



**Why invest**

**JO&  
JOE**

**ACCOR GLOBAL DEVELOPMENT BROCHURE**

**OCTOBER 2021**



# WELCOME!

For millennials ..  
And millennial-minded

A new COOL approach of hospitality,  
OPEN to the city

Where locals & travelers BLEND  
and ENJOY social experiences





# THE OPEN HOUSE CONCEPT

Bridging the gap  
between hostels  
and hotels

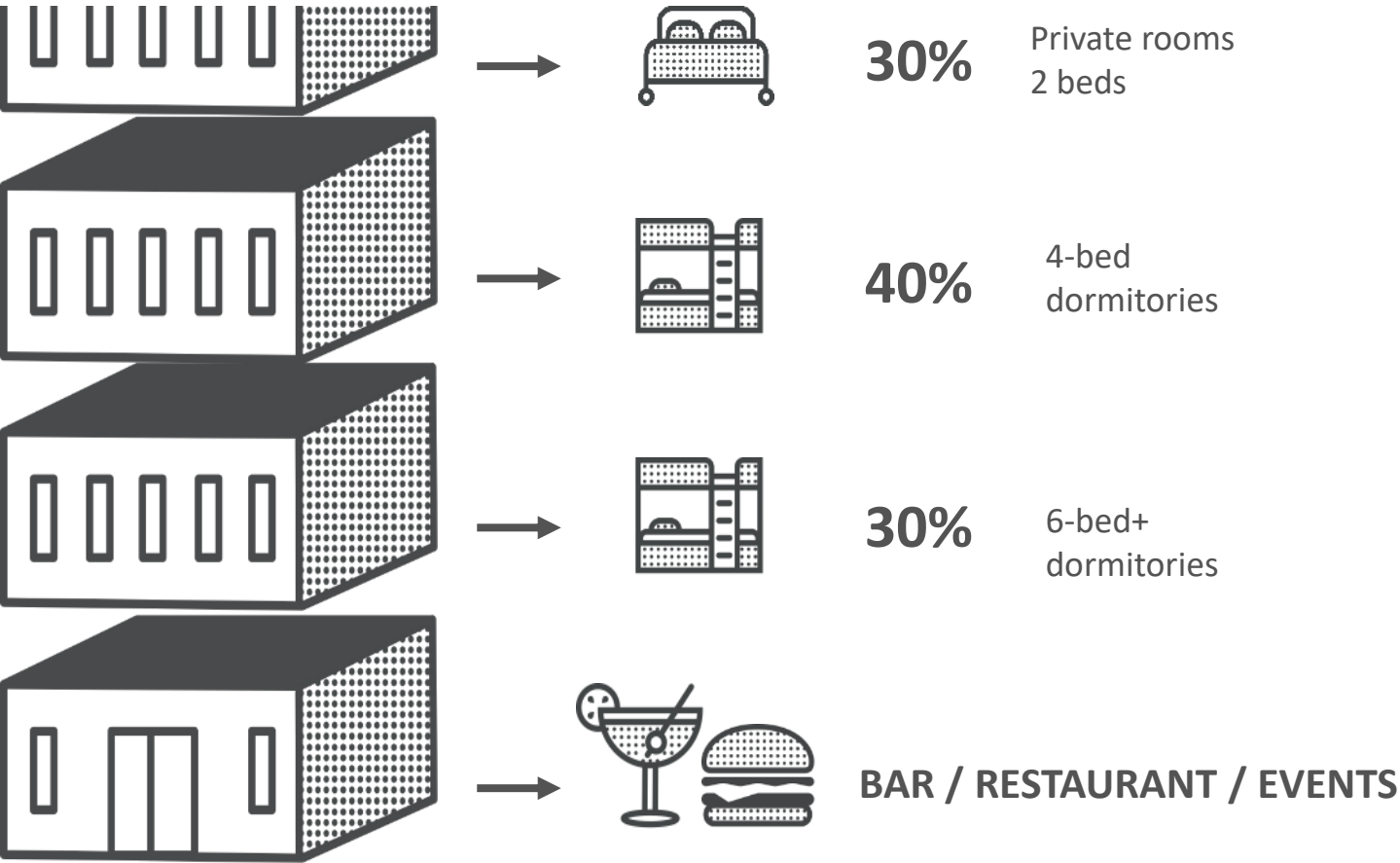




# HOTEL PROGRAM

-

Buildings between  
3,000 sqm to 5,000 sqm



JO&JOE GENTILLY

OUT OF  
ORDINARY ROOM  
Funky design



# BAR & RESTAURANT / STAGE

At the heart of the hotel.  
A friendly and genuine  
atmosphere gathering all guests.



