

RIGHT ON TIMELESS<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 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

## MARKETPLACE

TARGET MARKETS:  
Primary Urban and  
Resort Destinations

### COMPETITIVE SET:

- Pendry Hotels & Resorts
- Edition®
- Viceroy Hotels & Resorts
- Thompson Hotels®

# SONESTA TRAVEL PASS™

Here Today.  
Roam Tomorrow.™

- 6.9 million members and growing<sup>1</sup>
- 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 bookings<sup>2</sup>

### 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](https://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.



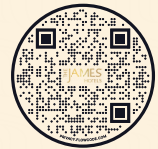


**8<sup>th</sup> LARGEST** hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program  
**100,000+** rooms | **9** countries



**Sonesta Lodging Development Team**

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



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