



Why invest

**JO&
JOE**

ACCOR GLOBAL DEVELOPMENT Q1 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



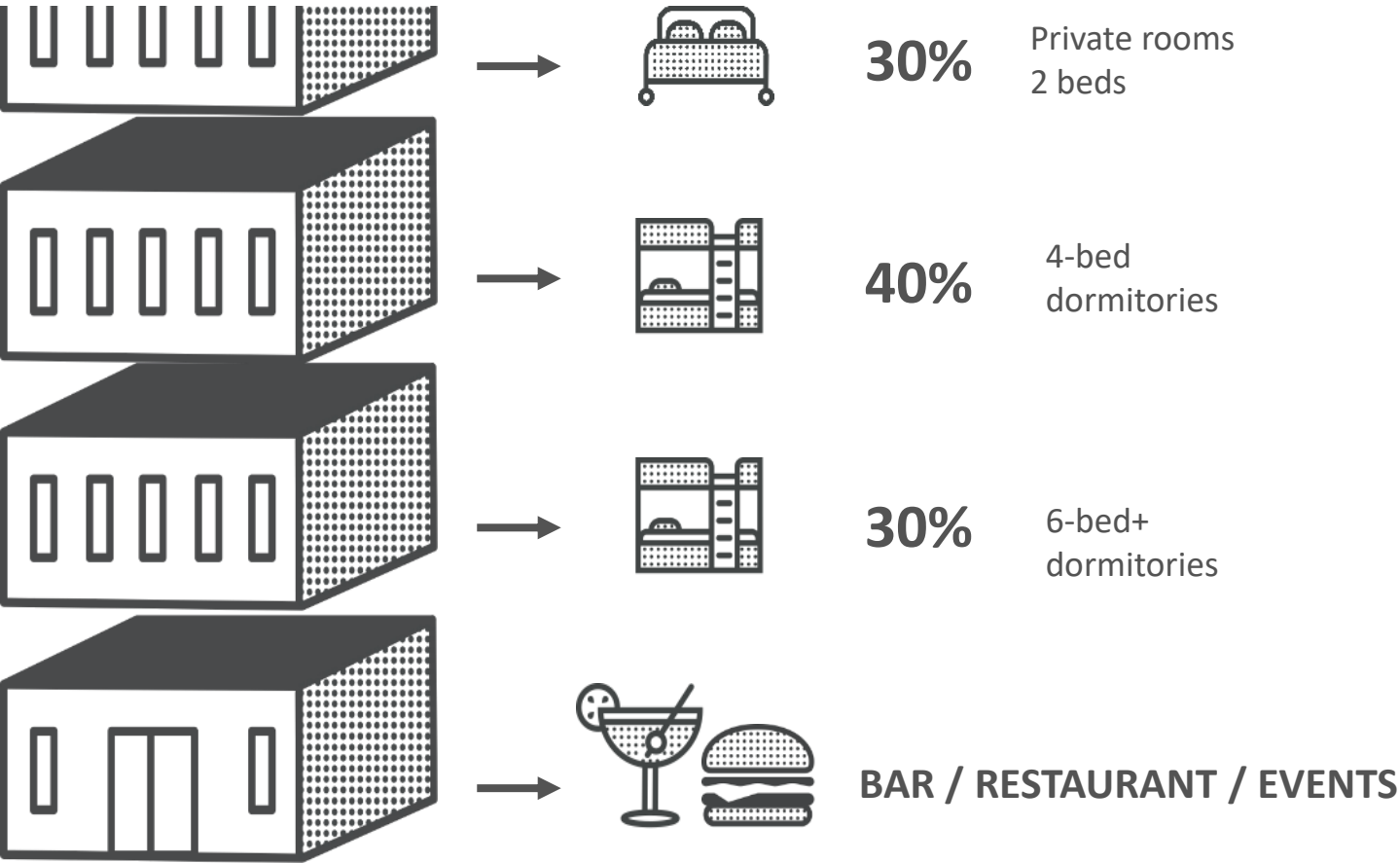
JO&JOE

WHAT IS
A TYPICAL
JO&JOE?

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.



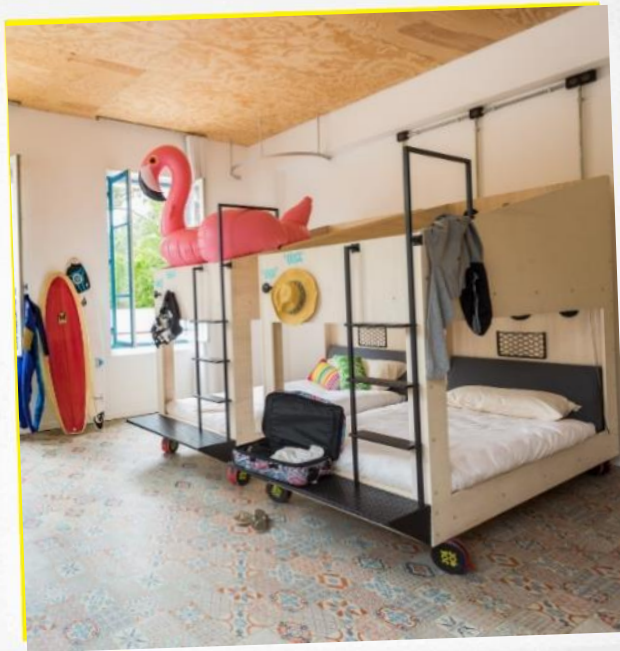
Unexpected
**OUTDOOR
SPACES**

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



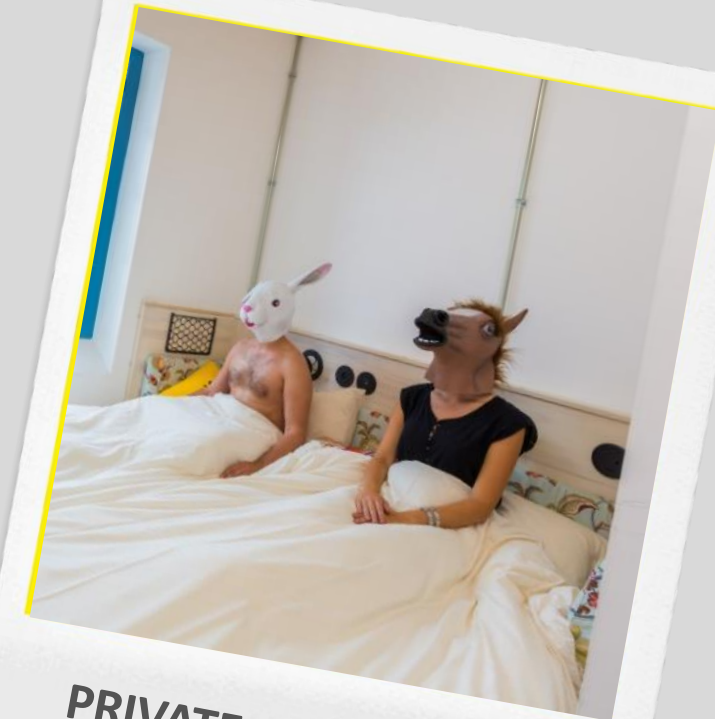
4 to 6 beds / 16 to 23 m²



LARGE DORMS



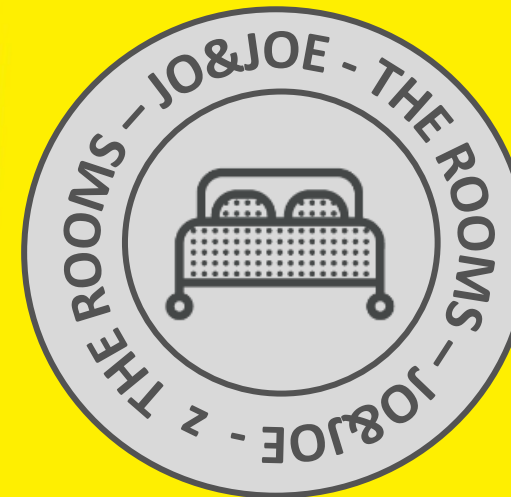
CABINS



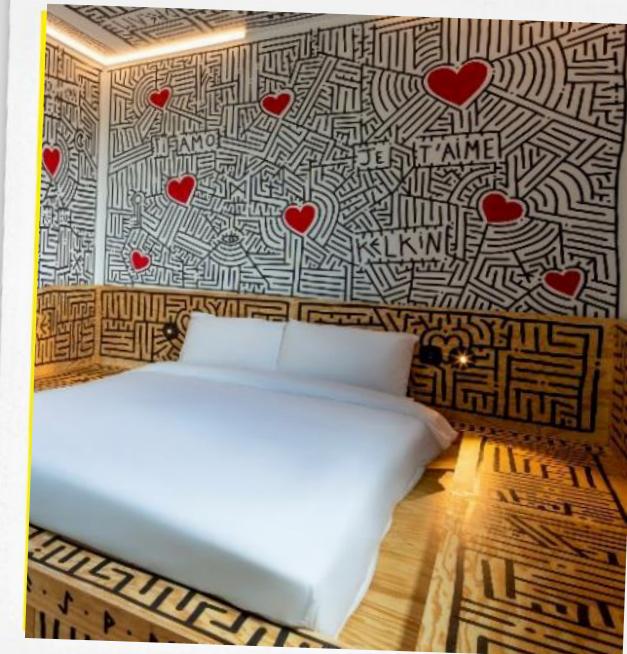
PRIVATE ROOMS / 000



8 to 10 beds / 34 to 40 m²



4 to 6 m² per bed



2 pax | 12m²

JO&JOE

*TIME IS
MONEY
BABY!*



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.



