



Hotels re-thoughts

Tribe is a new kind of hotel. One that responds directly to the desires and aspirations of the modern traveller. A concept inspired by global journeys and uncompromising vision to deliver a uniquely positioned, design driven hotel. A refreshing and disruptive brand, Tribe challenges the status quo with its edited hotel experience that makes it a leader in the design-led affordable luxury sector. Modern travellers, we made this hotel for you. Welcome to Tribe.

tribehotels.com.au



AUGUST 2020

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ GREET \ JO&JOE \ HOTELF1

TRIBE

LIFESTYLE - MIDSACLE
INTERNATIONAL 3 STARS

18
HOTELS
COMMITTED

50
HOTELS
IN THE PIPELINE

150
HOTELS IN THE NETWORK
BY 2025

1 hotel & 126 rooms

EXISTING IN PERTH, AUSTRALIA

18 hotels & 5,500 rooms

COMMITTED

50 hotels in the pipeline

COMMITTED AND UNDER ACTIVE NEGOCIATION

Amsterdam	Kuala Lumpur*	Phnom Penh
Bucharest	London*	São Paulo*
Dubai*	New York*	Warsaw
Hong Kong*	Paris	

100 leads

*target cities

Development

New Built & Conversion	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●	●	
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

Upcoming openings

Paris Batignolles, France, 79 rooms (2020)
Orléans City Center, France, 74 rooms (2020)
Phnom Penh Riverside, Cambodia, 260 rooms (2021)
Warszawa, Poland, 116 rooms (2022)
Saint-Ouen, France, 112 rooms (2022)
Krakow Stare Miasto, Poland, 144 rooms (2022)

Top 3 unique selling propositions

CURATED DESIGN DRIVEN

Affordable luxury & democratization of good design.

A signature designers for each property, each Tribe hotel has its own vibe / Design philosophy: Urban luxury.

Contemporary design across all the touchpoints, curated objects & books, common open spaces.

X EDITED EXPERIENCE

Listen to our guests & provide them with reduced range of service but truly what they want.

Small but smart rooms.

Limited food & beverage buildout & offer.

= SMART BUSINESS MODEL

Reduced space programming, high perceived value for traveler, command midscale pricing for economy size product. Low operational costs.

Drive room rate premium per sqm, higher return on investment.

Passions

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.

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.

Design Driven

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

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.

Programming

ROOMS	● URBAN	○ RESORTS
— Average number of rooms	● 120-300	○ 120 and +
— Room average size* (sqm)	● 17-22	○ 20-25 + balcony
— Total Gross Floor Area* (sqm)	● 35-45	○ 40-50
FOOD & BEVERAGE	3-5 Lounge Living Zones Café & Bar Grab & Go station Casual Dining Compact Kitchen	For Asia, Middle East & Africa: enhanced F&B with kitchen recommended
WELL-BEING	Gym Swimming Pool	
MEETINGS, EVENTS & OTHERS	Meeting Room	

* For Midscale AAA Ultra City Center, Historic Conversion, the room size and areas can go down by 15-20%

Customer profile

BUSINESS	50%	50%	LEISURE
DOMESTIC	70%	30%	INTERNATIONAL

Flagship to visit

TRIBE PERTH
AUSTRALIA

