CLASSICO™

Collection by **SONESTA**

FRIENDLY · FLEXIBLE · FAST ·

Traditionally CONTEMPORARY.™

Old-world charm IS REIMAGINED WITH EACH PROPERTY IN THE COLLECTION

which activates its own design and hotel story

KEY HOTEL ATTRIBUTES

- **SIGNATURE CUISINE**
  Classico delights with a dining and bar experience founded on signature, local cuisine, whether exquisitely traditional or surprisingly contemporary.

- **HIGH TOUCH SERVICE**
  At Classico, team members celebrate the individuality of their hotel's story and design in all they do. From local amenities, content and touchpoints, to warm, anticipatory interactions, we create memorable experiences through service.

- **REFINED INTERIORS**
  Classico charms guests with a cultivated aesthetic sensibility, inviting them into atmospheres at once irresistibly warm and inspirationally sophisticated.
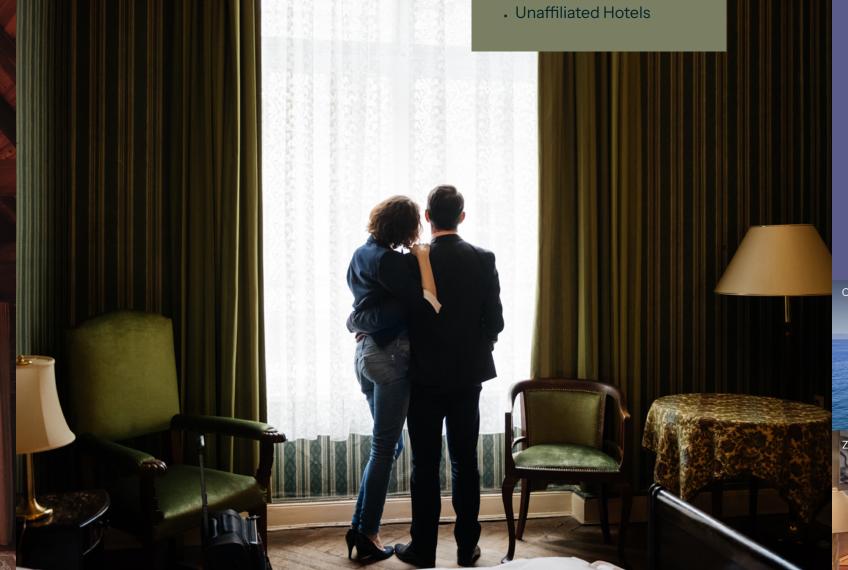
⦿ MARKETPLACE

TARGET MARKETS:
Urban, Destination Leisure, and Resorts

SEGMENT:
Upper-Upscale

COMPETITIVE SET:

- Curio A Collection by Hilton®
- Trademark Collection by Wyndham
- Autograph Collection™
- Vignette Collection™
- The Unbound Collection By Hyatt®
- Unaffiliated Hotels

SONESTA TRAVEL PASS™

Here Today. Roam Tomorrow.™

- 6.9 million members and growing[1]
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings[2]

AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at
sonesta.com/travel-pass

1. Includes addition of Hello Rewards members in 2024.
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.

Costa Sur Resort, Classico Collection by Sonesta

Z Ocean Hotel, Classico Collection by Sonesta

CLASSICO™

Collection by SONESTA

A Charming, Cultivated Experience

THEY DON'T MAKE THEM LIKE THEY USED TO, THE SAYING GOES...
CLASSICO WAS THOUGHTFULLY CONCEIVED AND ARTFULLY CRAFTED TO
OFFER OLD-WORLD CHARM TO CONTEMPORARY TRAVELERS. THE BRAND
DELIGHTS WITH REFINED, INVITING INTERIORS AND SIGNATURE, EXQUISITE
CUISINE, COMBINING THE BEST OF OLD AND NEW. THAT MEANS MAKING
HOTELS NOT LIKE THEY USED TO, BUT LIKE THEY NEVER HAVE BEFORE.

Old-world charm
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CLASSICO™
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◼ CORE COLLECTION STANDARDS
Our Core Collection Standards are required at Classico Collection properties, and align with requirements for Upper-upscale hotels.