A PROFITABLE BUSINESS MODEL

An exciting player in the
lifestyle economy segment offering:

Optimized number of beds per sq meter

-

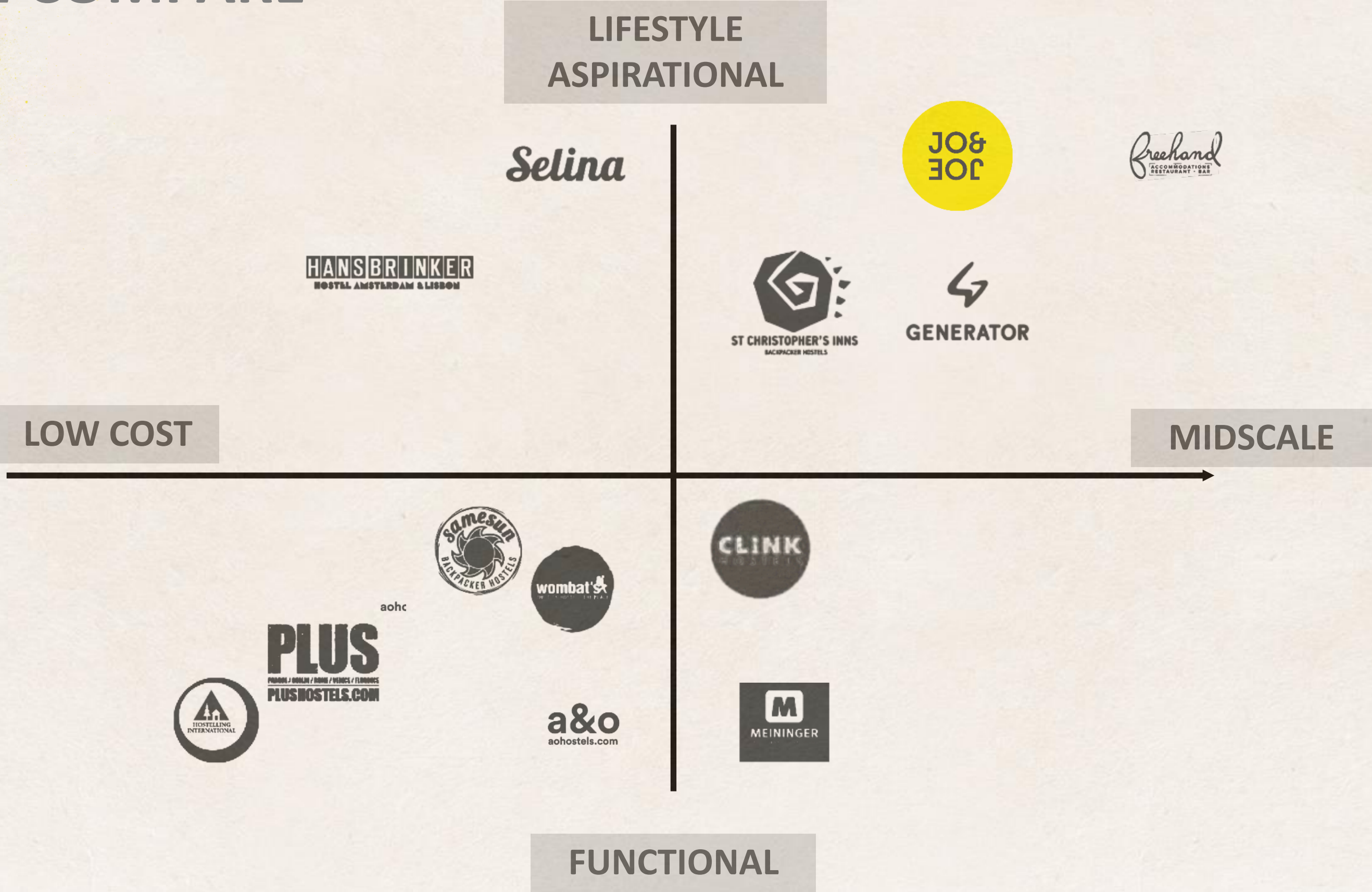
Extensive accommodation options
for individuals, groups, leisure, business.

-

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



HOW WE COMPARE





URBAN DESIGN

Simple design
Raw materials
A sense of street atmosphere

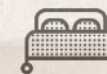
This design is both unique and recognizable and has resulted in the creation of **key iconic components** :



THE BAR &
THE RESTAURANT



THE PERMANENT
STAGE



THE BEDS

Each location is designed with street artists who bring their art and sense of the city into the place.

Open plan spaces
Promoting interactions and living together

Everyone feels welcome.





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.

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.



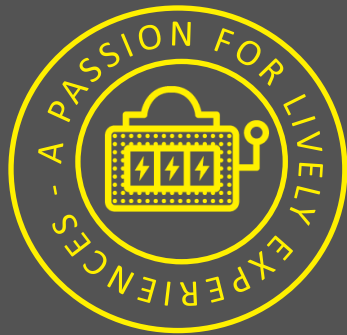
LOCAL PARTNERSHIPS

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.



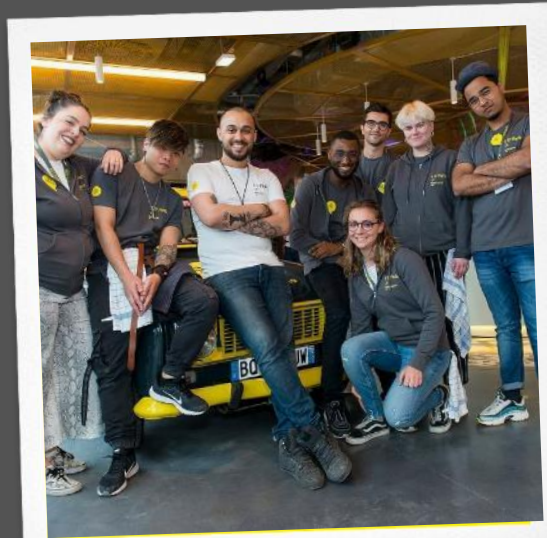


F&B EXTRA REVENUE

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.



