



Traditionally CONTEMPORARY

CLASSICO

A SONESTA COLLECTION

Sonesta's spirit and service culture come to life in this new brand that focuses on good taste. Inspired by the past, Classico offers a collection of hotels as local as they are worldly, as authentic as they are traditional, and as rich as they are comfortable. This means infusing each property with signature local cuisine, traditional high-touch service, and refined interiors. The result is an inviting, charming experience that breathes new life into rich heritage.

KEY ATTRIBUTES:

- Memorable, lifestyle brand
- High-touch service
- Refined interiors
- Signature cuisine



MARKETPLACE

TARGET MARKETS:
Primary and Lifestyle Markets

Urban, Leisure, and Resort
Destinations

SEGMENT:
Upper-Upscale

COMPETITIVE SET:

Curio
Trademark
Autograph
Vignette
The Unbound Collection by Hyatt



TRAVEL
PASS
SONESTA

Here Today.
Roam Tomorrow.

- Program relaunch in Q2 2023 with enhanced benefits and programming for members
 - » Additional benefits planned for Q3 & Q4
- ~3 Million Travel Pass members
- Members drove 30.7% of total room revenue in 2022
- Member engagement +7% YOY

Learn more at
sonesta.com/travel-pass



SONESTA

INTERNATIONAL HOTELS

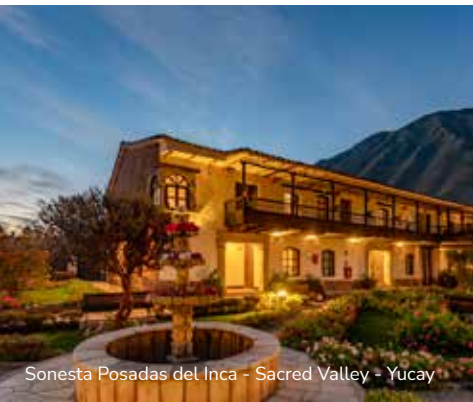
17 BRANDS | 1200+ PROPERTIES | 100,000+ ROOMS



The Royal Sonesta Chicago River North



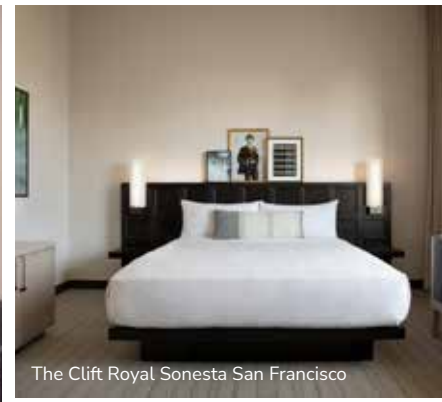
The Royal Sonesta San Juan



Sonesta Posadas del Inca - Sacred Valley - Yucay



Sonesta Bee Cave Austin



The Clift Royal Sonesta San Francisco



Sonesta Columbus Downtown



Sonesta Ocean Point Resort - Sint Maarten

Sonesta Franchise & Development Team

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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. © 2023 Sonesta RL Hotels Franchising, Inc.