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**TRIBE**

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*A bold design edit*

*Functional & Polished*



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BRAND PILLARS

*High  
& low*

*Easy  
& essential*

*Caring  
& conscious*

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HOTELS

8

Open

44

Pipeline

OPEN KEYS

1391

CURRENT REGIONS

ASIA  
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 Commons and Rooms*  
*Compact & Smart Rooms*  
*Brand F&B Concept*  
*Grab&Go*

NICE-TO-HAVES

*Outdoor Space*  
*Fitness Room*  
*Parking*  
*Meeting Rooms*

2022-2023 OPENINGS

Le Touquet / Paris Saint-Ouen / Singapore / Bangkok  
Auckland / Guiyang / Budapest / Lyon

FLAGSHIPS

