



*Press release*

JULY 1<sup>ST</sup>, 2020

***TRIBE – With over 50 hotels in the pipeline, Accor intensifies the development of its lifestyle brands***

***TRIBE will arrive in Paris this fall, followed by Amsterdam, Warsaw and other launches planned for key gateway cities such as London, Berlin, Brussels, Lisbon, and Vienna in Europe to start...***



*TRIBE Paris Batignolles*  
79 guest rooms - Opening Q4 2020



*TRIBE Amsterdam*  
192 guest rooms – Opening in 2021



*TRIBE Orléans*  
74 guest rooms – Opening in 2021



*TRIBE Warsaw*  
116 guest rooms – Opening in 2021



Accor is stepping up its ambition in the lifestyle sector with TRIBE, a rapidly expanding midscale brand, which is exceeding initial expectations and planning to open more than 50 hotels globally... In Europe, in addition to Paris, Amsterdam<sup>1</sup> or Warsaw where hotels have already been signed, projects in iconic locations such as Berlin, London, Brussels, Lisbon and Vienna are currently being finalized. Over the next five years, the brand is planning to open a total of 150 hotels worldwide aimed at a new generation of travelers in search of refined yet affordable experiences.

*"Accor is a global leader in the lifestyle segment, thanks to its 11 disruptive brands, including TRIBE and its 50 hotels in the pipeline. The brand is going from strength to strength and is continuing its international expansion with the development of numerous projects. In line with the Group's growth targets, TRIBE has established itself as the new standard in the world of lifestyle hospitality"* said Gaurav Bhushan, Chief Development Officer, Accor.

TRIBE is an alternative lifestyle brand that is shaking up the rules of hospitality to fulfill the wants and needs of the modern traveler, without compromising on sophistication, style or originality. TRIBE is designed to be a unique urban space. The brand focuses on common areas and guestrooms, creating multifunctional spaces that encourage interaction between guests while providing that home-from-home feeling.

This year will mark the arrival of the first Tribe hotel in Europe with TRIBE Paris Batignolles, ideally located and designed by Thierry D'Istria. TRIBE Orléans City Center will open in 2021 in France with its colorful pool and sophisticated lounge designed by Desjeux-Delaye. A TRIBE hotel will also open in Amsterdam in 2021 as well as TRIBE Saint-Ouen (Paris, France). TRIBE Warszawa (Poland), and TRIBE Manchester (United Kingdom) are planned for 2022.

Antoine Dubois, Accor SVP Global Marketing Strategy, comments, *"The brand keeps evolving and we are delighted to see its network grow. TRIBE is unquestionably a powerful lifestyle brand with a bold identity that challenges the status quo of traditional hotels. The concept is all about urban vibrancy and offers accessible and stylish spaces.*

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<sup>1</sup> Accor has signed a franchise agreement with WIN Hotels for the arrival of the very first TRIBE hotel and a Mercure hotel in Amsterdam. The hotels are located in two towers of the newly developed 'Gare du Nord' area in Amsterdam North, next to the North/South metro station. TRIBE lands on Dutch soil for the first time. The four-star hotel will have no less than 192 rooms and suites and a restaurant. The new four-star Mercure hotel will have 110 rooms and a restaurant. Both hotels will open their doors in the summer of 2021.



*When entering a TRIBE hotel to stay or dine, guests know they will be a part of an authentic experience, wherever they are in the world."*

The living spaces are designed to be hybrid areas full of life, midway between spaces for working and entertainment. From the music selection to the choice of roasters of local coffee, nothing happens by chance at TRIBE. Its range of dining options varies throughout the day, to ensure it is always fresh and authentic: a daytime coffee shop becomes a cocktail bar in the evening, with a takeout service available throughout the day, offering a menu of simple, quick and homemade options.

TRIBE collaborates with a variety of celebrated local designers. The modern style is complemented by artfully designed pieces created by emerging artists and designers – not only on the walls, but extending to the choice of seating, soft furnishings and lighting. Each piece has been carefully selected with comfort and style in mind.

In each living space and for every service, particular emphasis has been placed on user-friendliness without compromising on style or comfort. This extends to all the guestrooms, which incorporate high-quality bedding and the latest technology into a space that is both cozy and welcoming.

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## **ABOUT ACCOR**

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 5,000 hotels, resorts, and residences across more than 110 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 co-working 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 endeavors 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). For more information visit [accor.com](https://www.accor.com), or become a fan and follow us on [Twitter](#) and [Facebook](#).

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