Unexpected  
**OUTDOOR  
SPACES**

Casual & relaxed  
**MEETING  
ROOMS**



**HAPPY HOUSE**  
Extra services (vending machines,  
lockers to rent, shopping wall ...)  
A creative area to hang out & snack



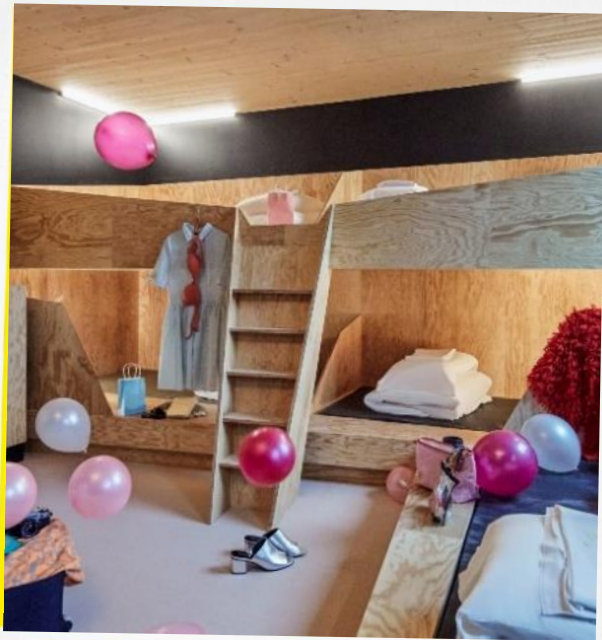
# THE ROOMS



SMALL DORMS



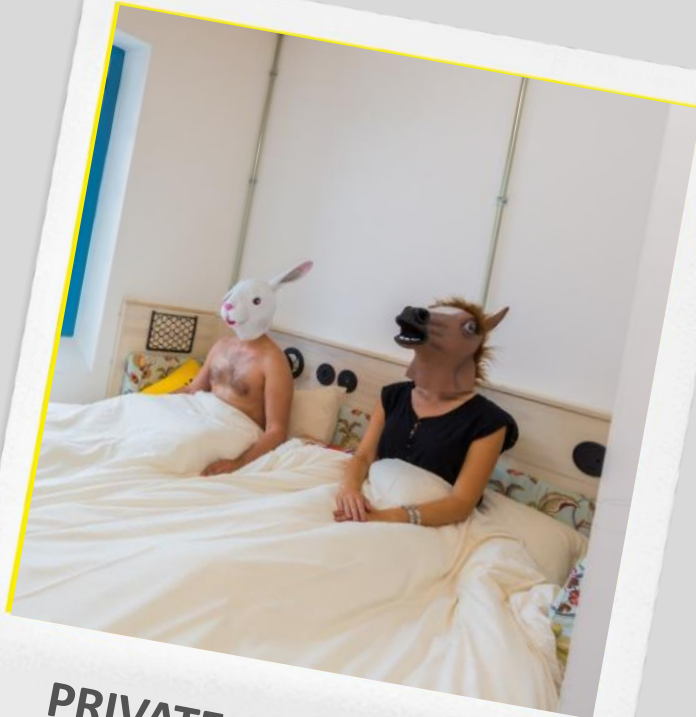
4 to 6 beds / 16 to 23 m<sup>2</sup>



LARGE DORMS



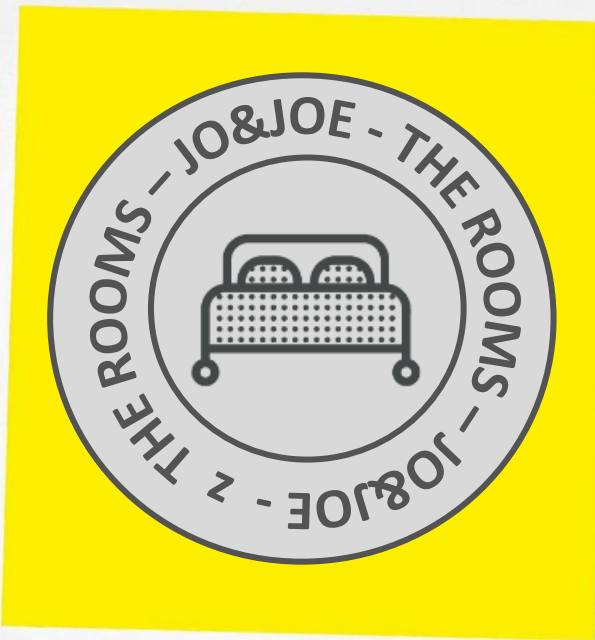
CABINS



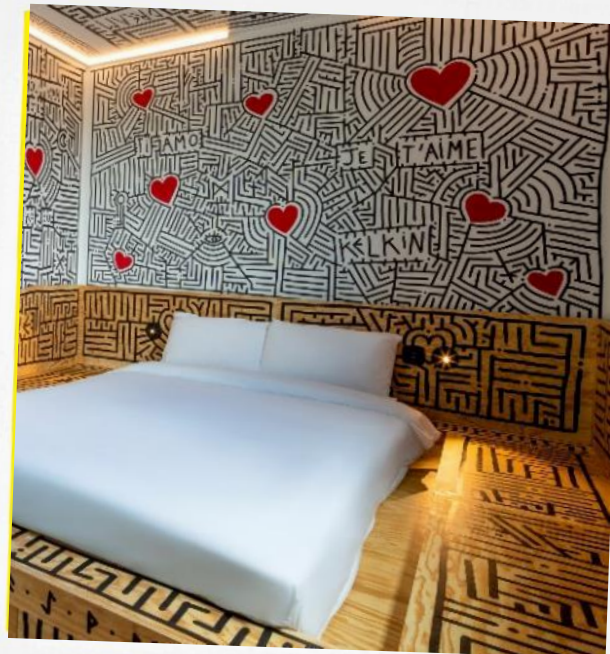
PRIVATE ROOMS / 000



8 to 10 beds / 34 to 40 m<sup>2</sup>



4 to 6 m<sup>2</sup> per bed



2 pax | 12m<sup>2</sup>





# REDEFINING HOSTELS

The fun of a hostel  
+ the comfort of a hotel

Urban art design  
+ exciting F&B options  
+ insider local crowd  
bring the street atmosphere into the hotel

Great value for money  
to sleep and eat  
without compromising quality.