JO&JOE

NETWORK & PIPELINE

JO&JOE | NETWORK AND PIPELINE



3

OPEN
HOSTELS

7

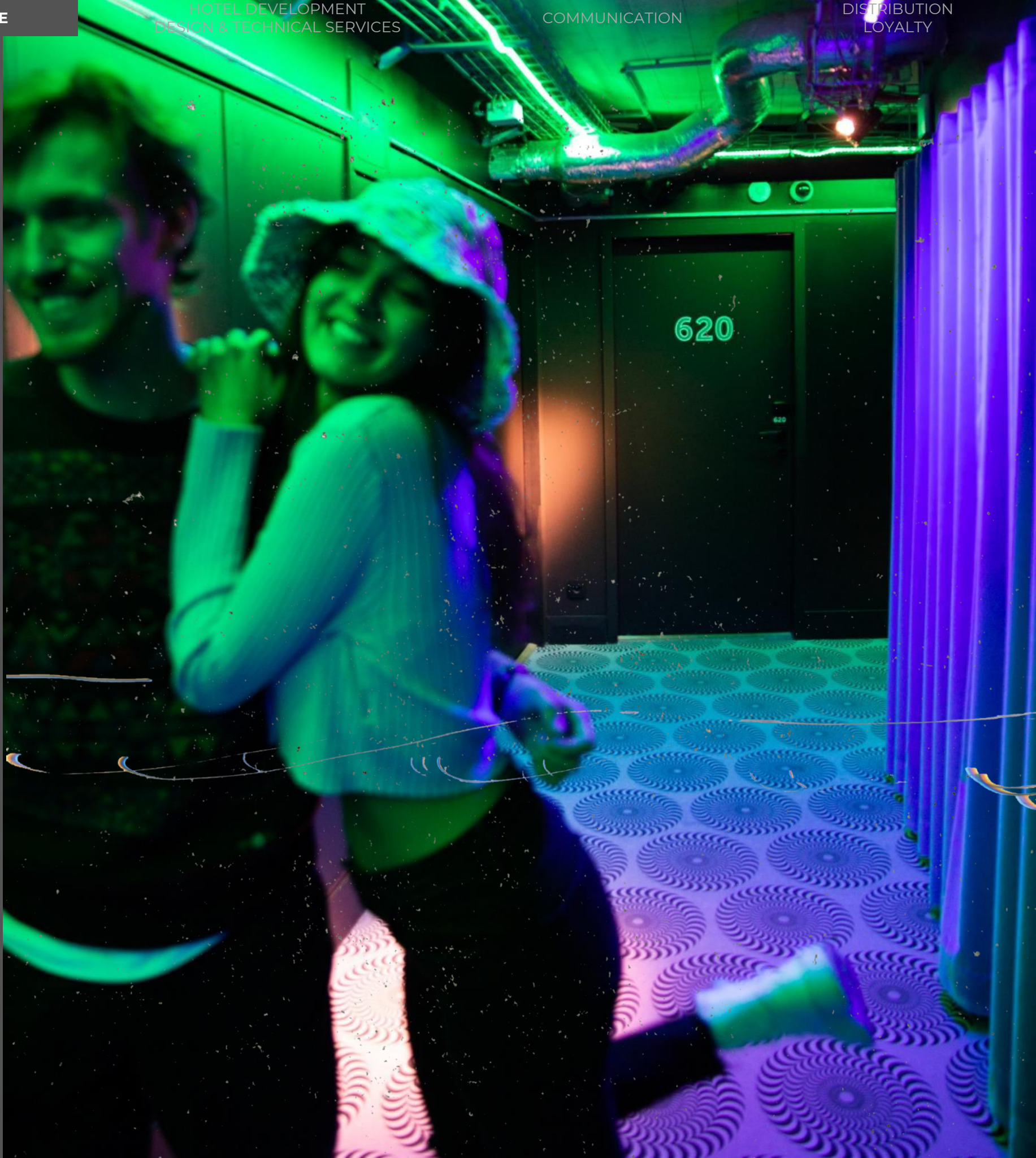
UPCOMING
HOSTELS

776

BEDS IN 2020

8

COUNTRIES



We're coming!



HOSSEGOR 2017



PARIS GENTILLY 2019



PARIS NATION 2021



RIO DE JANEIRO 2021



VIENNA 2021



ROME 2022



MEDELLIN 2022



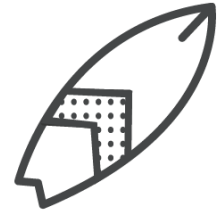
MOSCOW 2022



BUDAPEST 2023



GLASGOW 2023



JO&JOE

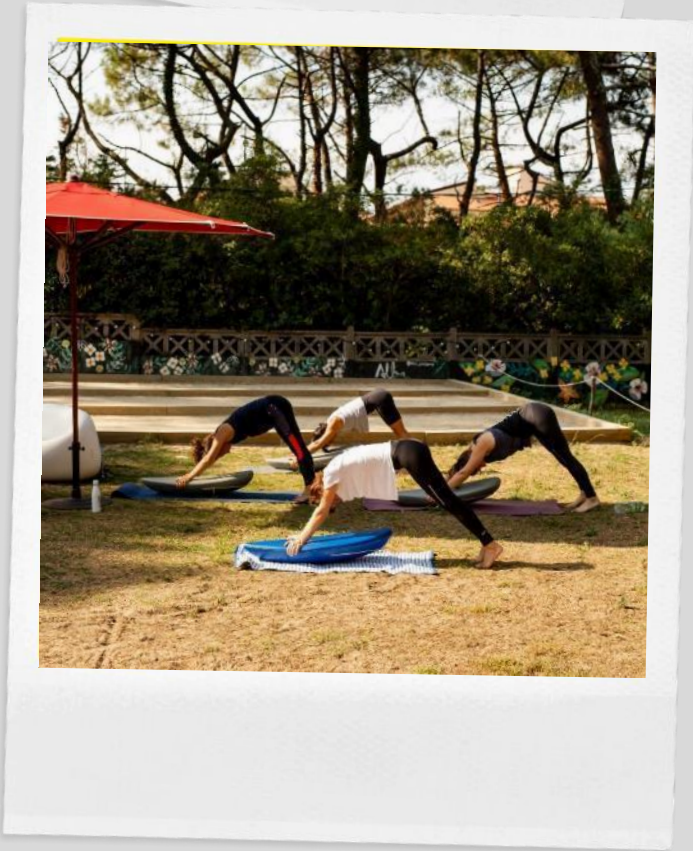
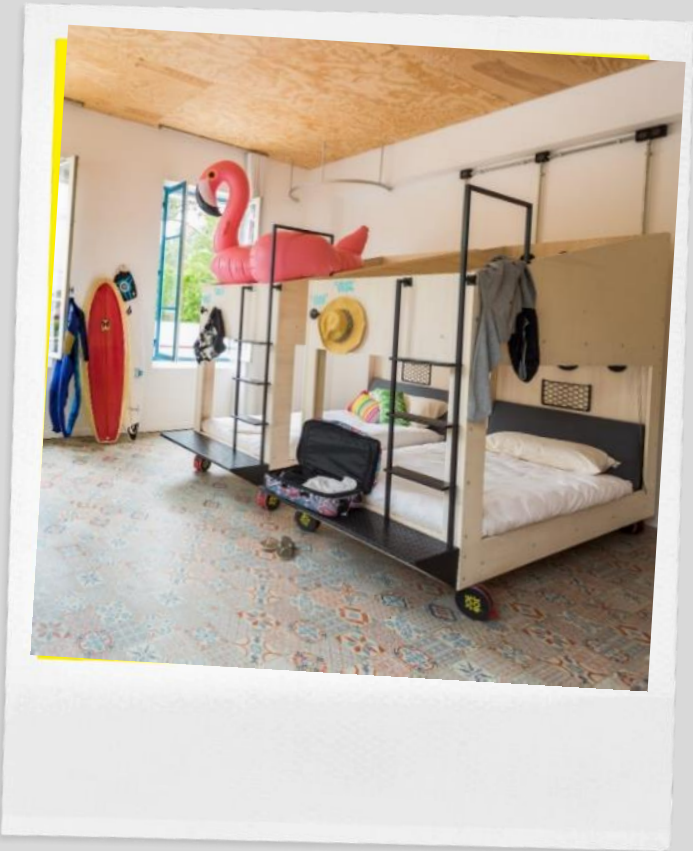
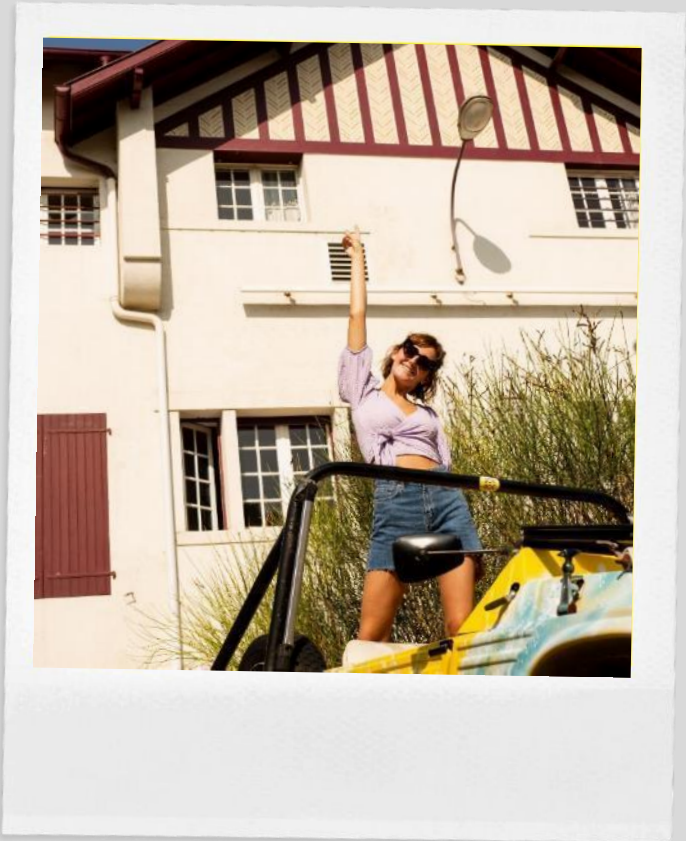
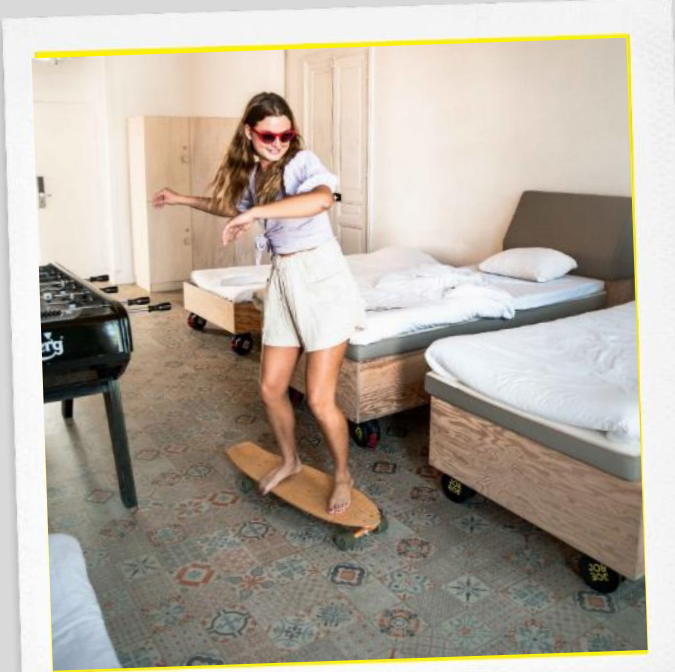
HOSSEGOR

