



## Welcome to the open house

For millennials...  
And millennial-minded  
A new COOL approach of hospitality,  
OPEN to the city  
Where locals & travelers BLEND  
and ENJOY social experiences

[joandjoe.com](http://joandjoe.com)

JO&JOE MEDELLÍN  
COLOMBIA  
OPENING MARCH 2022



*Cool · Blended · Caring*

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](http://GROUP.ACCOR.COM/HOTELDEVELOPMENT)

RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO  
SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 21C \ ART SERIES  
MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS  
THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS  
IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1



LIFESTYLE - ECONOMY  
NO HOTEL CLASSIFICATION

>30%  
REVENUE  
COMING FROM F&B

>95%  
ONLINE  
SALES

FROM  
25€  
PER BED / PER NIGHT

Estimated figures varying from country to country

## Global footprint of 9 hostels OPEN + PIPELINE

NETWORK → 2 HOSTELS  
283 ROOMS

PIPELINE → 7 HOSTELS  
516 ROOMS

8 COUNTRIES	HOSTELS NETWORK	ROOMS NETWORK	+PIPELINE
South America	-	17%	+134
Northern Europe	-	29%	+233
Southern Europe	2	54%	283 +149

## Development

New Built & Conversion	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

## Upcoming openings

Rio de Janeiro, Brazil - 335 beds (2021)  
Vienna, Austria - 345 beds (2022)  
Medellín, Colombia - 198 rooms (2022)  
Rome, Italy - 218 rooms (2022)

## Top 3 unique selling propositions

### 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.



### THE BEST ATMOSPHERE & DESIGN OF ITS CATEGORY

Original design by creative designers locally inspired.  
Lively lifestyle open common spaces, entertainment, activities and stage also available for customers.  
Customer centric, genuine and thoughtful teams.



### 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)

## Passions

**Lively experience.** Permanent stages to have event throughout the day and night. you can find a variety of events adapted for all. organized and scheduled with the local community. Homemade meals, local food, affordable & generous meals at reasonable prices

**Street art.** Jo&Joe, first and foremost, is a place for people to connect. It was a natural choice for Jo&Joe to work with graffiti street artists. Whether they grew up on the streets of France, or in another country, the graffiti artists have been chosen for what they have in common: a wish to communicate their art, to prompt questioning and debate, and, in this way, to (re)create connection.

**Encounters.** They are a melting pot of various personalities, experiences and talent that recreates the heart and soul of the Jo&Joe brand. They instigate unforgettable memories and unbreakable bonds creating the DNA of each establishment. Positive, authentic and without fuss, Jo&Joe is just like guests, created purely and simply to challenge convention.

## Customer profile

- Townsters (locals) and tripsters (travellers): solos, tribes and love birds of all ages
- Business and leisure
- Domestic (60%) and international (40%)

## Programming

### ROOMS

- Average number of beds 300 to 600
- Total Gross Floor Area 10 - 11 sqm/bed
- Main types of rooms
  - **Private rooms** 2 pax with private bathroom
  - Unexpected designed **OOO rooms** (Out Of Ordinary)
  - **Small dorms** between 4 and 6 pax with private bathroom
  - **Big dorms** - shared spaces for 8 to 10 pax with private bathroom

### FOOD & BEVERAGE

Food & events playground  
Live entertainment  
High volume bar in indoor & outdoor premises  
Happy House featuring collaborative kitchen for guest use

### MEETINGS, EVENTS & OTHERS

Flexible space among public spaces  
Shared room to be converted into ad hoc meeting spaces

## Existing and upcoming flagships

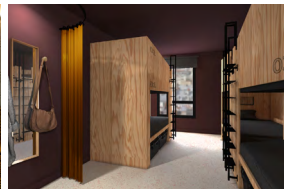
MEDELLÍN  
COLOMBIA



PARIS GENTILLY  
FRANCE



PARIS NATION  
FRANCE



RIO DE JANEIRO  
BRAZIL



ROME  
ITALY

