

RIGHT ON TIMELESSES.

THE JAMES<sup>®</sup>  
HOTELS



Meet James

## JAMES IS NOT JUST A NAME – IT’S A LIFESTYLE.

They're the ultimate host, the kind of person who makes every gathering feel like an occasion and every guest feel like a VIP. With effortless charm and a discerning eye, James curates unforgettable experiences wherever they go—and especially at their place.

A consummate tastemaker, James surrounds himself with good company, great design, and the perfect cocktail. Their soirées are legendary, their playlists are always spot-on, and their spaces reflect their love of art, culture, and creativity. From emerging artists to world-class mixologists and restaurateurs, James knows who's next—and they're already inviting them over.

Suave but never stuffy, witty but never aloof, James has that rare combination of charisma and approachability. With a twinkle in their eye and a glass in hand, they welcome all who enter with warmth, style, and just the right amount of mischief.

Stay with James, and you're not just checking into a hotel—you're stepping into a world curated by a host who lives for the art of the moment.



## KEY HOTEL ATTRIBUTES

- High service touch-point oriented; Forbes "Recommended" target and Forbes "4-star" aspirational
- Local market service "sweet spot" designed to drive rate
- Local B&F collaborators help generate awareness and demand
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check in can help to drive rate in the week for the week

## MARKETPLACE

### TARGET MARKETS:

Primary Urban and Resort Destinations

### SEGMENT:

Elevated Lifestyle

### COMPETITIVE SET:

- Pendry Hotels & Resorts
- Edition®
- Viceroy Hotels & Resorts
- Thompson Hotels®



# SONESTA TRAVEL PASS™

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### AWARD WINNING PROGRAM

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- Ranked #5 in Best Hotel Loyalty Value, WalletHub, 2025
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

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

\*As of July 2025.





Brand Snapshot



Brand Snapshot

JAMES IS MORE THAN A STORIED NAME—JAMES IS A CLASSIC HOST WITH A MODERN, LIFESTYLE-DRIVEN SPIRIT. WITH EFFORTLESS SOPHISTICATION, GENUINE CONNECTIONS, AND A CURIOUS EYE FOR WHAT'S NEXT, JAMES CREATES EXPERIENCES THAT FEEL BOTH TIMELESS AND OF THE MOMENT. FROM DESTINATION-WORTHY DRINK AND FOOD TO INSIDER ACCESS TO THE BEST LOCAL CULTURE, EVERY STAY AT THE JAMES HOTELS ARE A SURE THING: WARM, STYLISH, AND ALWAYS WORTH RETURNING TO.

WE'RE RIGHT ON TIMELESS.

BRAND PILLARS

01



DESTINATION WORTHY BEVERAGE AND FOOD

02



LOCAL ACCESS GRANTED

03



TIMELESS SERVICE

04



THE WARMTH OF A PRIVATE RESIDENCE

BRAND PROMISE

Stay with James, AND YOU'RE NOT JUST CHECKING INTO A HOTEL

you're stepping into a world curated by a host who lives for the art of the moment. The James welcomes you to settle in and make yourself at home where every time feels like a gathering you never want to leave, complete with good company, perfect cocktails, and meals meant for sharing.

TARGET



THE SMOOTH OPERATOR

PRIMARY MOTIVATOR: CONNECTIONS

For those with limited time and unlimited ambition – professionally and personally – every dinner, after-dinner drink, or getaway between onsite meetings is a chance to meet someone worthwhile. The James' sophisticated, social club-like atmosphere fosters these connections, encouraging guests and regulars to find who and what speaks to them.

AUDIENCE



THE NEW GOERS

PRIMARY MOTIVATOR: ENLIVENMENT

The New Goers are the first to know about and adopt the latest trends in technology, business, fashion, and entertainment. They travel to places where they know they will discover something new, whether it's something that's never been seen before or a twist on a classic. The IYKYK-ers.

