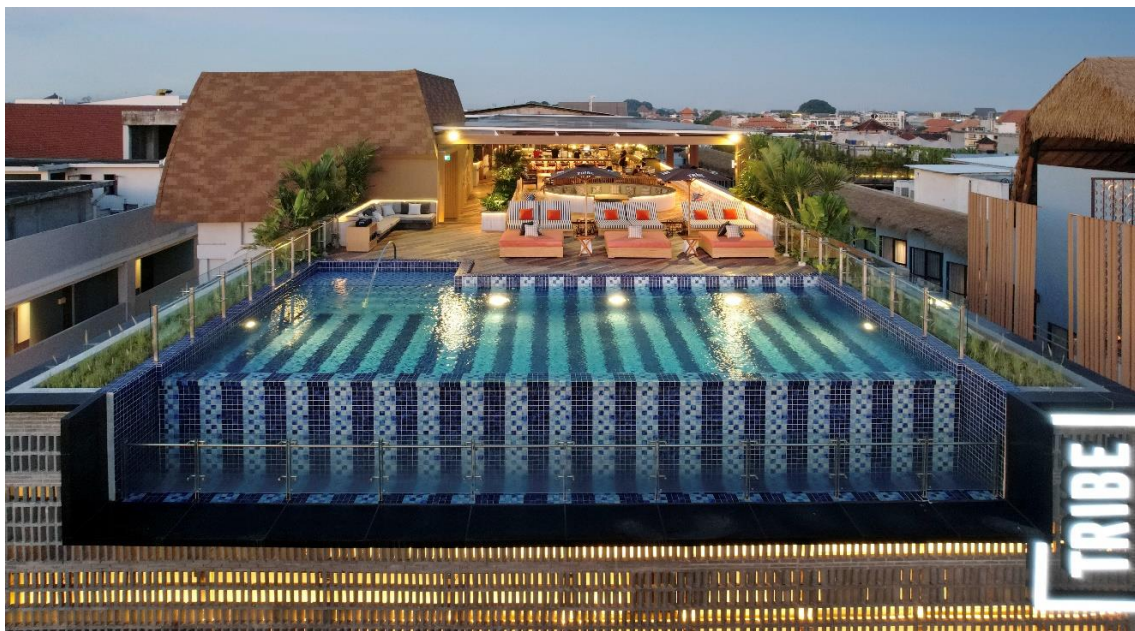


2 November 2022

TRIBE TOUCHES DOWN IN BALI BRINGING A BOLD DESIGN EDIT TO THE RENOWNED ISLAND PARADISE OF INDONESIA

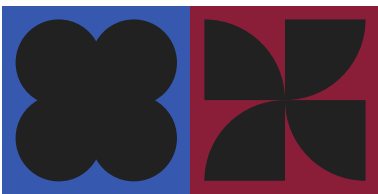


Above: Hotel Rooftop

TRIBE BALI KUTA BEACH IS NOW OPEN, OFFERING DESIGN DRIVEN COMMON SPACES, SMART ROOMS AND 24/7 GRAB & GO F&B TO A NEW GENERATION OF TRAVELLERS.

BALI – TRIBE, part of Ennismore, a global collective of lifestyle brands, has opened the doors of its first hotel in Indonesia with the opening of TRIBE Bali Kuta Beach on Indonesia's island of the Gods.

Strategically located on the famous Kuta beach strip, a 10-minute drive from the airport and within walking distance of countless restaurants and bars, the Beachwalk Shopping Mall, Waterbom Water Park, and Dewi Sri Street Food, TRIBE Bali Kuta Beach hotel offers more than just chic accommodation. Guests will discover the edited hotel offerings of TRIBE, which is capturing the attention of travellers worldwide for its focus on bespoke experiences that gives guests everything they need and nothing they don't. Forget bellhops or a run-of-the-



PRESS RELEASE

mill concierge service - TRIBE knows that modern travellers crave efficiency, flexibility and design-driven comfort.



Left: Reception Desk



Right: Social Hub

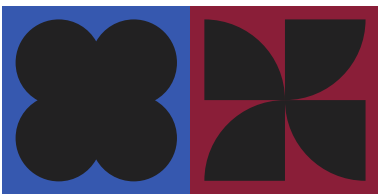
"Born in Australia, thanks to the vision of Mark and Melissa Peters, TRIBE was created in response to a simple fact: Today more than ever, travellers crave high-quality hotel experiences at affordable prices", said François Leclerc, Deputy Brand COO for TRIBE. "With TRIBE, we want to build a community where people feel welcomed and respected. TRIBE Bali Kuta Beach will surprise travellers with an original, exciting and tailored offer that focuses on style - we can't wait to build our tribe of loyal guests".

