



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
GRANTED

03



TIMELESS
SERVICE

04



RESIDENTIAL
ESSENCE

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.

TARGET

AUDIENCE



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.



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.