

## CORE BRAND STANDARDS

Core Brand Standards are the memorable experiences that bring the The James brand to life. With select touch points along the guest journey, we created Core Brand Standards that are consistently provided at every James Hotel.

## DIFFERENTIATOR TOUCHPOINTS

### SERVICE

- Sneaker Shine Station
- Rapid suit and shirt press
- Digital access to GOAT (*greatest of all-time digital concierge*)
- Private lobby call booths (*optional depending on property layout*)
- In-suite 'office' backgrounds
- Versatile co-working space



### WELLNESS

- Access to in-room beauty services
- Fitness/studio space to host live classes or be open for guest use (*optional*)
- Access to Meditation/Fitness app
- Recovery kits

### B&F

- Destination-worthy B&F
- Heavy focus on beverage program
- Coffee-culture friendly
- Premium local pastry/lunch/dessert delivery
- Integration of live entertainment within space (*either lobby or restaurant*)



### POP(UP) CULTURE

- Dedicated space to welcome retail/F&B partners; blank canvas to be plug & play
- To be used as market/retail space when vendor not present

*Please note that these are subject to change once implemented at future James conversion properties.*

### GUEST ROOMS

- A mix of single bay rooms and suites depending on location
- Smart TVs with casting capability
- Dedicated beverage/coffee station with concealed mini bar
  - Leverage local coffee/tea companies
  - Bartesian cocktail machine (*suites only*)
- Bedside wireless charging capability
- Upgraded bath experience with elevated bath amenities (*brand name TBD*)
- Pre-packaged branded toiletries/amenities
- Guest room phone with time featured or Amazon Alexa product

### BEVERAGE & FOOD

- Distinctive F&B experience (*leverage lifestyle partner for leased opportunities*)
- Cuisine to blend with local area/needs
- 2-meal offering required (*format will vary by property*)
- Designated bar area required
  - Leverage high-end beverage-focused activations through strategic partnerships
- In-room dining recommended (*format will vary by property*)

### LOBBY & PUBLIC SPACE

- 24-hour reception desk
- Sound system for configuration with brand sonic identity program
- DJ hookups available
- Dedicated area for brand scent program (*or through HVAC*)
- Gallery artwork display by local artists
- Upscale appointed bathrooms
- Designated area for pop-up B&F, wellness and retail experiences
- Dedicated fitness center
- Additional wellness space for meditation app-driven workouts (*optional*)
- Pool (*optional*)

### MEETINGS

- Spaces designed with B&F in mind
- Art requirements to match property décor

### ADDITIONAL FOUNDATIONAL STANDARDS

- Sonesta Travel Pass
- PAWS Program
- Brand Design Guidelines
- Exterior Signage
- Interior Signage
- Non-Smoking Hotel
- RFID Electronic Locks
- Opera PMS