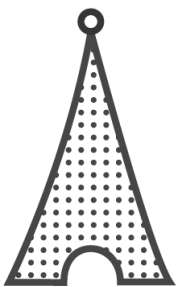
(FRANCE)

128 BEDS



HOSSEGOR





JO&JOE

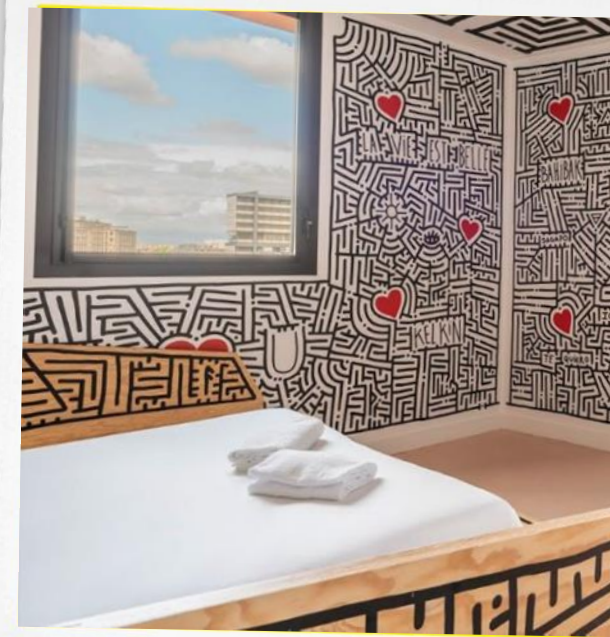
PARIS GENTILLY

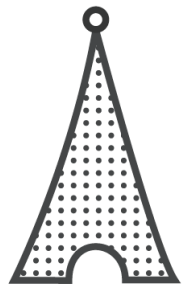
(FRANCE)

