

THE JAMES  
HOTELS

BRAND BOOK



**WHERE WE ARE**

**WHO WE ARE FOR**

**WHO WE ARE**



WHERE WE ARE



# THE ONGOING DIGITAL EVOLUTION OF PRODUCTS AND SERVICES HAS CREATED A HEALTHY MARKET FOR TRADITIONAL, PREMIUM EXPERIENCES (WITH CONTEMPORARY TWISTS).

The James satisfies this demand with a local premium residential feel, destination-worthy dining, exquisite bars and other upscale, crafted details. At the same time The James remains firmly in the 21st century, building it's service around delivering timeless luxuries and providing direct access to coveted local spots. The result? A hospitality experience at once refreshingly old-fashioned and excitingly futuristic.

COMPETITIVE LANDSCAPE  
AND  
BUSINESS PROPOSITION

# INDUSTRY POSITIONING

UPPER UPSCALE, PREMIUM  
LIFESTYLE, HIGH-SERVICE  
TOUCHPOINT ORIENTED

**Forbes**  
TRAVEL GUIDE  
RECOMMENDED 2024



FORBES “RECOMMENDED” TARGET

< - >

FORBES 4-STAR ASPIRATIONAL

LOCAL MARKET SERVICE “SWEET  
SPOT” WHERE WE DRIVE RATE  
OVER OTHER BOUTIQUE HOTELS

FORBES ASPIRATION TO  
SUPPORT BRAND AWARENESS,  
CUSTOMER TRIAL AND  
INDIVIDUAL SALES/ACCOUNT  
PROGRAMS

INTERNALLY, POSITIONED  
ABOVE THE ROYAL SONESTA  
& CLASSICO FOR RATE AND  
SERVICE EXPECTATIONS

# CONSUMER FOCUSED-COMPETITIVE SET

## 4.5 STAR

on the line between upper-upscale and lifestyle luxury as defined, branded hotel

This set of hotel brands is tailored to how guests perceive and compare the The James Hotels brand in the market. It includes hotel brands that consumers consider as direct alternatives based on factors like price, amenities, and experience. This competitive set helps shape guest-facing messaging, positioning, and service standards to remain compelling and relevant in the eyes of travelers.

PENDRY  
HOTELS & RESORTS

VICEROY  
HOTELS & RESORTS

EDITION®

THOMPSON HOTELS

*Unaffiliated 4+ star  
independent*

MUSEUM HOTEL

# DEVELOPMENT FOCUSED-COMPETITIVE SET

## ELEVATED LIFESTYLE (4.5+ Stars)

This set of hotel brands is designed for use in development strategy and investor relations. It includes hotel brands that compete for market share in the development space, considering factors like cost to build, operating margins, brand reputation with developers, and performance metrics like RevPAR and market penetration. While there may be overlap with the consumer-focused comp set, this perspective emphasizes operational efficiency, scalability, and financial returns for owners and operators.

PENDRY  
HOTELS & RESORTS

VICEROY  
HOTELS & RESORTS

EDITION®

  
THOMPSON HOTELS



# DEVELOPMENT BUSINESS MODEL

NEW-BUILD, ADAPTIVE REUSE  
OR FULL RENOVATION OF OLDER  
CITY-CENTER HOTELS.

OUTSOURCE/PARTNER F&B  
WITH LOCAL KNOWN MARKET  
EXPERTISE. F&B BUSINESS  
REQUIREMENT CONTRACTS TO  
ALIGN TO BRAND POSITION.

DESTINATION-WORTHY FULL  
RESTAURANT AND BAR EVENING  
CONCEPT

“OPENING” AND BRAND-LAUNCH  
ALIGNS TO FULL STAFF SERVICE  
RE-TRAINING, SERVICE TRAINING  
INVESTMENT, AND TRANSITION  
OF OLD BRAND TO NEW AT  
FORBES “RECOMMENDED”  
SERVICE LEVEL STANDARDS.

INTENTIONAL IN OUR  
APPROACH/DESIGN. TIMELESS  
POSITIONING ALLOWS FOR  
LONGEVITY IN DEVELOPMENT  
COSTS.

EXPERIENCED MANAGEMENT  
COMPANY WITH PROVEN  
RECORD OF MANAGING THE  
BUSINESS MODEL AND SERVICE  
LEVELS REQUIRED FOR UPPER-  
UPSCALE OR LUXURY LIFESTYLE  
HOTELS.

