



HOTELS • RESTAURANTS • SPAS

Company Overview

Joie de Vivre (zhwAd^{uh} vee-vR^{uh}) French, literally, joy of living

Joie de Vivre
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MISSION STATEMENT

Creating opportunities to celebrate the Joy of Life.

FIVE WORDS

Fresh, Inventive, Grassroots, Casual, Experience-driven.

OVERVIEW

San Francisco-based Joie de Vivre is a collection of creative lifestyle businesses with annual sales revenues of around \$240 million. The company manages nearly 40 boutique hotels, more than 20 restaurants, and five spas in California. Joie de Vivre is recognized for creating some of the most innovative hospitality services and products and designing one-of-a-kind properties. The company also manages residential projects with hotel-style services and amenities.

As California's largest boutique hotel collection, [Joie de Vivre Hotels](#) is becoming the hotel brand synonymous with the California travel experience, offering a wide range of urban, suburban, and waterfront boutique hotels that cater to leisure and business travelers in all market segments. Each property celebrates California through its innovative design, one-of-a-kind amenities, and personalized service. Joie de Vivre has a combined 4,500 guestrooms in San Francisco, Marin County, San Francisco East Bay, Silicon Valley, Santa Cruz, Big Sur, Sacramento, Sonoma County, Los Angeles, Venice Beach, Huntington Beach, and Laguna Beach.

FROM THE BEGINNING

In 1987, at age 26, Joie de Vivre Founder and CEO Chip Conley opened the iconoclastic Phoenix Hotel. The Phoenix broke from traditional hotel thinking by developing an accommodations concept aimed at a specific niche market: rock 'n roll. Today, the Phoenix is internationally renowned for its list of celebrity guests. Having come a long way from its humble "Phoenix" roots in San Francisco's Tenderloin neighborhood, Joie de Vivre now manages nearly 40 hotels in California and is committed to further expansion in the state. In just over two decades, Joie de Vivre has become California's largest boutique hotel collection. The company manages an eclectic portfolio that ranges from the budget-oriented, philanthropic-minded Good Hotel in San Francisco to the luxurious Ventana Inn and Spa in Big Sur, from the chic, surfer lifestyle inspired Shorebreak Hotel in Huntington Beach to the politically themed Citizen Hotel in Sacramento.

INNOVATIVE DESIGN

Joie de Vivre takes an original approach that is both niche and aspirationally lifestyle oriented when designing a hotel. For each property, its creative team identifies a magazine that defines both the hotel's characteristics and the aspirations of its target clientele. Five words are then selected that describe both the essence of the magazine and how the customers might describe themselves. These words define the hotel's identity, décor, and unique services. The result is each property possesses its own dynamic personality and makes an emotional connection with guests by catering to a psychographic rather than a demographic profile. By staying at a Joie de Vivre boutique hotel, guests can experience an "identity refreshment."

A VIBRANT CULTURE

Joie de Vivre was named one of the top ten "Best Places to Work in the Bay Area" for the fourth year in 2009 by the *San Francisco Business Times* and *Silicon Valley/San Jose Business Journal*. The company has an enthusiastic, vibrant corporate culture and supports nearly 3,000 employees in unionized and non-unionized settings. The company considers every staff member the critical starting point for successful business. Demonstrating its commitment to the enrichment of each employee, the company has created a number of programs to foster "Joie de Vivre" at work, including Joie de Vivre University classes, unique work benefits, and a 100% supported open-door policy. Employees also take an active role in the company's philanthropic efforts.

DISTINCTIVE JOIE DE VIVRE PROGRAMS

Joy of Life Club

With more than 35,000 members, the Joy of Life Club is one of the most successful boutique hotel loyalty programs in the U.S. Offering true *joie de vivre* experiences, this rewards club brings guests closer to the company's unique collection of boutique hotels, spas, restaurants, and escapes in California. Members can redeem points for experiences that range from backpacking in Yosemite to a sybaritic VIP weekend stay at a Sonoma vineyard. While earning points, members also receive exclusive amenities and services such as welcome gifts and complimentary internet access, faxes, and local calls.