485 BEDS



PARIS GENTILLY



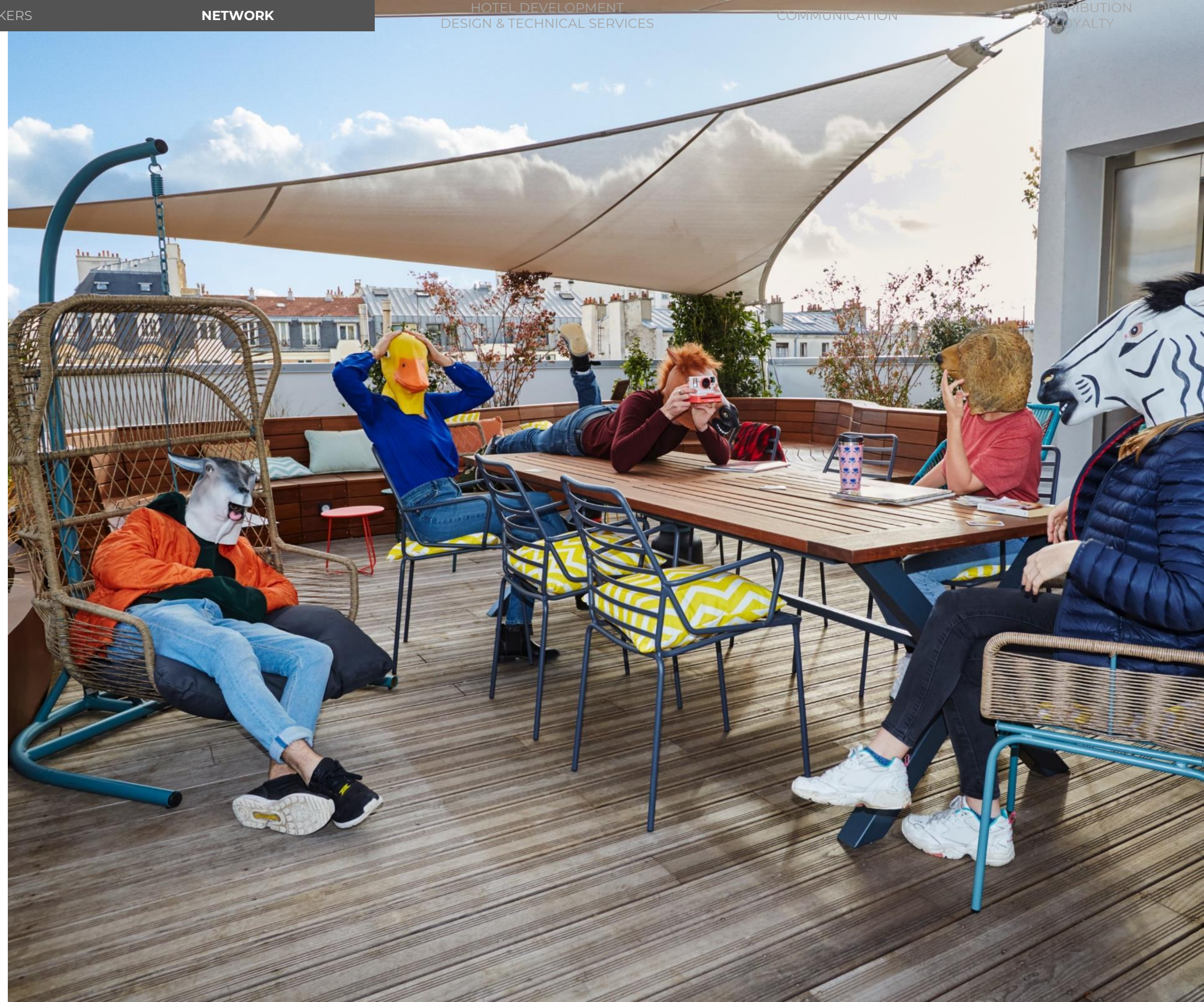


JO&JOE

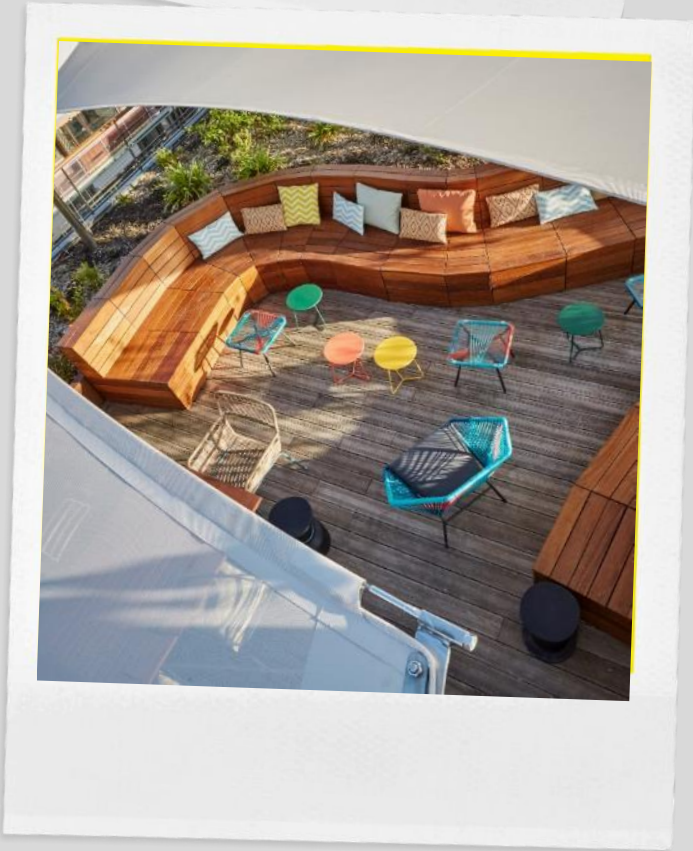
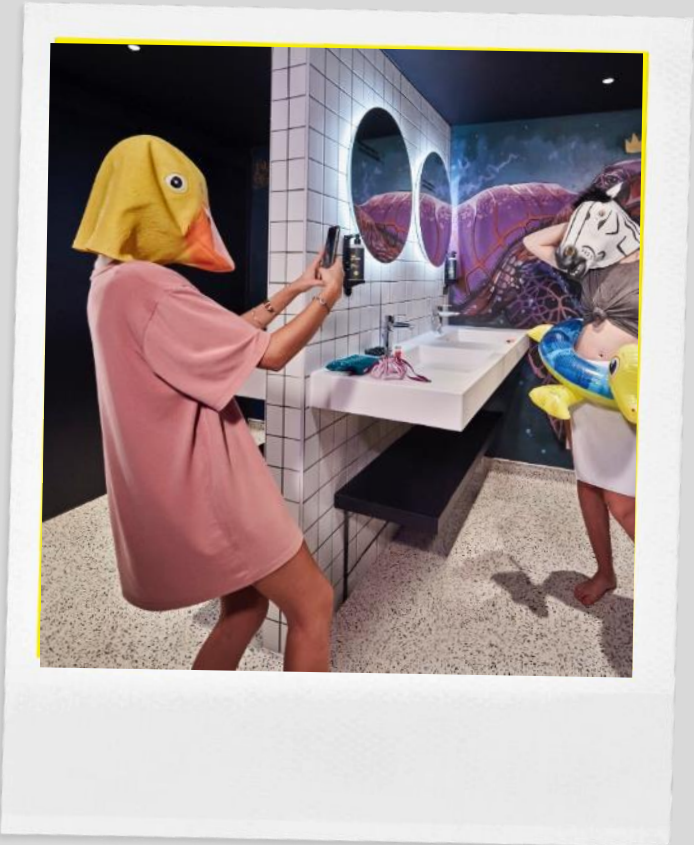
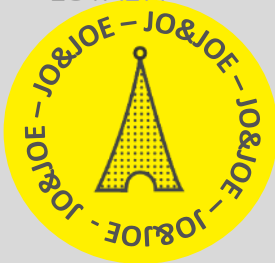
PARIS NATION

(FRANCE)

