



Press release

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Accor launches its new lifestyle brand TRIBE

1 HOTEL OPEN, ANOTHER 10 IN THE PIPELINE
AND OVER 50 UNDER NEGOTIATION WORLDWIDE



Accor continues to expand its portfolio and is launching a new lifestyle brand in the midscale segment, TRIBE. Renowned for its expertise in the economy and midscale sector and now a major name in luxury hotels, Accor continues to establish itself in the lifestyle sector in order to offer an ever-greater range of experiences and to satisfy the needs of its customers and partners.

TRIBE, a custom-made solution for new needs and desires

Accor's new brand TRIBE was created in response to a simple fact: today, more than ever before, travelers seek a high-quality hotel experience at an affordable price. TRIBE aims to surprise travelers with an original, exciting and carefully curated offer that focuses on style rather than price. Tribe is reshaping the traditional hotel experience, enabling guests to live, work and play in contemporary interiors.

TRIBE intends to meet the expectations and requirements of customers in a ground-breaking way. With a flexible and unique model, the new "TRIBE" concept targets an international clientele of regular travelers. Whether traveling for business or leisure purposes, the TRIBE community is just like today's men and women: independent, curious and adventurous.



TRIBE, a totally redesigned hospitality concept

TRIBE welcomes regular travelers by providing them with everything they need and nothing they don't in vibrant living spaces, centered around a welcoming lobby area, guest rooms offering the utmost comfort and the latest technologies.

Guests are offered a multifaceted experience:

- **Smart design**

At TRIBE, design finds its expression beyond the details. In each living space and for every service, particular attention has been paid to user-friendliness without overlooking either style or comfort. Everything has been designed to increase the sense of space, enhance the decor and improve the customer perception. The design is sleek – the hotel's common areas, like that of the guest rooms, create a feeling of greater space by opening out onto the exterior.

Several creative areas are available to guests. Working, arranging a meeting or enjoying a drink, everything is possible. As welcoming as a hotel, as laid-back as a trendy urban hub and as relaxing as a home, Tribe is constantly reinventing itself.

- **An artistic collection**

The modern style is complemented by artfully designed objects giving the perception of an upscale space. Moroso chairs, an array of Jean-Paul Gaultier cushions, lamps provided by the renowned British designer Tom Dixon, etc. From the lobby to the guest rooms, and encompassing the common areas, each TRIBE object has been carefully crafted, selected and installed in order to bring a distinctive decor to the hotel.

- **A service focused on the essentials**

Echoing this smart design, TRIBE is going back to basics to give customers what they want, and nothing else. In their rooms, guests will benefit from under-bed storage, have the opportunity to unwind in front of the Smart TV or enjoy a refreshing shower using Kevin Murphy professional products. Nespresso coffee capsules and T2 teabags are provided free of charge in place of a pricey minibar. A Grab & Go station is also available 24/7.

- **Experiences and expectations**

United by a love of design and technology, TRIBE customers will enjoy a high-quality hotel experience in non-standardized properties. In partnership with local producers, Tribe hotels combine authentic and responsible cuisine and are committed to using seasonal products. Regardless of the time of day or night, the TRIBE Foods area – a café by day, a bar by night – will satisfy all tastes.

Bicycle rental services, fitness center, co-working areas, as well as great city deals will all be available at an affordable price.



TRIBE, an alternative that boosts lifestyle

As a world-leading actor in the travel and lifestyle sectors, Accor continues to expand its brand portfolio. Following the success of JO&JOE and partnerships with 25Hours, Mama Shelter and, more recently, sbe Entertainment (including the Delano, SLS, The House of Originals, Mondrian and Hyde brands), Accor proceeds with the enforcement of its lifestyle ecosystem.

TRIBE currently consists of one address (with 126 rooms) just a stone's throw away from the botanic garden at Kings Park, Perth, Australia – one of the largest inner-city parks in the world. Ten other openings are already scheduled to take place by 2022 in Europe and Asia Pacific, totaling more than 1,700 rooms.

TRIBE has been designed to appeal not only to guests, but to owners and investors as well with a product that guarantees superior financial returns thanks to improved customer perception based on economical spaces and services.

Gaurav Bhushan, Chief Development Officer at Accor, said, *"The pipeline of over 50 hotels currently being negotiated for the coming years leads us to believe that the Tribe brand will achieve significant growth all over the world including in gateway locations such as Paris, London, Singapore, Dubai Bangkok... It will be making its debut in 150 international destinations by 2030."*



TRIBE Glasgow – UK, the first 290-room Tribe hotel in Europe opening mid 2019



ABOUT ACCOR

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in almost 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food&Beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs. Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavours to act for "positive hospitality", while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States. For more information visit accor.com. Or become a fan and follow us on Twitter and Facebook.

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PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK
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