# WHO WE'RE FOR

Target Guest Profiles



# TARGET

# AUDIENCE



## THE SMOOTH OPERATOR:

PRIMARY MOTIVATOR: CONNECTIONS

For those with limited time and unlimited ambition – professionally and personally - every dinner, after-dinner drink, or getaway between onsite meetings is a chance to meet someone worthwhile. The James' sophisticated, social club-like atmosphere fosters these connections, encouraging guests and regulars to find who and what speaks to them.

- Sees opportunity everywhere
- Appreciates mature environments
- Mixes business and pleasure



# THE NEW GOERS:

## PRIMARY MOTIVATOR: ENLIVENMENT

The New Goers are the first to know about and adopt the latest trends in technology, business, fashion, and entertainment. They travel to places where they know they will discover something new, whether it's something that's never been seen before or a twist on a classic. The IYKYK-ers.

Content creators and review writers, the New Goers digital personas actually reflect their unfiltered lives. They're microinfluencers who treasure engagement over follower count or likes.

- Seeks early access to the newest products and services
- Values being known for being "in-the-know"
- Appreciates creative thinking and curation



# THE 9 TO 9 PROFESSIONAL:

## PRIMARY MOTIVATOR: VERSATILITY

This guest has graduated from scenes like The Ace and The Standard and moved away from nightclubs and the “see and be seen” scene but is still seeking a vibe. Grown up but not boring. Their taste is too curated and evolved for a chain hotel, but they want to be taken care of (e.g. not Air B&B).

After a long day and early evening at the office—whether onsite or in the WFH office—the 9 to 9 professionals don’t want to decide where to have dinner and a drink. They desire a neighborhood staple with a distinct but understated vibe and where the cuisine, cocktails and service are top notch.

- Seeks upscale, dependable B&F (especially on weeknights)
- Values quality and quantity
- Is skeptical of gimmicks and fads

# TARGET

# AUDIENCE



## THE NON-NUCLEAR FAMILY:

### PRIMARY MOTIVATOR: UNCONVENTIONALITY

Unlike the conventional family, these guests see family as “bigger”. They can be groups of childhood friends traveling together as adults, couples seeking exploration with their pets in tow, close friends taking weekend away together, or even a long-distance dating couples meeting to connect, or locals popping in for a “stay-cation”. What brings them together is they all value non-traditional experiences and adventures, and want to spend time spaces where they feel integrated into the community where they are visiting.

- Values quality and service – how the team makes them feel
- Is skeptical of gimmicks and fads
- Want’s experiences they will look back on in the years ahead



# WHO WE ARE

How we bring our brand experience to life



# MAKING GUESTS RESIDENTS IN THE MOMENT

The James offers discerning travelers or locals an immersive experience in their destinations or hangout spots. The James Hotel team members act as curators, guiding discovery and facilitating connections.