# LOCALLY INSPIRED

# LOCAL CROWD

Local **street** F&B concepts / comfort food  
(affordable, generous & **healthy ... or not!**)

Exciting line up and events  
(entertainment & activities all day / night long)

**We connect with the local vibe.**





# A PROFITABLE BUSINESS MODEL

An exciting player in the  
**lifestyle economy segment** offering:

Optimized number of beds per sq meter

-

Extensive accommodation options  
for individuals, groups, leisure, business.

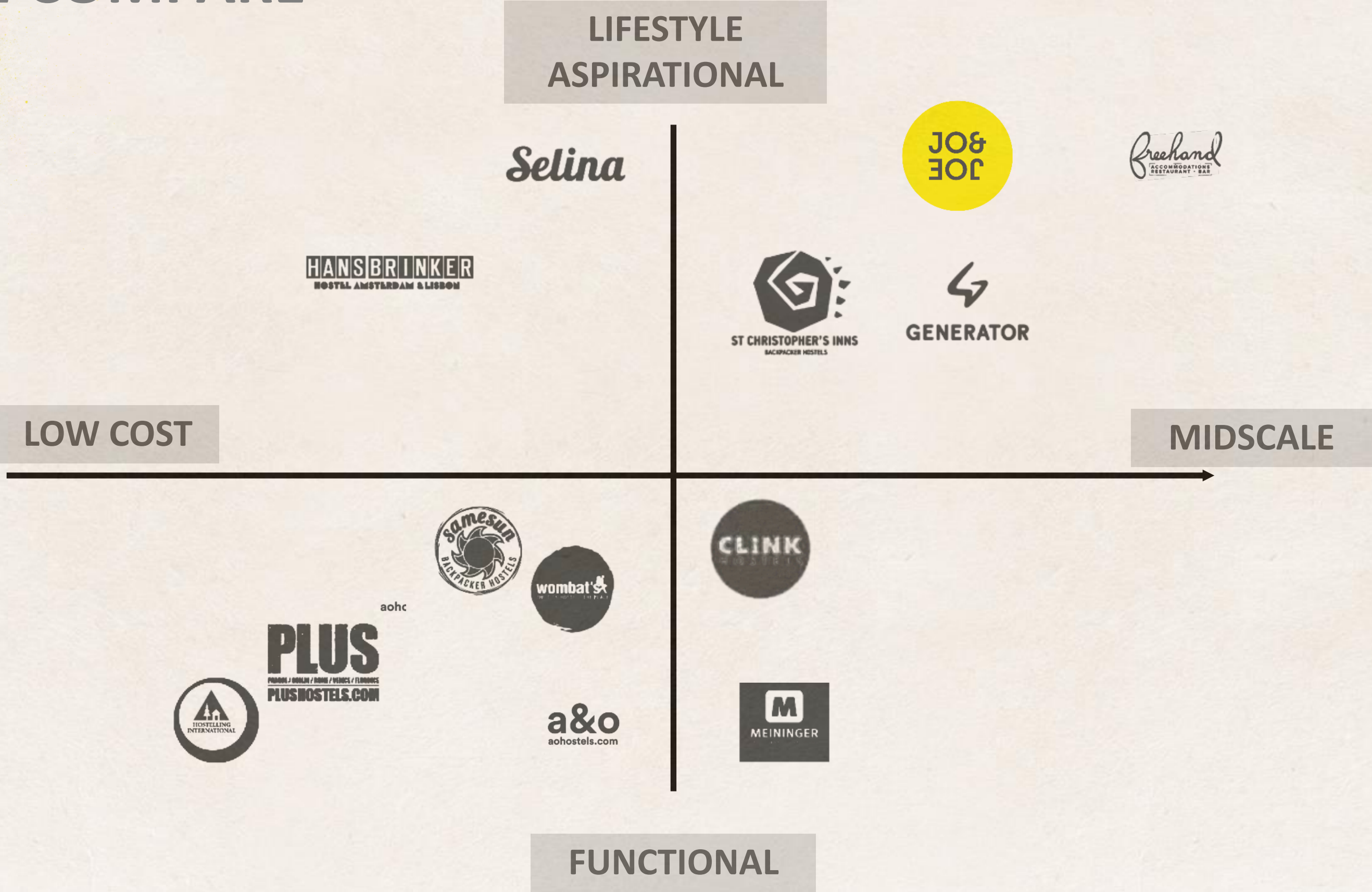
-

Incremental revenue  
(Food, Beverage and Events  
attracting the local crowd)





# HOW WE COMPARE







# STREET ART

**JO&JOE are places  
where people connect.**

We work with local and international graffiti  
street artists, working closely with our  
designers to make each location unique.

