


TRIBÜ
HOTELS

WHY GEORGIA

Full of Opportunities



Georgia's position on the historic Silk Road puts it at the crossroads of Europe and Asia. It's the shortest land route between East and West. This trading hub directly connects 830 million people;

3rd Least Tax Burdened Country in the World;

Economic Freedom Index 2022 – 26th amongst the United States, United Kingdom & Malta;

A 4-season country in terms of travel;

Georgia is known to be the oldest wine region in the world, with the fertile valleys of the South Caucasus believed by many archaeologists to be the source of the world's first cultivated grapevines and Neolithic wine production, over 8,000 years ago.

WHY GEORGIA

Full of Opportunities

Georgia

**We recommend to
grant candidate
status**

Georgia is the EU candidate state. The governing and opposition parties support Georgia's integration into the EU;

The EU represents Georgia's leading trade partner;

Georgia will benefit even more from the economic opportunities the EU-Georgia partnership can bring;

However, the EU is much more than a successful economic partnership. It is also a peace project that defends democracy and freedom like no other - meaning that the country represents the region's safe haven for investors.



EASE OF DOING BUSINESS

Georgia is ranked 2nd among the European states in the ease of doing business;

According to the latest World Bank annual ratings, Georgia is ranked 7th among 190 economies in the ease of doing business;

What is measured in Doing Business?



WHY HOTEL BUSINESS



Problem Worth Solving

The local hotel industry still faces challenges from the pandemic aftermath, capacity limits, service quality differences, limited amenities, sustainability concerns, a lack of budget-friendly options, and infrastructure/accessibility issues.

Despite the challenges mentioned above, the Tbilisi HoReCa market is becoming more attractive to investors due to the rising number of travelers, creating a great business opportunity with a diverse customer base.

ABOUT US



Where Hospitality Finds Unity

TRIBU Hotels, an exciting new entrant in the Georgian hospitality scene, is poised to redefine the guest experience in Tbilisi. Our passionate team is dedicated to delivering the renowned warmth of Georgian hospitality to our valued guests.

Inspired by the French word for "tribe," "clan," and "unity," the name **TRIBU** symbolizes our vision of creating a close-knit community of guests who share in unique and unforgettable experiences during their stay.

Welcome to TRIBU Hotels, where we embark on this exciting journey together.

VISION & MISSION

Vision



Mission



At **TRIBU Hotels**, we aspire to transform every guest into a cherished member of our tribe, weaving the essence of Georgian warmth into unparalleled Tbilisi experiences.



To passionately infuse Georgian warmth in every encounter, fostering a close-knit community at **TRIBU Hotels** where every guest experience becomes a shared story in the tapestry of Tbilisi's rich hospitality.

SERVICES

A modern hotel room featuring a bed with white linens, a blue armchair, and a wall with vertical wood slats. Three framed artworks are displayed on the wall: a woman holding a plant, green leaves, and a leopard print. A white wardrobe is visible in the background.

We Stay True to High Standards

At **TRIBU Hotels**, every location guarantees impeccable service complemented by a myriad of amenities, from serene spas and intimate restaurants to state-of-the-art training facilities, complimentary shuttles, and dedicated concierge services.

We are committed to personalizing each offering, understanding that every guest is unique.

For us, each visitor is a cherished individual, deserving of our utmost attention and delicate care.

OUR CHAIN

TRIBU Hotels will be composed of Shatberashvili St. and Mtskheta St.

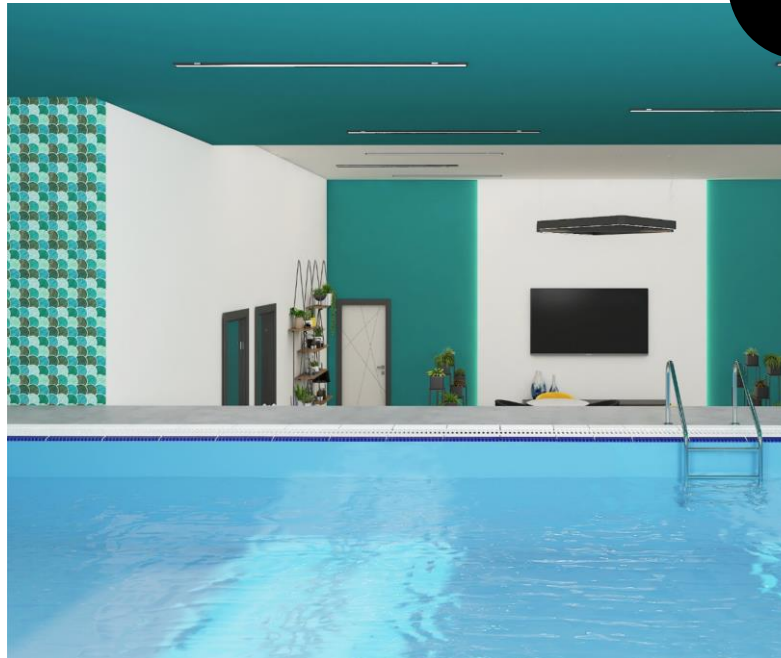
- Both hotels are located in the best residential areas in Tbilisi's prestigious business district.

TRIBU Shatberashvili St.

- 22-room hotel in the luxurious residential area of Tbilisi (Vake). The hotel owns electric shuttles designed to move customers over short distances within the site.

TRIBU Mtskheta St.

- 24-room hotel in the prestigious residential area of Tbilisi (Vake).



HOTEL LOCATIONS



TARGET MARKET



Market size \$2.8B

- Other Tourists
- Business Travelers
- Local Travellers

COMPETITIVE LANDSCAPE

COMPETITORS

International Brands

Local Hotels

High End Local
Businesses

HOW OUR SOLUTION IS BETTER

More Affordable

Personalized Customer Care

Lower Price, Better Location

CONTACT US

T R I B Ū



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