

RIGHT ON TIMETM

THE JAMES[®]
HOTELS



The ongoing digital evolution of products and services has created a healthy market for traditional, upscale 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.

KEY HOTEL ATTRIBUTES

- High service touch-point oriented; Forbes “Recommended” target and Forbes “4-star” aspirational
- Local market service “sweet spot” designed to drive rate
- Local F&B collaborators help generate awareness and demand
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check in can help to drive rate in the week for the week



TARGET MARKETS:
Primary Urban and Resort Destinations

- COMPETITIVE SET:
- Pendry Hotels & Resorts
 - Edition®
 - Viceroy Hotels & Resorts
 - Thompson Hotels®

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- 6.9 million members and growing¹
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings²

AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at
sonesta.com/travel-pass

1. Includes addition of Hello Rewards members in 2024.
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.





BRAND SNAPSHOT



PROMISE

Our brand promise is to make guests feel like 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.

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 PILLARS

01



DESTINATION
WORTHY
BEVERAGE AND
FOOD

02



LOCAL
ACCESS

03



TIMELESS
SERVICE

04



RESIDENTIAL
ESSENCE

TARGET



THE SMOOTH OPERATOR

PRIMARY MOTIVATOR:
CONNECTIONS

Amid limited time and boundless ambition, every meal, drink, or break between meetings is an opportunity to meet valuable connections.

AUDIENCE



THE NEW GOERS

PRIMARY MOTIVATOR:
ENLIVENMENT

Authentic trendsetters, prioritizing engagement over followers, seek unique experiences across tech, business, fashion, and entertainment, reflecting genuine authenticity in their digital presence.

THE 9 TO 9 PROFESSIONAL

PRIMARY MOTIVATOR:
VERSATILITY

This guest craves a lively yet sophisticated atmosphere, eschewing nightclubs and preferring curated experiences over chain hotels or Airbnbs.



THE NON-NUCLEAR FAMILY

PRIMARY MOTIVATOR:
UNCONVENTIONALITY

These unconventional guests value unique experiences and community connection outside of traditional family norms, including friends, couples with pets, long-distance partners, and locals enjoying stay-cations.

DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to The James Hotels brand and are what sets us apart within the marketplace. These are also required touchpoints that are reflected throughout every aspect of The James Hotels.

CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure our guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of The James Hotels.

OUR GUESTS FEEL LIKE RESIDENTS FROM THE FIRST MOMENT



ICONIC AND PERSONALIZED ARRIVAL

An unexpected “wow” moment is delivered through the entry doors. A non-traditional front desk facilitates close engagement creates a space that feels like a foyer.



LOBBY SPACES WITH DIFFERENTIATION

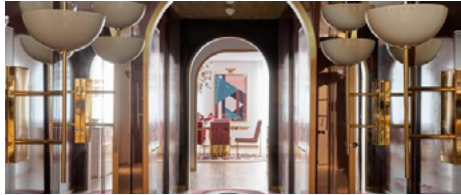
Clearly differentiated spaces within the lobby, including library, conversation space, coffee and work area, and more.



RESIDENTIAL COMFORTS

The rate/amenity fee includes value-add elements like coffee, teas, drinks, select minibar items, and local experiences. Included beverages are displayed as an iconic FF&E piece.

PUBLIC SPACE



RESIDENTIAL ELEVATOR LANDING

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

DESIGNER FITNESS



GYM EXPERIENCE

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



IN-ROOM WELLNESS BAR ON ORDER

A small OS&E floor setup, including a yoga mat, wipes, block, and stretch bands, can be delivered. Our TV package offers curated yoga, stretch, and meditation programming for in-room wellbeing.

RESIDENTIAL GUEST ROOMS



RESIDENTIAL ROOM COMFORTS

Dimming lights, streaming music connectivity and a small table/chair to work or nibble placed within proximity to a TV make guests feel like they’re at home.



CURATED MINIBAR

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



ICONIC GUEST ROOM FF&E

A signature in-room local iconic piece, which may be the minibar, is part of the design package and makes sense based on locale.

DRINKS AND EATS



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.



CLEAR DIFFERENTIATION BETWEEN BREAKFAST AND BAR

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



GUEST ROOMS

- Smart TVs with casting capability
- Digital compendium
- Bedside wireless charging capability

GUEST BATHROOM

- Upgraded bath experience with elevated bulk wet bath amenities
- Premium dry toiletries and amenities such as dental kit, mending kit etc.

LOBBY

- 24-hour reception desk
- Sound system for configuration with brand sonic identity program
- Dedicated area for brand scent program (or through HVAC)
- Upscale appointed bathrooms

OUTLETS & ADDITIONAL SPACES

- When present based on market conditions, any additional spaces match hotel design style and upper-upscale positioning
- Pool
- Garden and outdoor space
- Meeting space
- Additional retail

BEVERAGE & FOOD

- Seated breakfast and dinner service
- In-room dining
- Convenience market retail items

Defining Brand Standards subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.





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Sonesta Lodging Development Team

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