
TRIBE

A bold *design edit*

Functional & Polished



BRAND PILLARS

*High
& low*

*Easy
& essential*

*Caring
& conscious*

HOTELS

5

Open

46

Pipeline

OPEN KEYS

547

CURRENT REGIONS

AUSTRALIA
EUROPE

EXISTING DEVELOPMENT

67%

Rebrandings

33%

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

Phnom Penh / Bali Kuta Beach / Le Touquet / London Canary Wharf
 Paris Saint-Ouen / Clichy / Budapest / Lyon

FLAGSHIPS



ENNISMORE

21c Museum Hotel | 25hours | Delano | Gleneagles | Hyde | JO&JOE | Mama Shelter | Mondrian | Morgans Originals | SLS | SO | The Hoxton | TRIBE | Working From_

MAY 2022