Offering a vibrant vision to personalize each  
location.



# LOCAL PARTNERSHIPS

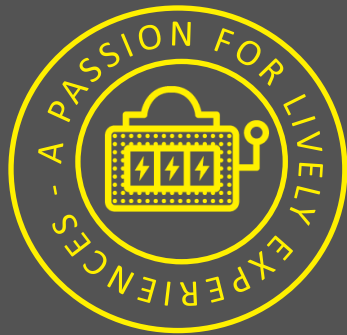
Building relationships with the various communities to promote local life and sustainable habits (farmers market, beach clean up etc.) and engage our guests with meaningful experiences.

# ECO FRIENDLY

The brand is committed to lead environmental initiatives, sustainable practices.







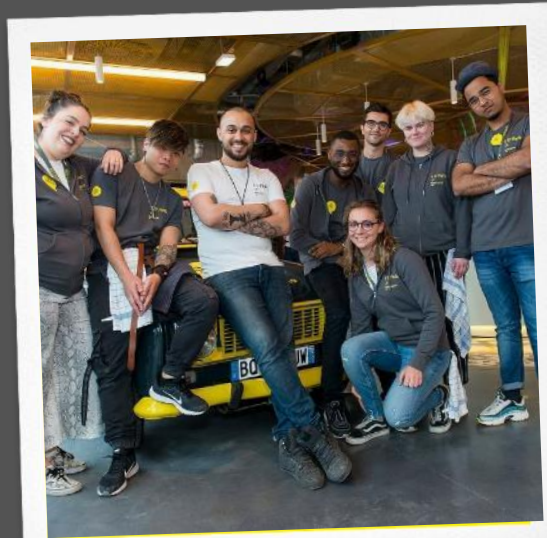
# F&B EXTRA REVENUE

30% to 60% of total revenue

Strong ability to attract locals







# OUR TEAM = YOUR FRIENDS

Eclectic personalities, experiences and talent are the heart and soul of JO&JOE.

They create fun memories and unexpected bonds with guests, shaping a unique DNA for each destination.

Positive, no fuss, good vibes only.





