
TRIBE

A bold design edit

Functional & Polished



BRAND PILLARS

*High
& low*

*Easy
& essential*

*Caring
& conscious*

HOTELS

10

Open

44

Pipeline

OPEN KEYS

1562

CURRENT REGIONS

ASIA PACIFIC
AUSTRALIA
EUROPE

EXISTING DEVELOPMENT

25%

Rebrandings

75%

New Builds

EASY PLUG-IN F&B CONCEPTS

4

FRANCHISE / MANAGEMENT RATIO

40/60

ADR PRICING PER ROOM

€150

17-22sqm

Guest Room Net Floor Area

120-300

Target Room Count

3500sqm

Minimum Gross Floor Area

MUST-HAVES

Central Reception-Bar
Artfully Curated Common Areas
and Rooms
Compact & Smart Rooms
Brand F&B Concept
Grab&Go

NICE-TO-HAVES

Outdoor Space
Fitness Room
Parking
Meeting Rooms

2023 - 2024 OPENINGS

Bangkok / Auckland / Baden-Baden / Lyon
Belo Horizonte / Budapest / Singapore / Milano / Riga

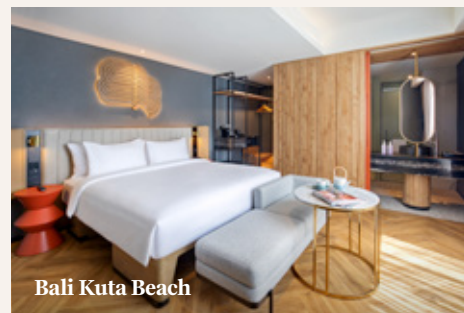
FLAGSHIPS



Amsterdam



Paris Saint-Ouen



Bali Kuta Beach



LIFESTYLE COLLECTIVE