162 BEDS



PARIS NATION



OPENING 2021



JO&JOE

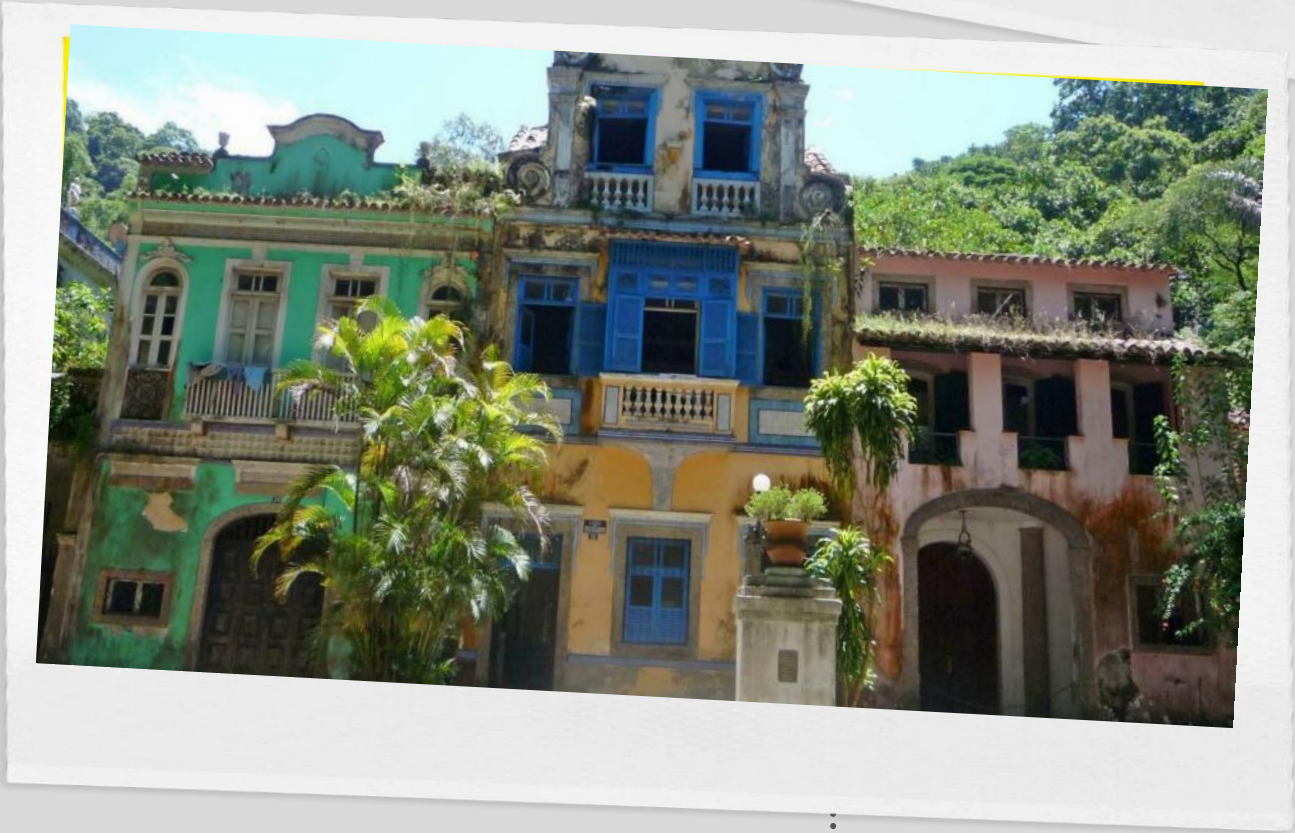
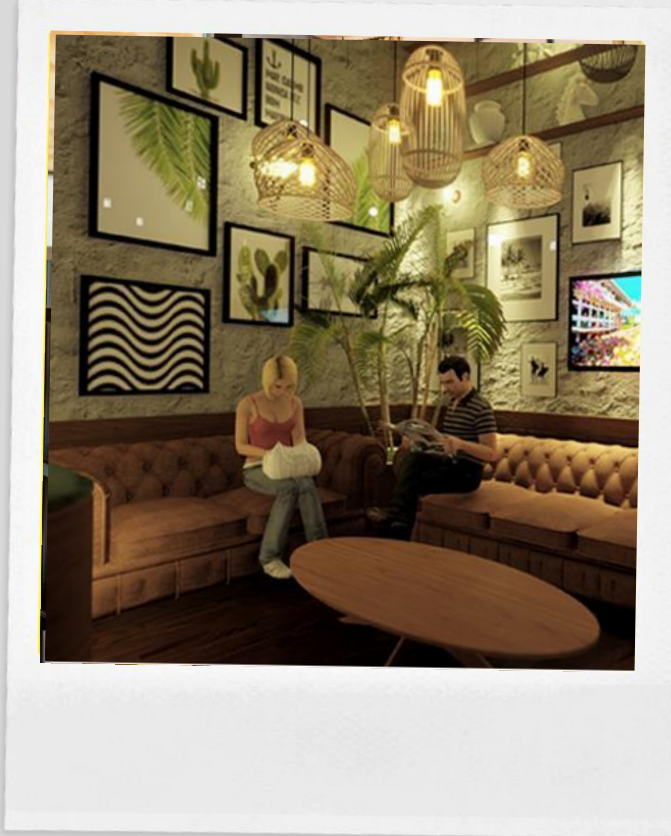
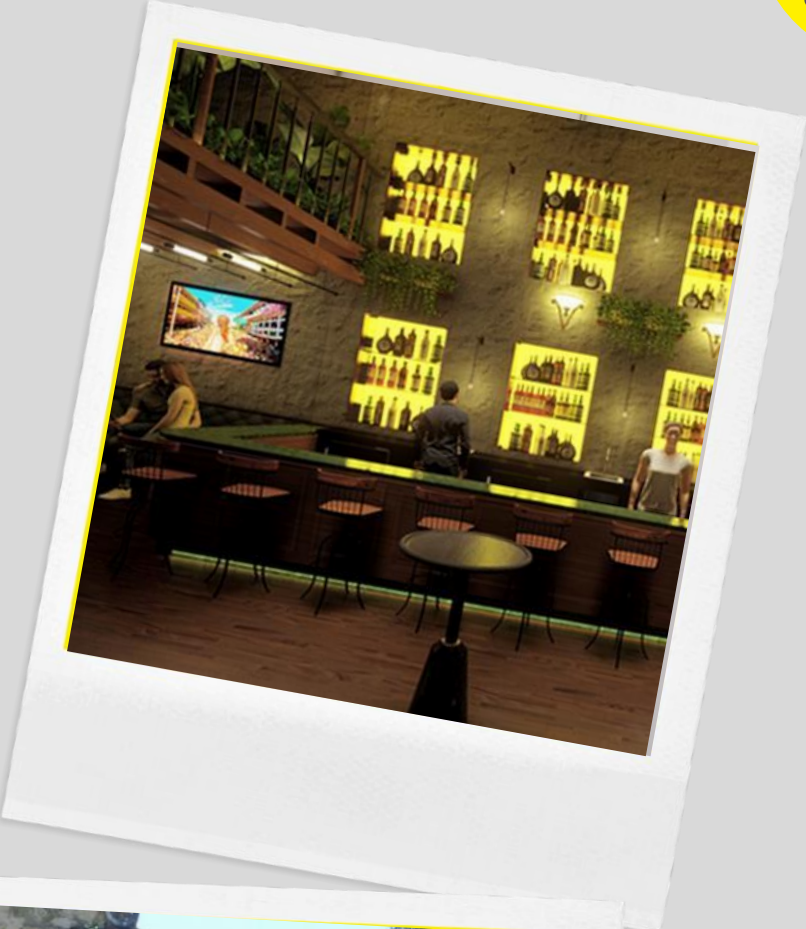
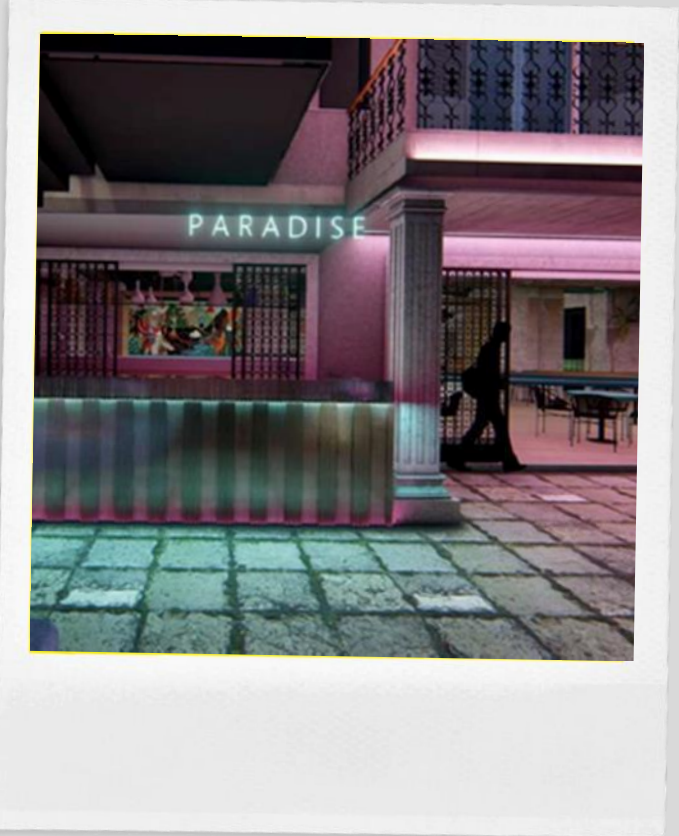
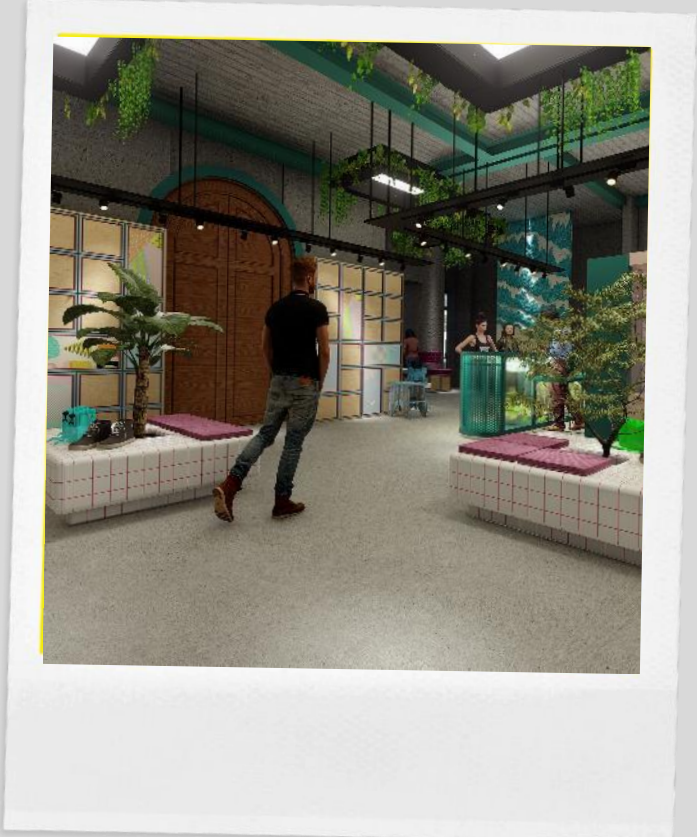
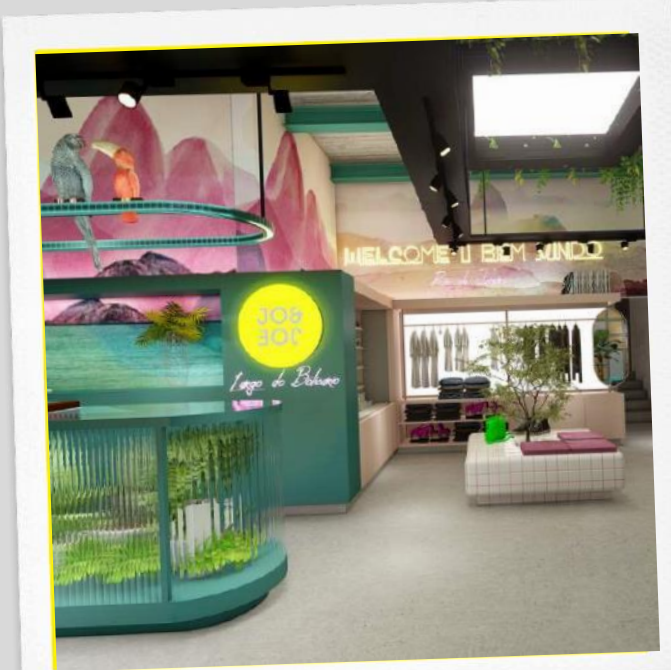
RIO DE JANEIRO

(BRAZIL)

335 BEDS



RIO DE JANEIRO



IN 2022



JO&JOE

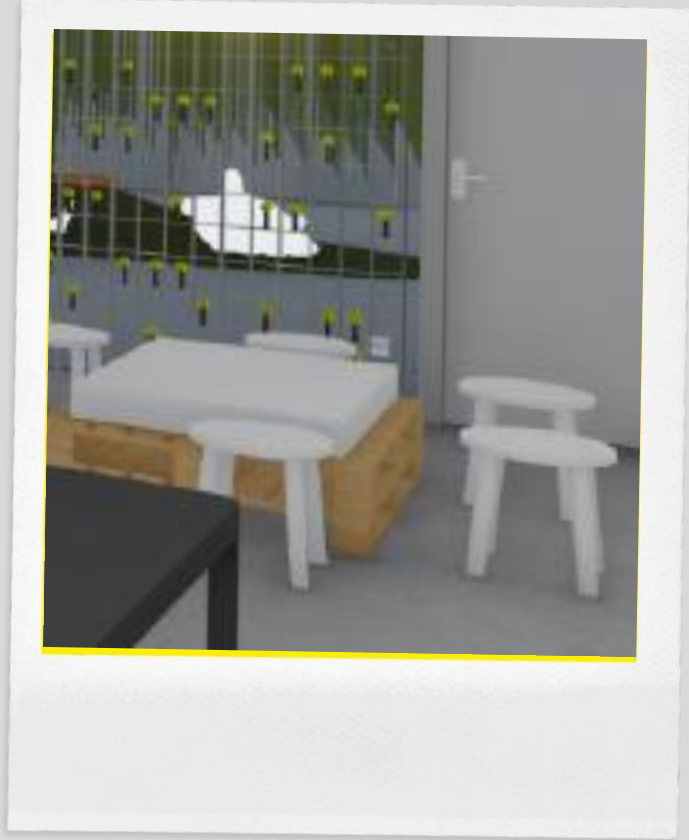
VIENNA

(AUSTRIA)