BRAND

PROMISE



01



DESTINATION  
WORTHY  
BEVERAGE AND  
FOOD

02



LOCAL ACCESS  
GRANTED

03



TIMELESS  
SERVICE

04



RESIDENTIAL  
ESSENCE

# DESTINATION WORTHY BEVERAGE AND FOOD

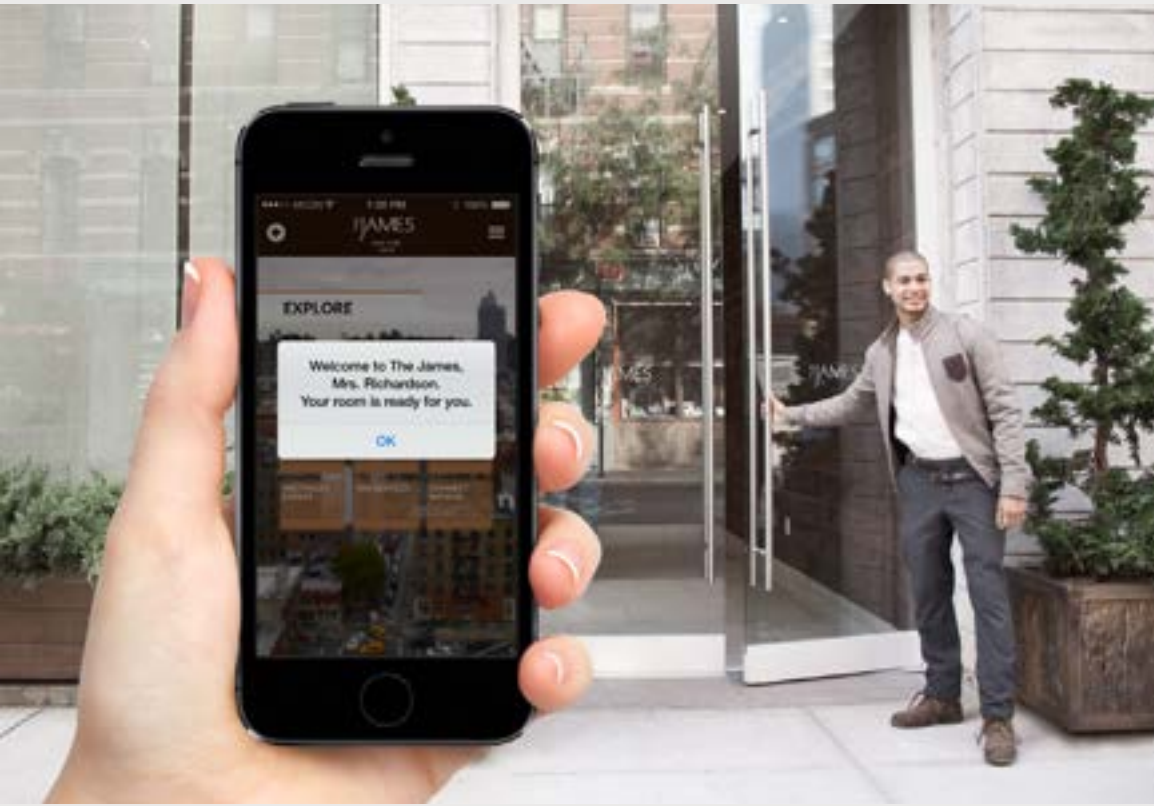


The James's B&F experience is the backbone of its identity, partnering with established restaurateurs, curating intentional cuisine experiences that reflect their locations, with the ultimate goal of making each restaurant a destination in and of itself. This consistently exceptional B&F experience will make The James the effortless choice for guests and locals.

The James bar and restaurant is a local destination, with spirits curated by bartenders' own passions and cuisine crafted by a known, well regarded chef. Experienced and professional bartenders, servers and kitchen teams drive a cohesive, bespoke and curated B&F program.

Food and drink experiences extend throughout the hotel journey, from included extras, to wine, water, in-room minibars, pool cocktails and more. At every touchpoint thoughtful food or drink takes center stage.

# LOCAL ACCESS GRANTED



The James offers an intimately local experience, the kind a dear friend provides someone visiting their city for the first (or fifth) time. Our concierge, operations and F&B teams truly connect our guests to the destinations where we are – as if they were a local. From appointments with top facialists to directions (and PW) to the locally-preferred speakeasy, The James doesn't merely lead guests to trendy experiences, it introduces them to the places and experiences it personally knows and loves.



# TIMELESS SERVICE



The James delivers anticipatory service touchpoints, supporting our guests' ability to live with ease. We're true to the moment and surprise & delight guests with unexpected elements (think a shoe-shine turned sneaker-shine), but we're not only on-trend – our differentiator is delivering on the basics thoughtfully and well. Our staffing models, service culture and design empower our teams to score at a threshold resulting in a Forbes "recommended" or above level award.

# RESIDENTIAL ESSENCE



The James hotels are authentically curated, a nod to the comforts of a well-appointed home. The intentional, thoughtful design features fluidity across lived-in spaces allowing guests to flow as activities shift. Subtle variations of lighting, sound, beverage and food transition the vibe effortlessly throughout the day and into evening.

Our spaces channel upscale luxe with locally inspired, moody and memorable interiors. Local functional antiques, like an old espresso machine, or our new-age takes on services like a “sneaker-shine”, are on show. The service mirrors the space, as the team is as layered and intentional in delivering notable yet unobtrusive experiences in an atmosphere strikes a balance between the old and new.