Content creators and review writers, the New Goers digital personas actually reflect their unfiltered lives. They're microinfluencers who treasure engagement over follower count or likes.



THE 9 TO 9 PROFESSIONAL

PRIMARY MOTIVATOR: VERSATILITY

This guest has outgrown the party scene but still craves a vibe—elevated, not ordinary. Their taste is too refined for a chain hotel, but they want the comfort of full service, not an Airbnb. After a long 9-to-9 day, they seek an easy, go-to spot with standout food, cocktails, and an effortlessly cool atmosphere.



THE NON-NUCLEAR FAMILY

PRIMARY MOTIVATOR: UNCONVENTIONALITY

Unlike the conventional family, these guests see "family" more broadly—childhood friends traveling together, couples adventuring with pets, long-distance partners reconnecting, or locals enjoying a staycation. What unites them is a shared love of non-traditional experiences and a desire to feel part of the community they're visiting.

**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.

*Meet James*



**WELCOME TO THE JAMES**

Guests are ushered into non-traditional foyers as familiar friends of The James. Taking a seat with a welcome beverage, they're guided through a personalized check-in to kick off their stay.



**THE GREAT ROOM**

The heart of the house, where guests first arrive to visit The James, is designed with clearly differentiated spaces, including a library, conversation nook, work salon, and more.



**RESIDENTIAL WARMTH**

Guests enjoy the essence of a stay at a friend's residence, with coffee, tea, and other comforts within easy reach. Savvy concierges are the ultimate hosts, on hand to tailor insider experiences.

*Public Space*



**THE JAMES GALLERY WALLS**

Throughout the residence, guests encounter The James Gallery Walls, a personally curated collection imbued with The James's passion for travel and cultural discoveries from around the globe.



*Designer Fitness*

**THE WORKOUT ROOM**

The James invites guests to maintain their personal fitness regimes during their stay, with first-rate equipment, stretch and strengthening spaces, and a personal trainer on call.



**ON-CALL COMFORTS**

Guests who prefer a private workout can order yoga mats and accessories from the wellness bar. The James will also deliver pet beds, bowls, and treats for friends traveling with four-legged companions.

*Residential Guest Rooms*



**YOUR HOME AT THE JAMES**

The James makes guests feel at home, with everything they need at their fingertips, including dimmable lights, portable speakers for streaming personal playlists, and comfy spaces to work and lounge.



**THE MAX BAR**

Apéritif or nightcap, local blend or classic choice, guests of The James are offered timeless glassware for savoring their wine, beer, or signature cocktail any time they desire.



**IN-ROOM LUXURIES**

Everyone stays in style at The James, with 300-thread-count linens, a cozy robe and slippers, and a well-appointed closet housing useful necessities such as an umbrella and beach bag ready to go.

*Beverage and Food*



**A DESTINATION FOR BEVERAGE & FOOD**

Restaurants led by trusted partners (market top restaurateur or chef) draw not only in-house guests, but locals and other visitors intent on experiencing the culinary flair of The James.



**DEMARCATED BREAKFAST & BAR**

As in any fine residence, differentiated spaces for breakfast and a destination-worthy dinner or drinks enhance the guest experience, with each area tailored for the meal.

**CORE BRAND STANDARDS**

Our Core Brand Standards are designed to set us apart, and help ensure your 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**

- 3 meal restaurant
- Bar
- In-room dining

**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 equipped with RFID Electronic Locks
- Approved PMS/POS Solution, integrated with two-way interface



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



**8<sup>th</sup> LARGEST** hotel company in the US | **1,100+** properties | **100,000+** rooms | **13** brands | **10** countries | **1 POWERFUL** loyalty program



The James Nautilus, Miami Beach, FL | Coming Summer 2026



The James Residences, Miami, FL | Coming Spring 2028



### Sonesta Lodging Development Team

Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn more at [franchise.sonesta.com](http://franchise.sonesta.com)



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