



RIGHT ON TIMELES<sup>TM</sup>

THE JAMES<sup>®</sup>  
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 ATTRIBUTES OF TOP PERFORMING HOTELS

- High service touch-point oriented; Forbes "Recommended " target and Forbes "4-star" aspirational
- Local market service "sweet spot" where we drive rate over other boutique hotels
- Local F&B partner generates awareness and demand
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check in drives 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®

SONESTA  
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PASS™

Here Today.  
Roam Tomorrow.™

- 6.7 million members and growing
- Travel Pass members are more likely to convert on Sonesta.com than non members\*
- Members drive 51%+ of brand.com bookings

### AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – winning 8 years in a row
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2023
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at  
[sonesta.com/travel-pass](https://sonesta.com/travel-pass)

\*September 2024







**8<sup>th</sup> LARGEST** hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program  
**100,000+** rooms | **9** countries



## Sonesta Franchise & Development Team

Call us at 866.437.4878 • Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn more at [franchise.sonesta.com](http://franchise.sonesta.com)



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