

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.

- 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



The James New York - NoMad





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



SONESTA

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