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# THE TRIBE BRAND MAKES ITS DEBUT IN ITALY WITH A NEW OPENING IN MILANO MALPENSA



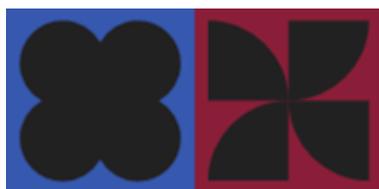
TRIBE MILAN MALPENSA SOCIAL HUB

**MILAN** - Guests can now check in at the new TRIBE Milano Malpensa. The opening marks TRIBE's entry into the Italian market, emphasizing the brand's growth plans to expand to 50 hotels worldwide over the next five years. TRIBE's offerings in Milan include 240 guest rooms, a gym, and a heated panoramic swimming pool. A signature feature of TRIBE is the central Social Hub in every hotel, which in Milan encompasses a café-meets-bar concept, a "Grab & Co Corner," as well as lounge and freely accessible co-working spots.

## SMART HOTEL FEATURES

The TRIBE Milano Malpensa introduces a novel hospitality concept to Italy, tailored for travellers who crave design hotels at affordable prices. Guests are immediately immersed in the distinct "Social Hub," a signature of the TRIBE brand upon entering the hotel. This vibrant, multi-use space includes an Italian cafeteria transforming into a fancy bar in the evening, a lounge and co-working spots; and the 24/7 Grab & Go corner, "H24," where guests can indulge in fresh snacks and beverages at any time. Furthermore, the new TRIBE hotel boasts a well-equipped gym featuring high-end Technogym equipment, a heated panoramic swimming pool, and an outdoor garden.

In line with the public spaces, the hotel's 240 rooms, including 18 family rooms, showcase a bold design founded on a mix-and-match concept, rendering each TRIBE hotel distinct. Alongside custom-designed furniture, artwork,



and iconic items, each room is intelligently and comfortably equipped with a 55-inch Chromecast TV, USB charging points at accessible heights, a Lavazza coffee machine, tea, bottled water, and high-quality linen for an exceptional sleep experience. Another signature indulgence from TRIBE is the lavish bath amenities provided by the renowned Kevin Murphy brand.

*"Our TRIBE brand embodies precisely what the new generation of travellers seeks: Exceptional, unique, and bold in design, providing guests with everything they need and nothing they don't. After recent expansions into the German and Hungarian markets, we are thrilled to include Italy, renowned for its fashion and design, on our map. Together with our long-term partner Amapa and the hotel team led by General Manager Simona Calabrese, we look forward to welcoming our first guests in Milan", says Pauline Oster - Vice President TRIBE Europe & North Africa.*

## Surroundings and connection

Due to its strategic location, the hotel benefits from excellent connectivity to key points of interest. Milan Malpensa Airport and the railway station are approximately 1km away, ensuring easy accessibility for travellers thanks to the hotel's "Park & Fly" and Shuttle services. Moreover, TRIBE Milano Malpensa serves as an ideal home base for exploring the cities and lakes of Lombardy and Piedmont, including the crucial Rho-Fiera hub as epicenter for Milan's most significant trade fairs.

For further information, visit [all.com](http://all.com), [tribehotels.com](http://tribehotels.com) and [press.accor.com](http://press.accor.com)

TRIBE is a part of Accor's loyalty program, [ALL - Accor Live Limitless](#). Members can enjoy special rates and additional extras when booking at [TRIBE Milano Malpensa](#).

## About TRIBE

From Perth to Paris, TRIBE hotels bring a bold new energy to locations across the globe. Born in Australia in 2017, as the vision of Mark and Melissa Peters, TRIBE was created knowing many travellers today crave design hotels at affordable prices. Defined by how people want to live and travel, TRIBE focuses on the things that really matter: intelligent, functional, design-driven hotels that give guests everything they need and nothing they don't. TRIBE plans to open 50 properties worldwide within the next five years, including flagships in Manchester and Auckland. TRIBE is part of Accor, a world leading hospitality group counting over 5,500 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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