Hotel Matchmaker

Yvette, the world's first hotel matchmaking service, is an online program designed with smart functionality. Based on answers to five questions, Yvette partners each user with five Joie de Vivre hotels, six unique activities, and two in-the-know local guides. Yvette's surprisingly accurate results anticipate individual tastes and preferences. While other travel sites use only ratings, photos, and price, Yvette functions like a personalized matchmaking service that helps guests find the perfect hotel for their personality.

Your California

The online Your California Experience Planner found at www.jdvhotels.com is a tool that provides travelers with information on all types of things to do in California, as well as Joy of Life destination guides, an events calendar, and in-the-know recommendations from locals. Your California users can create their own printable itinerary plus email it to travel companions.

Golden Gate Greeters

Joie de Vivre launched the first hotel-based greeter/city exploration program in the U.S. in San Francisco in 2004. Participating guests are matched one-on-one with a volunteer for a complimentary two-hour private tour based upon their interests (such as architecture, food, history, music, and nature). Guests get to explore a neighborhood with a knowledgeable local, hear what it's like to live in the Bay Area, and learn how to use public transportation.

LGBT

All Joie de Vivre hotels are TAG (Travel Alternatives Group) Approved®. TAG is a decade-old program that certifies gay or gay-welcoming accommodation. In 2008, Joie de Vivre formalized its longstanding LGBT travel offerings by launching a new section on its website dedicated to LGBT promotions and packages, event listings, sponsorships, and philanthropic programs.

Joy of Meetings

Joie de Vivre has tripled its volume of group business in the past five years with the addition of new properties featuring distinctive, value-priced venues, many with natural light and water views. Offering 150,000 square feet of meeting space combined, Joie de Vivre hotels accommodate groups ranging from 10 to 1,000 people. In 2008, Joie de Vivre introduced its Joy of Meetings program, which provides a menu of amenities and "Joy Breaks" designed to make meetings more productive and memorable. The company offers a Green Meeting program at select hotels and in May 2009 launched its Joy Madness rewards program for meeting planner partners.

Green Dreams

Joie de Vivre Green Dreams is focused on preserving the environment by incorporating sustainability into the company's core business operations. The company is working toward green certification for all of its properties. The mission of the Green Dreams program is to adhere to the strictest environmental standards, engage in sustainable practices, and maintain an impeccable quality of guest experience. It is centered on four main policy and practice areas: reduce, reuse and recycle; purchase environmentally friendly products; conserve energy, water and natural resources; and generate clean energy through on-site solar production.

Something to Bark About

Almost half of Joie de Vivre's boutique hotels welcome pets. In San Francisco, the collection offers more dog-friendly hotels than any other hotel group. In 2009 the company eliminated weight restrictions and pet surcharges. Joie de Vivre's pet-friendly hotels offer special amenities, including in-room dog beds, dog food, water bowls, toys, and even a doggie turndown service.

Joie de Vivre Gives

Joie de Vivre hotels donated more than \$1.3 million to local organizations in the form of gift certificates, cash donations, in-kind donations, and events in 2008. The company continues to take a grassroots approach to philanthropy, staying true to its entrepreneurial roots and rallying behind causes and organizations that inspire employees. Each quarter, Joie de Vivre plans volunteer activities and events where employees can join forces in support of a local cause or charity group. As an extension of Joie de Vivre Gives, many of the hotels participate in the [You Can Make a Difference](#) program. The primary objective of the program is to engage guests by giving them the option to add an additional \$1 to their total bill for each night they stay. The money goes directly to each hotel's local philanthropy partner.

AWARDS

The California Lodging Industry Association recognized Joie de Vivre and Founder and CEO Chip Conley with its 2008 "Outstanding Lodging Property" and "Chairman's Award." Conley has won numerous awards since he launched company, including Guerrilla Marketer of the Year from the American Travel Marketing Executives, Emerging Growth Company of the Year from the San Francisco Chamber of Commerce, National Humanitarian Hospitality Company of the Year, and Northern California Entrepreneur of the Year from Ernst & Young. In 2006, Conley was featured as one of *Lodging* magazine's 75 Most Influential Leaders in the Travel Industry and was named eMarketer of the year at the Adrian Awards.

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