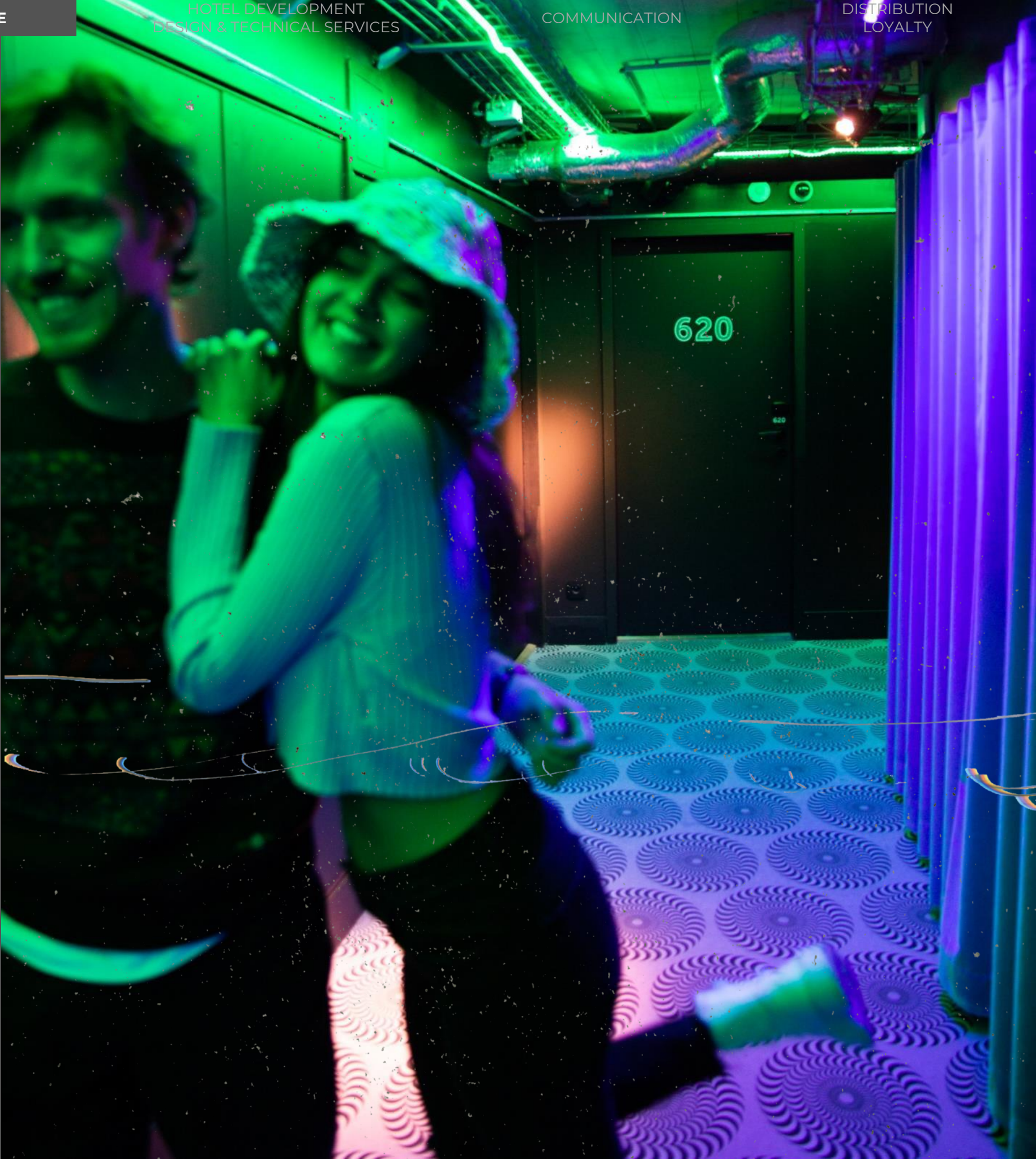


3  
OPEN  
HOSTELS

776  
BEDS  
BY JUNE 2021

9  
UPCOMING  
HOSTELS

8  
COUNTRIES





We're coming!



HOSSEGOR 2017



PARIS NATION 2021



VIENNA 2021



MEDELLIN 2022



ROME 2022



BUDAPEST 2023

PARIS GENTILLY 2019

RIO DE JANEIRO 2021

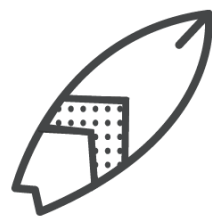
VENICE 2021

MOSCOW 2022

LIVERPOOL 2022

LONDON 2023





JO&JOE

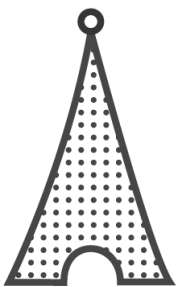
# HOSSEGOR

(FRANCE)

128 BEDS







JO&JOE

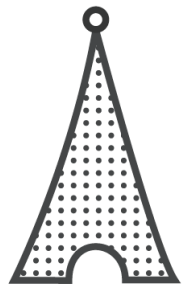
# PARIS GENTILLY

(FRANCE)

