

Press Release

28th November 2023

TRAVEL AROUND THE BLOCK

ITALY'S FIRST JO&JOE OPENS TODAY 28th NOVEMBER IN ROMA!



Remember when you had to choose between the comfort of a hotel and the friendly atmosphere of a youth hostel? JO&JOE has invented a place where traveling is not just about the destination; it's all about the experience. Whether for a few hours or a longer holiday, JO&JOE will be happy to welcome you for an adventure.

Every JO&JOE is different and inspired by the vibe of the local area, but you'll always find the same comfortable accommodation and attentive service. From fun shared dormitories to designer rooms, you're sure to find the perfect accommodation for you.

Wherever it's located, JO&JOE always has a bar and restaurant full of travelers and locals alike. While each one is unique, you'll always find simple and generous dishes and creative cocktails on the menu.

"JO&JOE breaks with traditional hotel standards and offers inclusive hospitality, combining practicality, comfort, and accessibility, responding to the needs of new travelers, local communities, and digital nomads," comments François Leclerc, Deputy Brand COO of JO&JOE. *"At JO&JOE, everyone is free to choose the formula they prefer, depending on their tastes and budget, and to experience a space that is above all experiential, made up of encounters and socializing."*

ALL ROADS LEAD TO ROMA

After Hossegor, 2 locations in Paris, Vienna, Rio, and Medellin, JO&JOE arrives in Rome. The brand **opens today 28th November its first facility in Italy in the capital**. In the heart of Rome, near the Trevi Fountain and the Pantheon, you'll fall under the spell of this former 16th-century monastery. It's the ideal spot to sip on a spritz and sample Italian street food specialties. The inner courtyard offers a unique setting to enjoy a drink in a relaxed and festive atmosphere. JO&JOE Roma serves as a meeting space for travelers and residents, who can lunch, dine, work, entertain, and stay overnight here. The cozy common spaces, organized around a central courtyard and spread over several levels, include a cocktail bar, restaurant and pizzeria, meeting room, lounge, and rooftop. The configuration of the rooms integrates ancient elements - such as coffered wooden or frescoed ceilings - with linear contemporary solutions, where touches of color and street-artworks by local and international artists play a prominent role. Everywhere, large windows let daylight filter through, encouraging interchangeability between indoors and outdoors.

LA DOLCE VITA!

A breakfast with coffee and croissants, yummy salads and starters for lunch, snacks and pizzas for a tasty break, and dinners with friends. JO&JOE is an open-house space, where mealtimes become occasions for meeting and conviviality. Whether you're here for smart working, as a tourist discovering the sights of Rome, or on a family vacation, everyone will find in JO&JOE Roma an oasis where they can refresh, spend time, and have fun. The Bar, with its iconic beer-wall, is the heart of the establishment: offering drinks and quick snacks made with wholesome ingredients at affordable prices, it is the perfect place to take a break and socialize.

SLEEP TIGHT

Whether you prefer total privacy as in a hotel or convivial sharing of space and services, JO&JOE Roma offers you the formula that best suits your tastes and budget - a total of 49 rooms (210 beds):

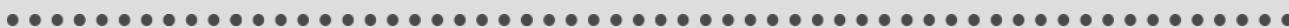
- 15 private rooms for two people with en-suite bathroom
- Dormitory-type rooms for four to eight people while offering relative intimacy. The dormitories' designer beds have individual sheets, safety lockers, individual electrical and USB outlets, and the en-suite bathroom is shared.
- Finally, the Out of Ordinary rooms, for two to four people and equipped with a private terrace, feature bright colors and innovative furniture solutions.

HAVE FUN!

Fun and sharing are part of JO&JOE's DNA, which will also offer a dedicated space with a stage to relax and listen to the notes of the best DJs or attend concerts.

Starting rates from €35 (€95 for private room).

35€ per bed, per night.



JO&JOE Roma

Via delle Quattro Fontane, 113

00184 Roma

More information: <https://www.joandjoe.com/>

High-definition images are available [HERE](#)

ABOUT JO&JOE

JO&JOE is a hybrid hospitality concept designed to meet the needs and expectations of millennials and global explorers. Surprising and innovative, JO&JOE combines the very best of traditional hotels with features and friendliness of a youth hostel to offer a new shared accommodation experience for couples, families, friend on vacation, or work colleagues travelling on business. The concept of JO&JOE is more stylish and comfier than traditional youth hostels, featuring affordable F&B and a range of events guided by cheerful staff, yet easier on the wallet than conventional hotels. Embracing a generational ethos of sharing, spontaneity, and enthusiasm for engaging with the world, JO&JOE is welcoming to all and serves as the ideal home base or meet-up spot for residents and explorers from out of town. With flagship locations in Hossegor, Paris, Vienna, Rio, and Medellin, JO&JOE's vision is to expand across Europe and major gateway cities around the globe. Next stops include Auckland and Budapest. JO&JOE is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart.

Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding.

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JO&JOE

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