



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



TARGET MARKETS: Primary Urban and Resort Destinations

SEGMENT: **Upper-Upscale**

COMPETITIVE SET:

- The Standard
- Mondrian Hotels
- Viceroy
- Thompson Hotels





Here Today. Roam Tomorrow.

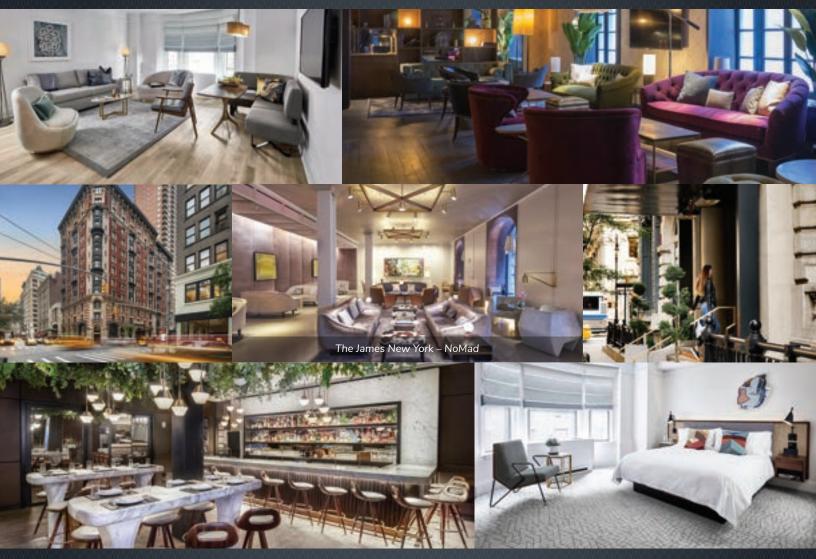
- 6 Million Travel Pass Loyalty Members
- Competitive earning structure helps guests achieve status faster
- Members spend more and stay more
- Drive direct bookings on brand.com
- Build awareness and engagement through robust email marketing exclusive offers

Learn more at sonesta.com/travel-pass



SONESTA INTERNATIONAL HOTELS

15 brands 1,100+ properties 100,000+ rooms



SONESTA FRANCHISE & DEVELOPMENT TEAM Call us at 866.437.4878 • Email us at development@sonesta.com • Learn more at franchise.sonesta.com



This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in the U.S. through Sonesta RL Hotels Franchising, Inc., and in Canada through Sonesta RL Hotels Canada Franchising, Inc. MN#F-7030. 400 Centre Street, Newton, Massachusetts, 02458. © 2024 Sonesta RL Hotels Franchising, Inc.