485 BEDS





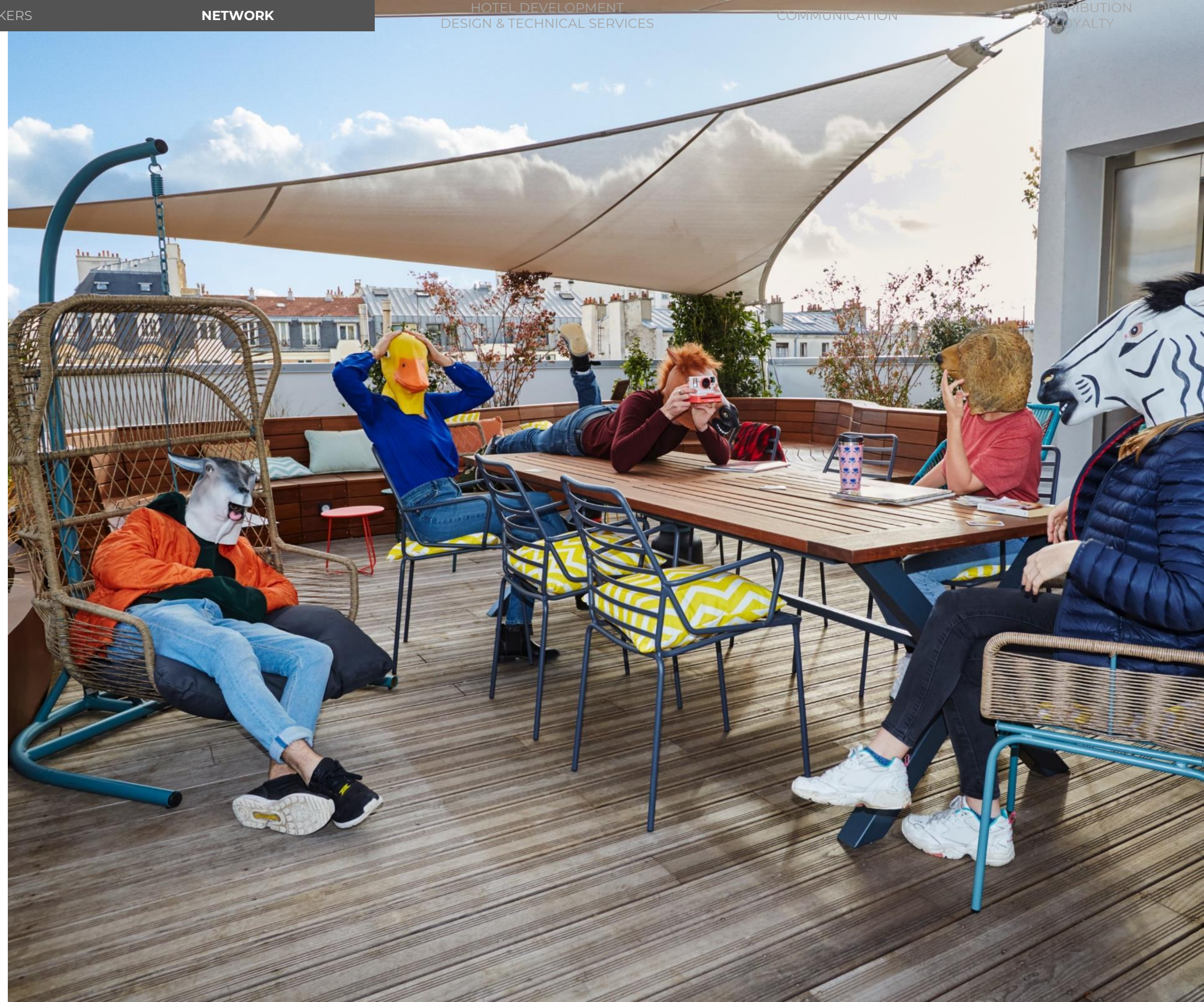


JO&JOE

# PARIS NATION

(FRANCE)

162 BEDS





# LATEST OPENING



JO&JOE

# VIENNA

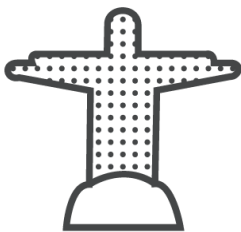
(AUSTRIA)

345 BEDS





OPENING 2021



JO&JOE

# RIO DE JANEIRO

(BRAZIL)

335 BEDS





SIGNED



JO&amp;JOE

# MEDELLIN

(COLOMBIA)

198 units





SIGNED



JO&JOE

ROME

(ITALY)

218 Units







# OUR DESTINATION CRITERIA

AAA ULTRA CITY CENTER LOCATION, HISTORIC CONVERSION
300 to 600 beds
9-10 sqm/bed

**FOOD & BEVERAGE**

High volume Bar in indoor & outdoor premises  
Snacking area for guests

**MEETINGS & OTHERS**

Flexible space

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
INTERNATIONAL CAPITALS KEY CITIES & RESORTS			
MAJOR DOMESTIC DESTINATIONS			
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			



JO&amp;JOE | COMMUNICATION

# SOCIAL MEDIA

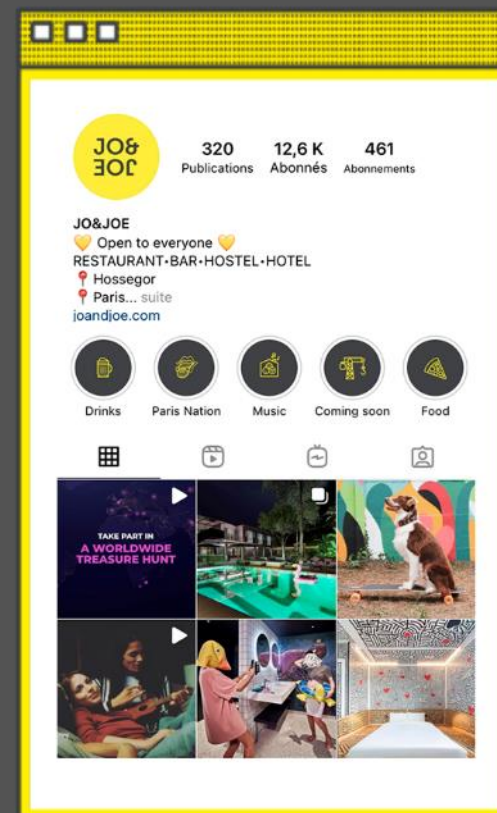
A balanced communication  
based on two pillars:  
Influence & community.