◼ Design & Construction

DESIGN /AD&C	Specific hotel brand & design story, either existing or newly created by third-party firm; Follow Sonesta AD&C Standards; Non-smoking hotel
RESTAURANT + BAR	Stand-alone bar or bar integrated into primary restaurant
OTHER OUTLETS	Recommended based on hotel size and positioning (e.g. pool, grill, coffee cart, second bar, etc.)
MEETING SPACE	Optional; When present must include upper-upscale FFE
GYM	Updated equipment and spatial design; Align to local hotel story
GUEST ROOMS	Upper-upscale FFE; Well-appointed bathroom
TECHNOLOGY	Align to all Sonesta Tech specs and minimums for upper-upscale; 50" TV; Powerful Wi-Fi available; Integrated PMS/POS; Electronic door locks
SIGNAGE	Co-brand, non-illuminated plaques at entry and front desk

◼ Operations

CRM & LOYALTY	Loyalty program participation required; Provide guest benefits, recognition and complete enrollments; Use of loyalty key cards and packets optional ; PAWS Program participation is required
PROCUREMENT AND PURCHASING	Access to all Sonesta Supplier Alliance (SSA) Procurement Platform systems/franchised hotel support options and discounts
BATH AMENITIES	Approved upper-upscale local bath amenity package, or Archive; Dry bath amenities
ADDITIONAL ROOM AMENITIES	Upper-upscale offer, including robes, hairdryer, slippers, luggage rack, etc.
SIGNAGE	Co-branded desktop loyalty sign on front desk
OS&E	Use of co-branded OS&E from style guide, or local individual brand OS&E

◼ Marketing

LOGO	Co-branded logo created and used in all digital and printed materials
STYLE GUIDE	Co-branded style guide created and required for use in digital and print materials; Locally created materials should follow guide
MARKETING SUPPORT	Initial discovery meeting to review marketing channels, photography, OTA usage, booking channels, paid search, style guide, and additional strategies; Joint agreement on road map for each hotel
MARKETING TEMPLATES	Marketing template materials (sales, brochures, additional OSE, etc.) provided by Sonesta upon request
WEBSITE	Primary traffic to position to Sonesta channels; Local websites permitted following guidelines
SOCIAL & EMAIL CHANNELS	Sonesta Social Media Guidelines and Best Practices are provided in the Social Media Playbook; Inclusion in broader Sonesta co-branded, destination and STP messaging; Hotels are recommended to maintain local social channels

◼ PROGRAMS

- Sonesta Travel Pass Loyalty Program
- PAWS: Pet Welcoming Program
- Guest Satisfaction and Reputation Management Platforms
- Quality Assurance Program
- Sonesta Revenue and Distribution Programs
- Learning, Development and Brand Guidance Platforms
- Sonesta Supplier Alliance (SSA) Procurement Platforms
- Guest Experience and Entertainment Platforms
- Complimentary Powerful Guest Wi-Fi Available
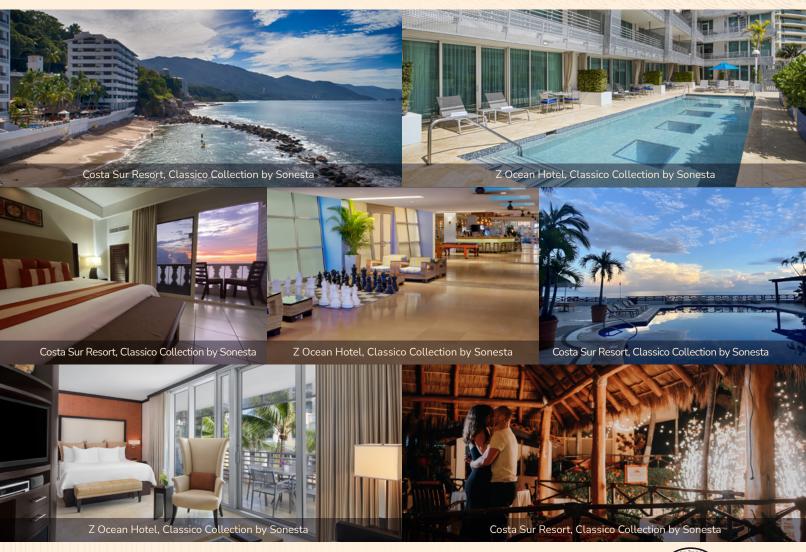
- Customer Engagement Center Platform

◼ REQUIREMENTS

- Architecture Design & Construction Standards
- Non-Smoking Hotels
- Brand Identity and Signage Guidelines
- Technology Infrastructure and Hotel Operational Platforms
- Guest Safety and Security Standards

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 or Brand Hub.