

RIGHT ON TIMELESS



THE JAMES  
HOTELS  
A SONESTA LIFESTYLE

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 destination-worthy, B&F experiences, exquisite bars, and other crafted details of updated, upscale hospitality. At the same time, The James remains firmly in the 21st century, building its service around direct access to coveted local spots via our signature concierge service. The result? A hospitality experience at once refreshingly old-fashioned and excitingly futuristic.

## KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- Hotels in urban and destination markets
- 30% group, 70% transient
- 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







## MARKETPLACE

### TARGET MARKETS:

Primary Urban and Resort Destinations

### SEGMENT:

Upper-Upscale

### COMPETITIVE SET:

- The Standard
- Mondrian Hotels
- Viceroy
- Thompson Hotels

# TRAVEL PASS

SONESTA

Here Today.  
Roam Tomorrow.

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- Program relaunch in Q2 2023 with enhanced benefits and programming for members
  - » Additional benefits planned for Q3 & Q4
- ~3 Million Travel Pass members
- Members drove 30.7% of total room revenue in 2022
- Member engagement +7% YOY

Learn more at

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

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# SONESTA

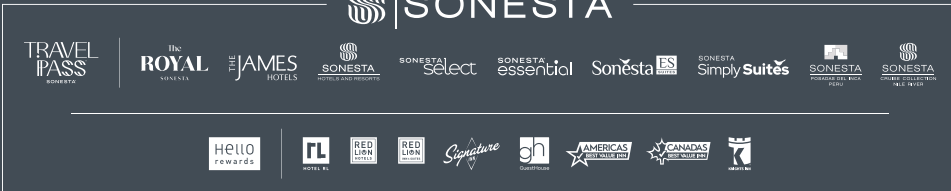
## INTERNATIONAL HOTELS

17 BRANDS | 1200+ PROPERTIES | 100,000+ ROOMS



### Sonesta Franchise & Development Team

Development@sonesta.com | franchise.sonesta.com



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