345 BEDS



VIENNA



SIGNED

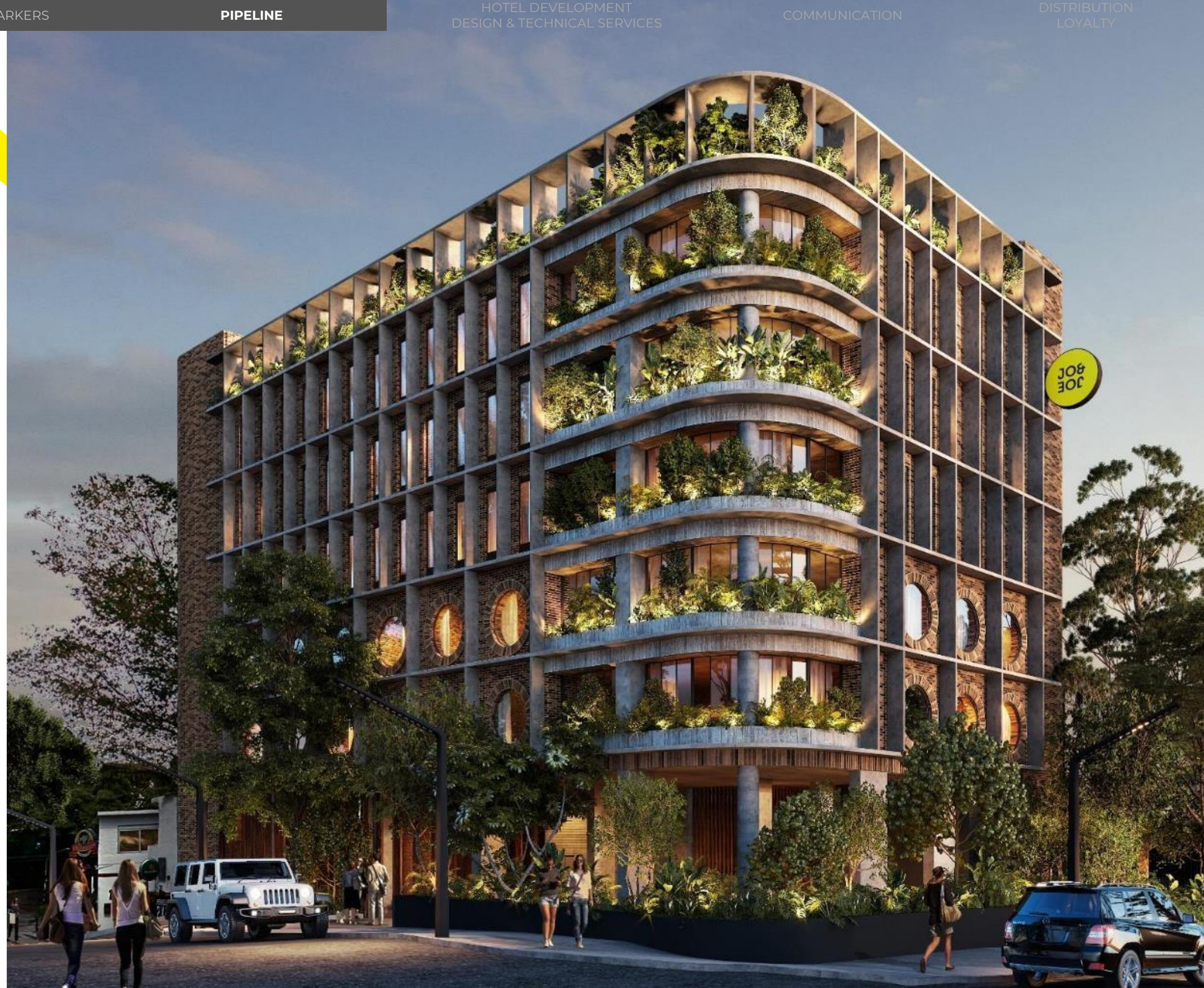


JO&JOE

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			



DESIGN & TECHNICAL SERVICES GUIDELINES



Can be used before HCSA is signed

BRAND BOOK



DESIGN BRIEF

Can be used before HCSA is signed



STYLE BOOK

Can be used before HCSA is signed



**CONSTRUCTION &
RENOVATION STANDARDS**

Can be used after HCSA is signed



PRODUCT GUIDELINES

Can be used after HCSA is signed



F&B&E BOOK: F&B MANIFESTO

Can be used after HCSA is signed

JO&JOE

BRAND IMPACT & DISTRIBUTION

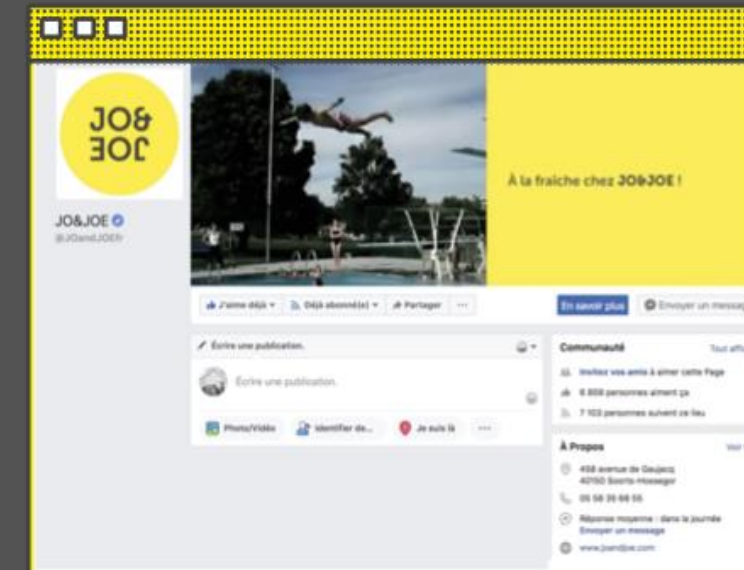
JO&JOE | COMMUNICATION

SOCIAL MEDIA

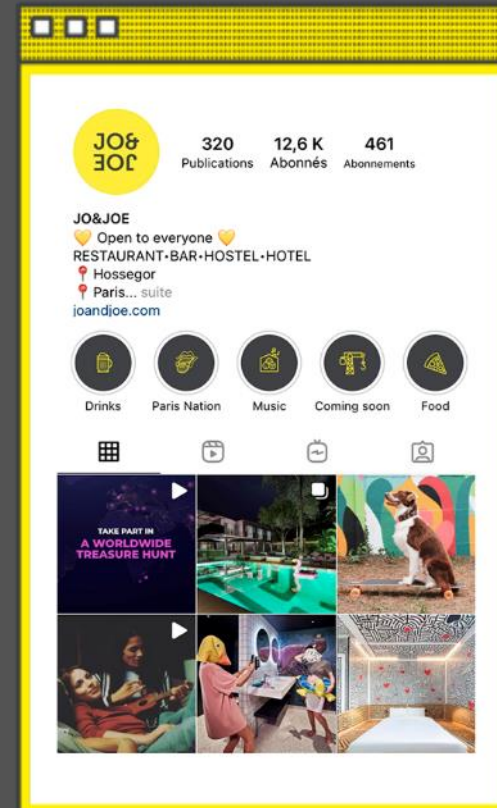
A balanced communication
based on two pillars:
Influence & community.



