

SONESTA essential HOTELS



Sonesta Essential Hotels Vacaville - Napa Valley



You're On *Your Way.*TM

SONESTA essential HOTELS

Sonesta Essential Hotels are for the doers. For those who travel but don't stay in one place too long. For those who need a place to rest along the way, or for the big day—a game, a meeting, or a celebration. Sonesta Essential Hotels are carefully designed and operated to offer guests hospitality's essentials – a clean, comfortable room and a friendly, helpful staff. That way they can focus on what brought them here in the first place.



KEY HOTEL ATTRIBUTES

- New brand focusing on what guests and owners are really looking for, the essentials.
- Limited food & beverage requirements
- Reasonable brand standards
- Simplified conversion process

Sonesta Essential Hotels Indianapolis Airport



MARKETPLACE

TARGET MARKETS:
Adaptable across multiple market segments: urban and suburban

Property Size:
65-115 Rooms

SEGMENT:
Upper-Midscale

COMPETITIVE SET:

- Hampton by Hilton®
- Fairfield® by Marriott
- LaQuinta® Inns & Suites
- Holiday Inn Express®
- Comfort Inn®

SONESTA TRAVEL PASS™

Here Today.
Roam Tomorrow.™

- 6.9 million members and growing¹
- 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 bookings²

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.

Sonesta Essential Savannah



Sonesta Essential Hotels Minot



Manifesto

You're on your way.TM

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Brand Pillars

Focus on your Journey

We believe guests should prioritize the thrill of travel, allowing Sonesta Essential Hotels to provide guests essential comforts to fully embrace the journey. Sonesta Essential Hotels are all about clean and comfortable rooms, essential amenities, minimal distractions, and a focus on the travel experience.



Essential Comfort

We deliver the ultimate comfort with a focus on quality over quantity. Sonesta Essential Hotels ensures that guests have everything they need for a comfortable stay, without unnecessary extras, so they can rest and rejuvenate after a day of travel.

Genuine Hospitality

People value connections, especially when they're on the road in unfamiliar places. Staff members are warm and friendly, making guests feel personally welcomed from the moment they walk through the door. Whether it's a comforting smile at check-in or recommendations on where to find the best local eats, our guests know that at Sonesta Essential Hotels, it's all about them.



Sonesta Essential Hotels are all about getting the **basics right**, and **consistently**.

- **Clean Rooms**
- **Comfortable Beds**
- **Guest Wi-Fi**
- **Bright Spaces**
- **Hot Coffee**
- **Hearty Breakfasts**
- **Friendly Faces**

Whether you're briefly in town for a meeting, working a local job, your kid's big tournament, or simply catching a good night's sleep before the next leg of your cross-country road trip, Sonesta Essential Hotels are carefully designed and operated to offer you exactly what you need.

Target Audience



The COMPETITION PARENTS

Chess tournaments, beauty pageants, spelling bees, and sports, sports, sports—the quick trips parents take their kids on to pursue their early passions are endless, and all these parents want for these stay overs is a cost-effective, cozy, and reliable place to put the kids to bed and wake them up bright and early for the big day.



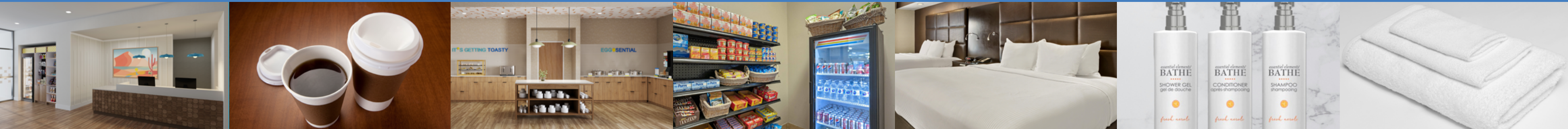
The SMALL BUSINESS OWNER

Entrepreneurs and small businesses may not have expense accounts to spend on upscale hotels, but they don't necessarily need or want them, either. These motivated, on-the-move professionals are looking for nothing more (or less) than a comfortable place to sleep before hitting the pavement even harder the next day.



The CROSS-COUNTRY CREW

"Cross-country road trip" is a very popular bucket list item for these young adventurous souls. While they're full of drive, they understand the importance of rest, and all they need are comfortable places to sleep along the way before they hit the road again.



EAT & DRINK

- ▮ 24/7 On Demand Lobby Coffee
- ▮ Breakfast
- ▮ Market

Bean to cup coffee provided around the clock, complimentary breakfast, and a 24/7 on-site, self-service market.