## FACEBOOK / LINKEDIN



## INSTAGRAM / PINTEREST / TIKTOK



## PR & INFLUENCE







# AWARDS



MIPIM AWARD  
BEST HOTEL  
& TOURISM RESORT  
FOR JO&JOE GENTILLY



LE GRAND PRIX  
STRATÉGIES  
DU DESIGN



LE GRAND PRIX  
STRATÉGIE  
DU DIGITAL



FIRST PRICE AT PRIX  
COMMUNICATION  
& ENTREPRISE UJEF

& 6+ WW / EUROPEAN PRIZES



# SHAPED FOR OUR SPECIFIC HOSTEL TARGET PMS & TOOLS



CLASSIC OTAs for hotel business



CLASSIC TRADE SHOWS



CLASSIC TRADE ASSOCIATIONS



CLASSIC TOUR OPERATORS

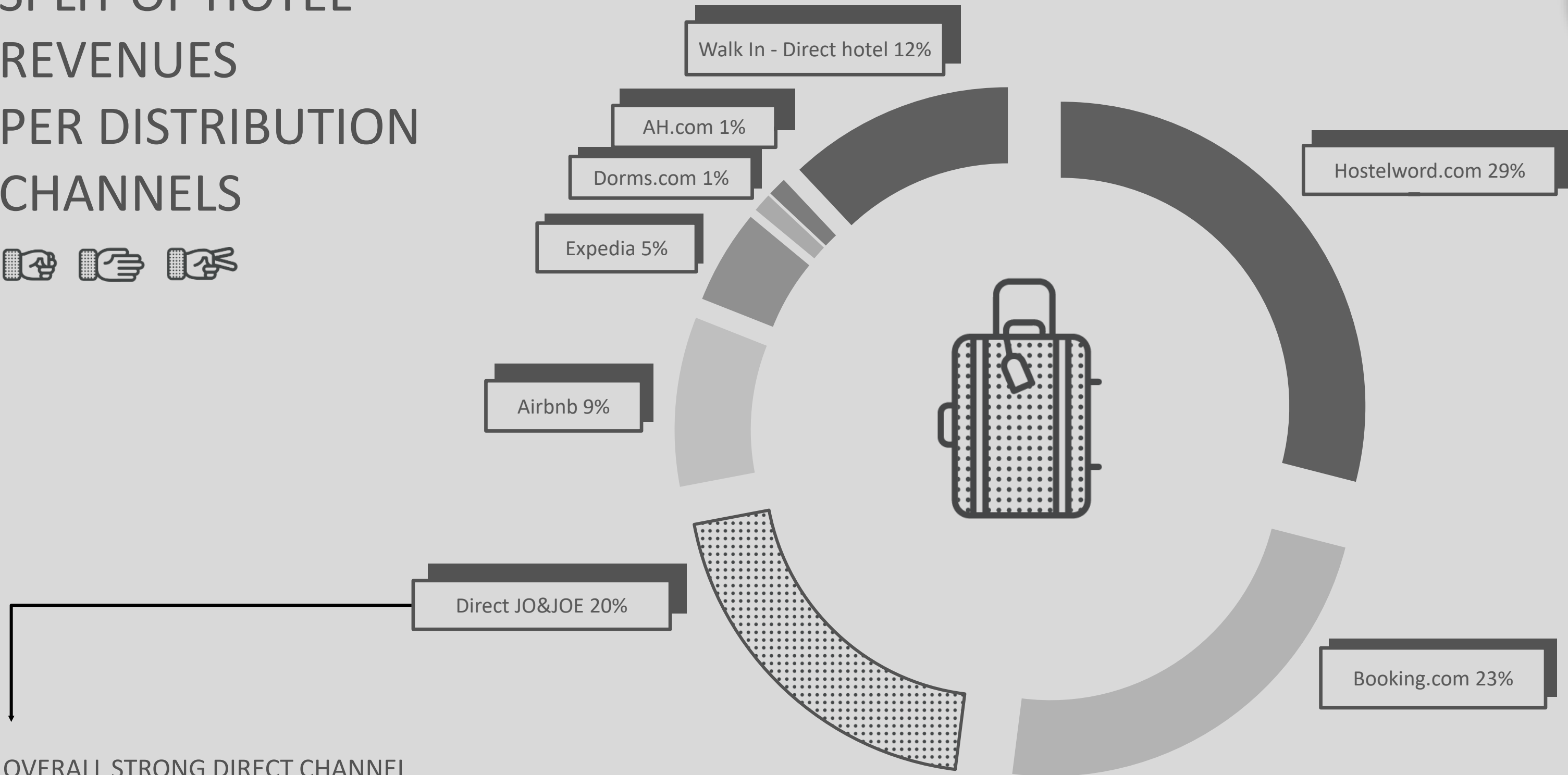


ALTERNATIVE for HOSTELS





# SPLIT OF HOTEL REVENUES PER DISTRIBUTION CHANNELS



OVERALL STRONG DIRECT CHANNEL  
20% WEB DIRECT SALES

\* SPLIT BASED ON JO&JOE PARIS GENTILLY IN 2019

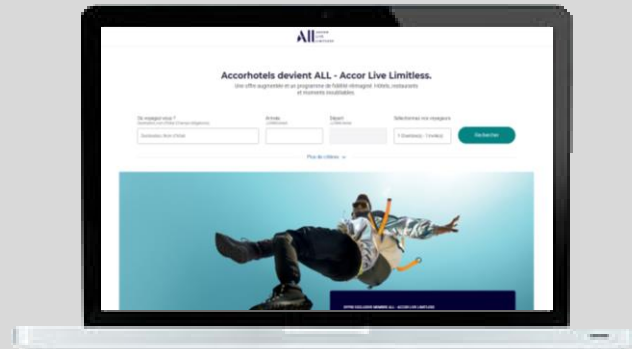


# NEW BOOKING ENGINE & APP



## 1 MULTIBRAND PORTAL + 1 LIFESTYLE COMPANION APP + 18 BRAND.COM WEBSITES

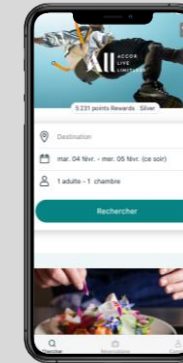
ALL.ACCOR.COM ACCOR ALL



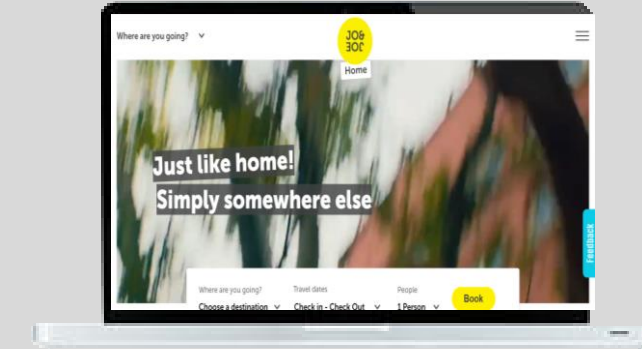
- 300M Website + App visits
- 2,200 Destinations