# REQUIRED BRAND DEFINING STANDARDS

## 1. **Iconic and personalized arrival**

Unexpected and outsized “wow” moment delivered on arrival through entry, doors or other architectural element. Non-traditional front desk to facilitate close engagement between staff and guest, creating a space feels like a home foyer. Pre-stay outreach allows for a personal welcome and stay-agenda provided to all premium guests.

## 2. **Destination F&B concept**

Destination worthy (market top-50) F&B focused on dinner service and bar, led by experienced F&B partners. F&B has distinctive design of its own with iconic entry.

## 3. **Clear differentiation of bar and breakfast**

The primary bar and/or evening restaurant is not the same as the location for breakfast and coffee. This can be achieved through clear differentiation/construction of a single space, or differing spaces.

## 4. **Lobby space with clear differentiated areas**

Various lobby spatial areas, including library, conversation, coffee and work, and more. The spaces align with the bar and coffee/breakfast spaces.

## 5. **Residential comforts**

Various “value-add” elements are packaged into the rate/fee including coffee, teas, waters, happy hour drinks, certain included “mini” items in the room minibar, and other local experiential elements. Included beverages sit as part of an iconic lobby FF&E piece.

## 6. **Iconic FF&E piece in guest room**

A signature in-room local iconic piece is part of the design package and makes sense based on the locale (e.g. Austin Hatrack, Nashville Boot rack, Designed Mini-bar).

## 7. **Curated minibar**

Minibar activation highlights specific local products and liquors on-show, with glassware setup for cocktails and wine

## 8. **In-room wellness bar on-order**

A small FFE floor setup that is delivered on request includes a yoga mat, wipes, block and stretch bands. Curated yoga/stretch/meditation programming is part of our TV package supporting in room wellbeing.

## 9. **Residential room comforts**

Dimming lights, streaming music connectivity and a small table/chairs to work or nibble placed with proximity to watch TV.

## 10. **Fitness/gym experience**

A gym designer (or designer with fitness design credibility) is required for each project to incorporate Sonesta fitness requirements and activate and wellbeing spaces and identify spaces in-hotel for local practitioners to host small classes.

## 11. **Residential Elevator Landing**

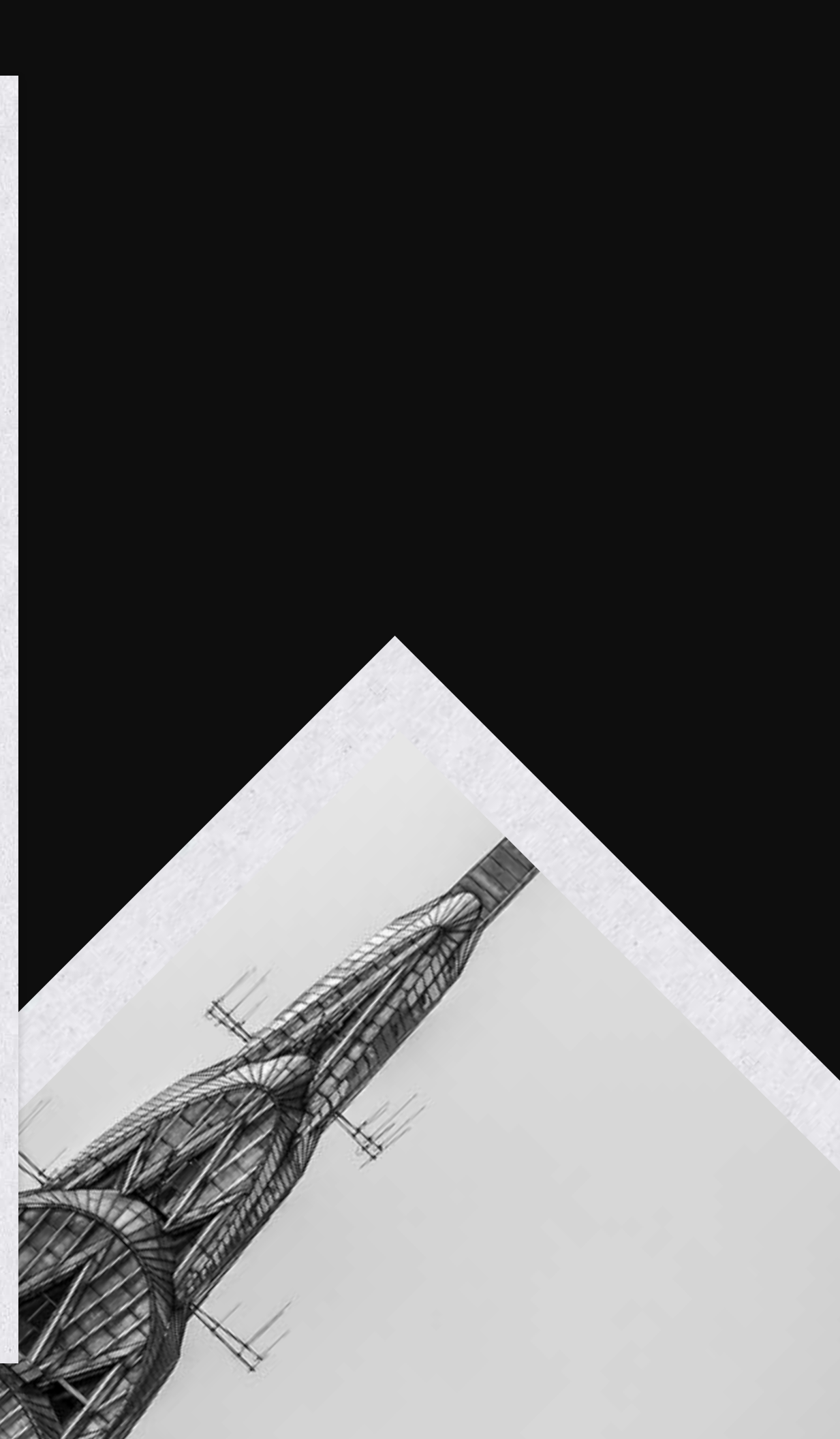
Artwork at each landing and individualized wayfinding signage package gives the hotel a very custom and local residential feel.