TRIBE Bali Kuta Beach features collaborative workspaces, decompression zones, and co-living areas, with contemporary design throughout. Each element of the hotel from the smart rooms to social spaces is carefully curated to ensure accommodation with a bold new energy. To celebrate local Balinese culture, many of the hotel's features, such as the furniture, was sourced from local artists to support the creative industry in Bali.

Get things started, but also done. All digital nomads are welcome to TRIBE's flexible co-working spaces in the lobby or on the rooftop. The hotel serves as a place where people come to live, not just to work, that empowers them to be more focused and reconnect with a community of like-minded people. A spot open to everyone, TRIBE provides the ideal territory to get connected and feel driven to succeed. Guests staying at TRIBE Bali Kuta Beach can also discover Surfing classes at the nearby Beach or be inspired at the Kuta Art Market.



Above: TRIBE Comfort Room



TRIBE Bali Kuta Beach offers 165 smart rooms with six different categories of rooms and suites - most of which come with balconies. Driven to accommodate the needs of modern travellers, each room is designed to provide everything guests need and nothing they don't. The rooms feature floor to ceiling windows, comfortable TRIBE signature beds with extra storage space for luggage underneath, mini-fridge, smart TVs with screen mirroring, Nespresso machines, modern bathrooms and premium amenities.

Posma Silitonga, General Manager of TRIBE Bali Kuta Beach said *"We are so excited to welcome a new generation of modern travellers to our hotel which has been designed to meet the latest expectations of those seeking a lively and energetic setting. There is a focus on design and comfort throughout the hotel's co-living concepts, vibrant restaurants and happening bars. Our guests will be immersed in a range of interactive experiences and feel connected with each other thanks to our social orientated spaces around the hotel."*

Located on the ground floor, a cosy and stylish coffee shop by day transforms into a bar by night, alongside a curated Grab & Go stand offering fresh salads and a selection of local beverages available 24/7. The rooftop's 360-degree restaurant and bar, Afterglow Bar & Kitchen, overlooks the infinity pool and magnificent Kuta Beach allowing guests to savour pizzas, burgers and local favourites such as the Seared Daily Market Kedonganan Barramundi. Guests can also start their day on the right foot with breakfast served here.



Left: Infinity Pool

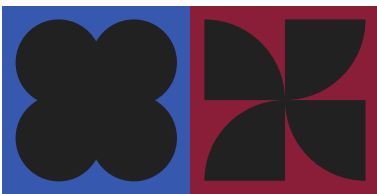


Right: Afterglow Bar & Kitchen

Visitors can burn off some calories at the gym, with a great selection of equipment available 24/7. A series of fitness classes is set to launch soon.

For meetings and events, the hotel's business facilities include conferencing rooms that can cater up to 60 persons with state-of-the-art audio-visual equipment.

To celebrate the opening of TRIBE Bali Kuta Beach, guests can enjoy a stay in a TRIBE Comfort Balcony room from IDR 1,150,000, nett per night with breakfast for two, available for stays until 31st December 2022. For reservations or enquiries, please email hb777@mytribehotel.com, or contact +62 361 2090730.



TRIBE Bali Kuta Beach is located at Jalan Pantai Kuta no.99 Kuta Bali 80361, Indonesia. For more information, please visit www.TRIBE-bali-kutabeach.com.

###

IMAGE LIBRARY: [CLICK HERE](#)

TRIBE

Anne Berger

Head of Public Relations

Anne.Berger@ennismore.com

TRIBE Bali Kuta Beach

Cindi Cilvia

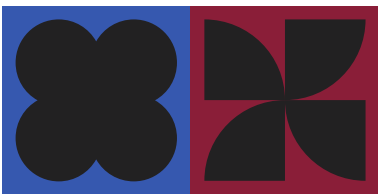
Marketing Communications Executive

Hb777@mytribehotel.com

About TRIBE

From Perth to Paris, the 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 in response to the knowledge that today more than ever, travelers 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 our guests everything they need and nothing they don't. TRIBE is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021. TRIBE plans to open 50 properties worldwide within the next five years. In addition to Bali, further TRIBE openings are planned in Budapest, Belo Horizonte, Warsaw, Manchester, Riga, Lyon, Bangkok, Singapore and Milano.

ennismore.com/brands/hotels-and-coworking/TRIBE



PRESS RELEASE