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



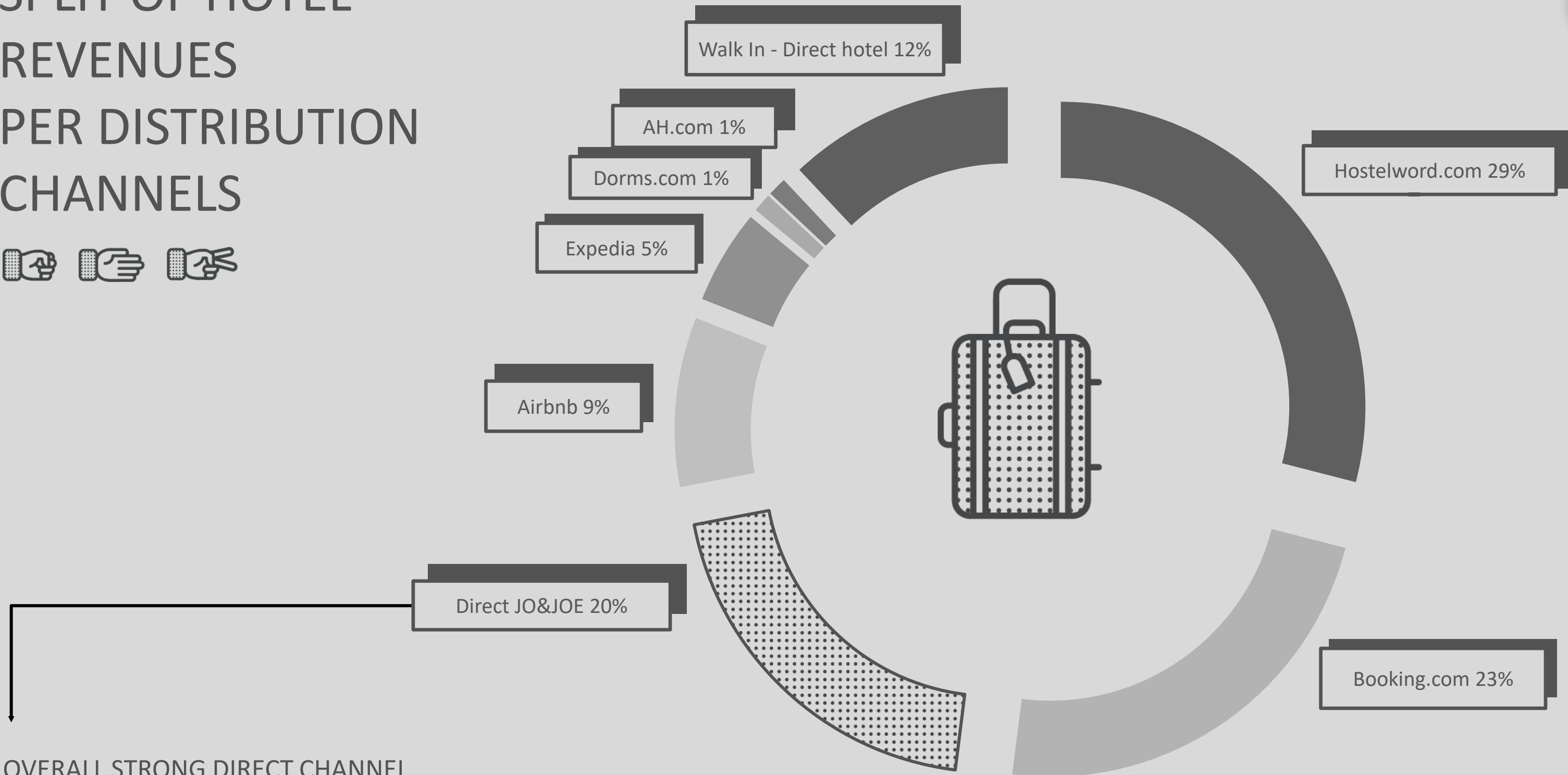
CLASSIC TOUR OPERATORS



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

ACCOR

DISTRIBUTION SOLUTIONS*

ACCOR offers >110 global distribution partnerships at best market conditions

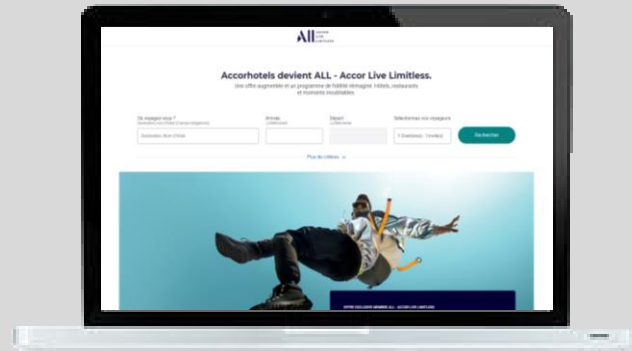


NEW BOOKING ENGINE & APP



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

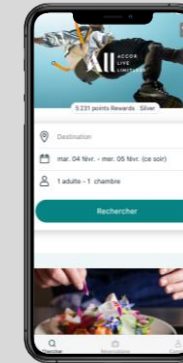
ALL.ACCOR.COM ACCOR ALL



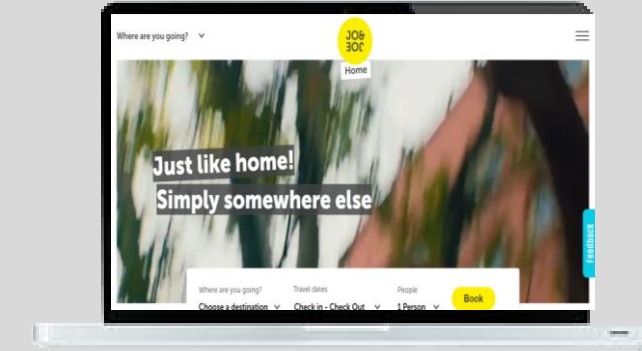
- 300M Website + App visits
- 2,200 Destinations
- 18 Languages

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

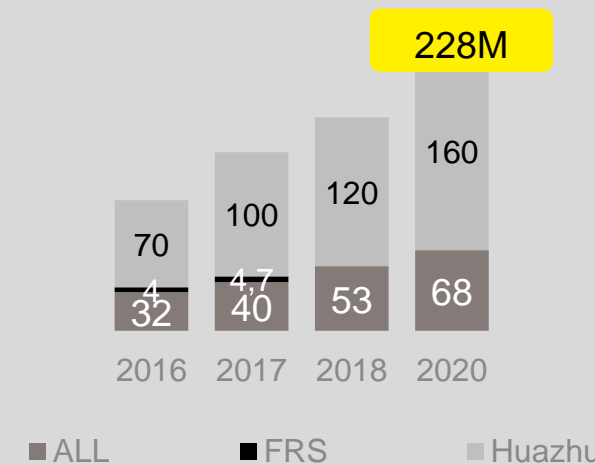
- **38** Brands and +
- **Suite Night Upgrade**
- **F&B** outside a stay

NEW PARTNERSHIPS

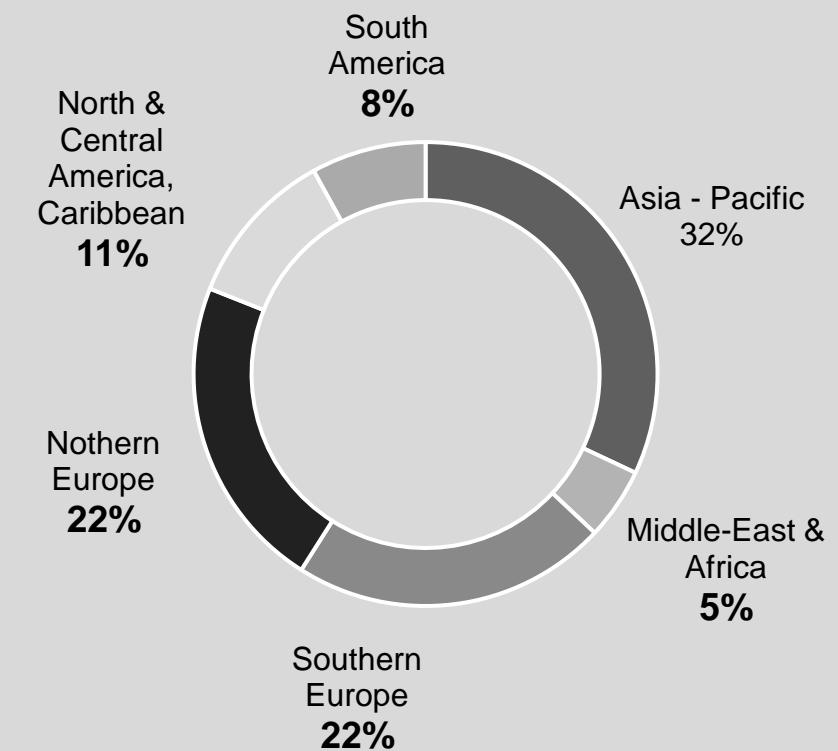
- **PSG** – Games / Net media value +€200m to ALL
- **AEG** – Worldwide arenas & festivals
- **IMG** – Taste festivals

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!**