- 18 Languages

### NEW in 2020:

- All Safe label visibility on digital experience to rest-assure guests during the pandemic
- Launch of **Apartment & Villas** website dedicated to Branded Residences and Extended Stay hotels



- > 50% Mobile and App visits
  - 1 Download every minute
  - > 4,3/5 app ratings
- iOS: 4,5/5 & Android: 4,3/5



- plugged to ALL.ACCOR.COM



# NEW LOYALTY PROGRAM



## THE ONLY LIFESTYLE LOYALTY PROGRAM

### NEW LIFESTYLE & AUGMENTED HOSPITALITY FRAMEWORK

OFFERING EXTENDED OPPORTUNITIES  
TO EARN & REDEEM POINTS

### NEW BENEFITS

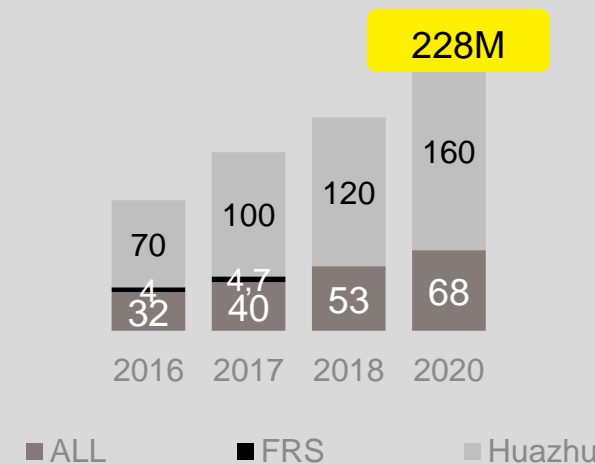
- **38** Brands and +
- **Suite Night Upgrade**
- **F&B** outside a stay

### NEW PARTNERSHIPS

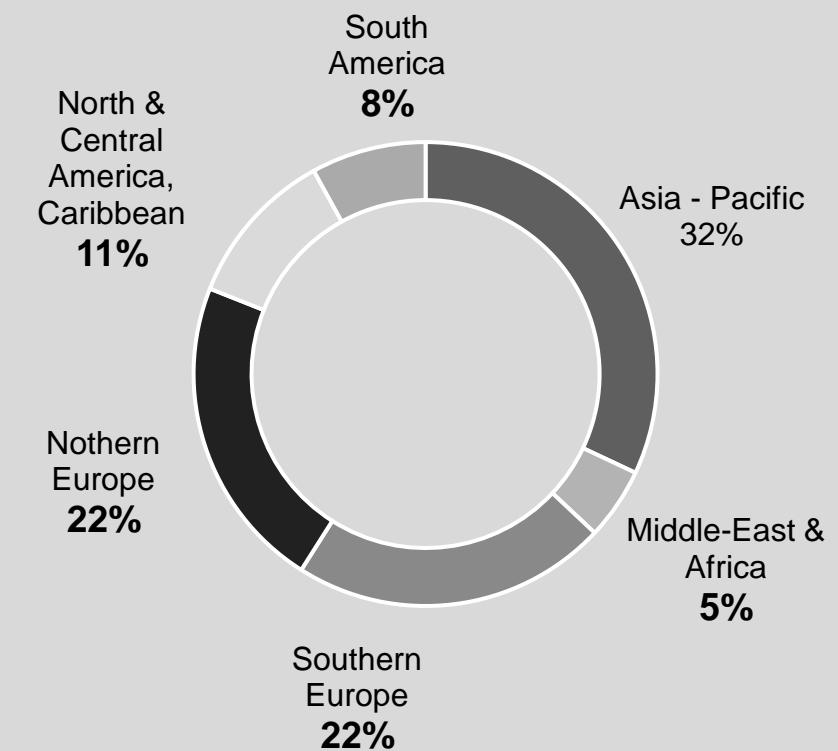
- **PSG** – Games / Net media value +€200m to ALL
- **AEG** – Worldwide arenas & festivals
- **IMG** – Taste festivals

## THE FAST GROWING LOYALTY PROGRAM

- **68M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members



## THE MOST GLOBAL LOYALTY PROGRAM







**SEE YOU  
SOON!**