

DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to The James Hotels brand and are what sets us apart within the marketplace. These are also required touchpoints that are reflected throughout every aspect of The James Hotels.

OUR GUESTS FEEL LIKE RESIDENTS FROM THE FIRST MOMENT



ICONIC AND PERSONALIZED ARRIVAL
An unexpected “wow” moment is delivered through the entry doors. A non-traditional front desk facilitates close engagement creates a space that feels like a foyer.

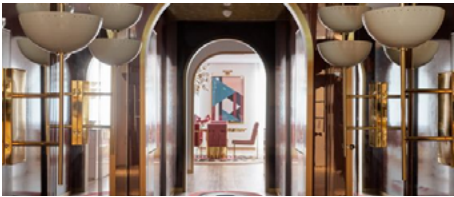


LOBBY SPACES WITH DIFFERENTIATION
Clearly differentiated spaces within the lobby, including library, conversation space, coffee and work area, and more.

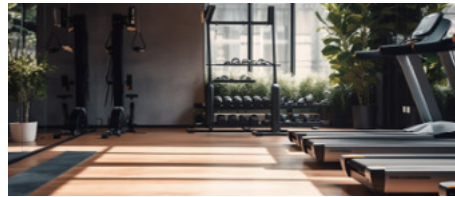


RESIDENTIAL COMFORTS
The rate/amenity fee includes value-add elements like coffee, teas, drinks, select minibar items, and local experiences. Included beverages are displayed as an iconic FF&E piece.

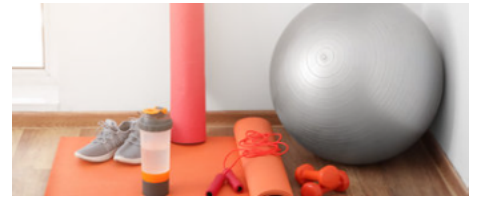
PUBLIC SPACE



RESIDENTIAL ELEVATOR LANDING
Artwork at each elevator landing and individualized way finding signage package gives the hotel a very custom and local residential feel.



GYM EXPERIENCE
A gym designer (or designer with fitness design credibility) is required to incorporate Sonesta fitness requirements, activate wellbeing spaces and identify spaces in hotel for local practitioners to host classes.



IN-ROOM WELLNESS BAR ON ORDER
A small OS&E floor setup, including a yoga mat, wipes, block, and stretch bands, can be delivered. Our TV package offers curated yoga, stretch, and meditation programming for in-room wellbeing.

RESIDENTIAL GUEST ROOMS



RESIDENTIAL ROOM COMFORTS
Dimming lights, streaming music connectivity and a small table/chair to work or nibble placed within proximity to a TV make guests feel like they're at home.



CURATED MINIBAR
Minibar activation highlights specific local products and liquors on-show, with glassware setup for cocktails and wine.



ICONIC GUEST ROOM FF&E
A signature in-room local iconic piece, which may be the minibar, is part of the design package and makes sense based on locale.

DRINKS AND EATS



DESTINATION F&B CONCEPT
Destination worthy (market top-50) F&B focused on dinner service and bar, led by experienced F&B partners. F&B has distinctive design of its own with iconic entry.



CLEAR DIFFERENTIATION BETWEEN BREAKFAST AND BAR
The primary bar and/or evening restaurant is not the same as the location for breakfast and coffee. This can be achieved through clear division of a single space, or utilizing entirely differing spaces.



■ CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure our guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of The James Hotels.

■ GUEST ROOMS

- Smart TVs with casting capability
- Digital compendium
- Bedside wireless charging capability

■ GUEST BATHROOM

- Upgraded bath experience with elevated bulk wet bath amenities
- Premium dry toiletries and amenities such as dental kit, mending kit etc.

■ LOBBY

- 24-hour reception desk
- Sound system for configuration with brand sonic identity program
- Dedicated area for brand scent program (or through HVAC)
- Upscale appointed bathrooms

■ OUTLETS & ADDITIONAL SPACES

- When present based on market conditions, any additional spaces match hotel design style and upper-upscale positioning
- Pool
- Garden and outdoor space
- Meeting space
- Additional retail

■ BEVERAGE & FOOD

- Seated breakfast and dinner service
- In-room dining
- Convenience market retail items

■ DESIGN + AD&C

- A mix of single bay rooms and suites depending on location
- Specified Architecture Design & Construction Standards And Brand Design Guidelines
- Approved exterior and interior signage

■ GLOBAL STANDARDS AND PROGRAMS

- Sonesta Travel Pass
- PAWS - Pets Are Welcome At Sonesta
- Hotels are Non-Smoking
- Guest rooms are equip with RFID Electronic Locks
- Sonesta brand and IT approved PMS/POS Solution, integrated with two-way interface



Defining Brand Standards subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.