyteam, One World, Star Alliance…

**>53 MILLION**
MEMBERS WORLDWIDE

**+27,700**
MEMBERS EVERY DAY

LE CLUB ACCORHOTELS REPRESENTS
**34.6%**
OF ALL ROOMNIGHTS

Sources : VOG December 2018

TRIBE