COMMON SPACES

- ♥ Living Room Communal Table
- ▮ Kid Nook*
- ♥ Meeting Space

Activated living room space, kid corner, and co-working space.

- ▮ Required Brand Standards
- ♥ Optional Signature Moments

OUTDOOR

- ♥ Pool
- ♥ Outdoor Social Spaces

Outdoor pool and social space with lounge seating.

FITNESS

- ▮ Fitness

On-site gym with cardio & strength training or arrangements with a local gym for complimentary guest passes.

ARRIVAL & LOBBY

- ▮ Arrival & Greeting

A logo front door decal, front desk artwork, welcome mat, and freshly painted wall behind the front desk.

GUESTROOM

- ▮ Top of Bed
- ▮ Terry
- ▮ Bath Amenities

Crisp white linens, plush pillows, and a top of bed presentation that exudes cleanliness and comfort. Equally essential are the bath towels and amenities.

LAUNDRY

- ♥ Laundry

On-site laundry facilities offering convenience and flexibility.

*Coming 2025





DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Sonesta Essential Hotels brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of our brand hotels.

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Sonesta Essential Hotels beyond your standard hotel experience and are what leave guests wanting to return again and again.



CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and 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 Sonesta Essential Hotels brand locations.

ARRIVE



ARRIVAL & GREETING
Logo front door decal, front desk artwork, welcome mat, and crisp, freshly painted wall behind the front desk.

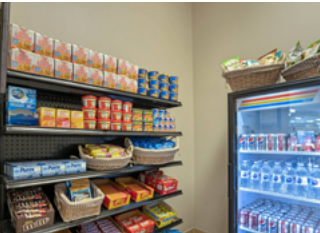
EAT + DRINK



24/7 ON-DEMAND LOBBY COFFEE
Complimentary bean to cup premium coffee in the lobby, served fresh around the clock.

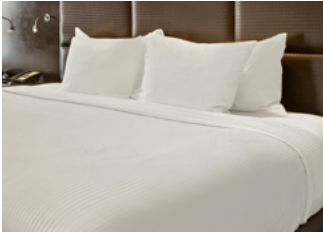


BREAKFAST
Complimentary hot breakfast featuring the essential breakfast items, done right.



MARKET
Onsite, self-service Market open 24 hours a day for that late night snack or early morning offering.

STAY



TOP OF BED
A custom top sheet modernizes each guestroom.



BATH AMENITIES
Brand amenities feature a revitalizing orange blossom fragrance and are available in bulk dispensers.



TERRY
High-quality towels show our commitment to guest comfort.



FITNESS
On-site gym with cardio & strength training, or arrangements with a local gym for complimentary guest passes.



LIVING ROOM COMMUNAL TABLE
Optimized space promotes social interaction, flexible dining, and community among guests, with a communal table.



KID NOOK**
Basket filled with books and coloring materials for an opportunity to relax and enjoy.



MEETING SPACE
A space for meetings or guests to work from that can be off the lobby or in a separate area.



LAUNDRY
On-site laundry facilities offering convenience and flexibility.

PLAY



POOL
The perfect budget-friendly retreat for all ages.



OUTDOOR SOCIAL SPACES
Enjoy the outdoors with lounge seating.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



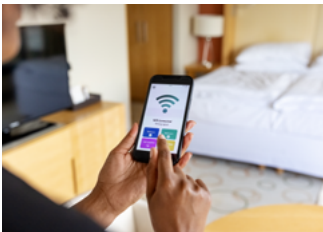
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



NON-SMOKING HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

**Coming 2025

Defining Brand Standards and Signature Moments subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.



8th LARGEST hotel company in the US | **1,100+** properties | **100,000+** rooms | **13** brands | **9** countries | **1 POWERFUL** loyalty program



Sonesta Essential Hotels Gonzales



Sonesta Essential Hotels Houston Energy Corridor



Sonesta Essential Hotels La Porte



Sonesta Essential Hotels Houston Westchase



Sonesta Essential Hotels Junction City



Sonesta Essential Hotels Atlantic City West



Sonesta Essential Hotels Beaumont

Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com



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select

RED LION
HOTELS, INNS & SUITES

Sonesta **ES**
SUITES

SONESTA
Simply Suites

SONESTA
essential



SONESTA
TRAVEL PASS

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-10005. 400 Centre Street, Newton, Massachusetts, 02458.
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