BRAND

VISION

TO BECOME  
KNOWN FOR LOCAL  
REIMAGINING AND  
CONSISTENTLY  
DELIVERING  
STAPLES OF  
STORIED LIFESTYLE  
HOSPITALITY.



## Brand Manifesto

THE JAMES IS A STORIED BRAND WITH A CLASSIC, LUXE LIFESTYLE SPIRIT. DRIVEN BY RELIABLE SOPHISTICATION, WORTHWHILE CONNECTIONS, AND SPIRITED CURIOSITY, THE JAMES DELIVERS AN EXPERIENCE THAT IS AS CLASSIC AS IT IS MODERN. WITH DESTINATION-WORTHY B&F, DIRECT ACCESS TO SOUGHT-AFTER LOCAL EXPERIENCES, AND A TIMELESS SENSIBILITY THAT MANIFESTS IN EVERY FACET OF EACH HOTEL, THE JAMES OFFERS THE SURE THING THAT GUESTS DESIRE, EVERY TIME.



# WE'RE RIGHT ON TIMELESS.



# BRAND TONE

# OUR SPACES

ARE

SOPHISTICATED  
TIMELESS  
CONVIVIAL  
THOUGHTFUL  
CLEVER  
THOUGHTFUL

ARE NOT

CLUBBY  
TRENDY  
BORING  
GENERIC  
LOUD  
DISCONNECTED  
TO THE REGION

# BRAND TONE

# OUR PEOPLE

ARE

IN THE KNOW  
ENGAGING  
THOUGHTFUL  
INQUISITIVE  
CLEVER

ARE NOT

OBVIOUS  
POSH OR STUFFY  
INDIFFERENT  
ROBOTS  
OFFENSIVE

THE JAMES IS A GROUP OF SINGULAR HOTELS THAT DELIVER STORIED LIFESTYLE EXPERIENCES WITH A MODERN TWIST. WITH THE FEEL OF A LEGAL, HIGHLY CURATED LUXURY RESIDENCE, ANTICIPATORY SERVICE AND LOCALLY ICONIC F&B DESTINATIONS, THE JAMES IS THE EFFORTLESS CHOICE FOR TIMELESS HOSPITALITY.



B2C

BRAND

DESCRIPTION

# THE JAMES<sup>TM</sup> HOTELS

*This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in the U.S. through Sonesta RL Hotels Franchising Inc., and in Canada through Sonesta RL Hotels Canada Franchising Inc. MN#F-10568. 400 Centre Street, Newton, Massachusetts, 02458.  
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