



Welcome to the open house

JO&JOE is a place that's uniquely designed for millennials, locals and travellers.

It's an Open House that's lively, affordable and caring. A place where guests are free to do just as they please!

joandjoe.com



Cool · Blended · Caring

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

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RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 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 \ IBIS BUDGET \ GREET \ 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

50

DESTINATIONS
BY 2025

Network

3 OPEN HOUSES
764 BEDS
1 COUNTRY

Pipeline

15 OPEN HOUSES
4,409 BEDS
9 COUNTRIES

EUROPE

Amsterdam, Athens, Barcelona, Berlin, Bordeaux, Brussels, Bucharest, Budapest, Cambridge, Copenhagen, Dublin, Edinburgh, Glasgow, Istanbul, Krakow, Lisbon, London, Lyon, Madrid, Milan, Montpellier, Moscow, Munich, Oslo, Paris, Prague, Reykjavik, Rome, St Petersburg, Stockholm, Warsaw, Wien

SOUTH AMERICA

Buenos Aires, Cali, Havana, Medellín, Rio de Janeiro, São Paulo

ASIA/PACIFIC

Auckland, Bali, Bangkok, Hong Kong, Melbourne, Queenstown, Seoul, Shanghai, Singapore, Sydney

NORTH AMERICA

Los Angeles, Mexico, Miami, San Francisco, Toronto, Vancouver

AFRICA

Captown

Development

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

The flexibility of the brand enables to select unusual conversion sites such as hotels, office buildings, warehouses, sites full of character. Buildings are welcome.
The brand wants to be present in all domestic and international travel destinations of millennials.
Each project will be submitted to the brand.

Top 3 unique selling propositions

REDEFINING HOSPITALITY

The fun of a hostel & the comfort and security of a hotel.

Enhanced F&B concepts.

The best affordable place to sleep or eat at a destination with family, friends or solo travelling.



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

Densification of beds per sqm.

Additional revenue generation thanks to augmented F&B spaces.

Average room rate optimization thanks to shared room affordable rate combined with private room higher rate.

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

Flagships to visit

HOSSEGOR
FRANCE



PARIS GENTILLY
FRANCE



PARIS NATION
FRANCE (october 2020)

