



SONESTA  
select<sup>®</sup>  
HOTELS

B R A N D B O O K

# table of contents

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01

WHERE WE ARE



02

WHO WE ARE FOR



03

WHO WE ARE



01 | WHERE WE ARE

## industry positioning

Sonesta Select Hotels is that neighborhood made just for you. A neighborhood vibe that fills you with that sense of belonging, warmth, and inspiring flair. A setting that always encourages you to be your best self, sets you up for a stellar day ahead, and lets you wind down after the work has been done by sharing in the uplifting spirits and inspired spaces of all Sonesta Select Hotels.



# consumer-focused competitive set

## Upscale

### Target Markets:

Suburban office parks & airport locations

This set of hotel brands is tailored to how guests perceive and compare the Sonesta Select Hotels brand in the market. It includes hotel brands that consumers may consider as direct alternatives based on factors like price, amenities, and experience. This competitive set helps shape guest-facing messaging, positioning, and service standards to remain compelling and relevant in the eyes of travelers.



# lodging development-focused competitive set

## Upscale

### Target Markets:

Suburban office parks & airport locations

This set of hotel brands includes brands that compete with Sonesta Select Hotels for market share based on location, target customers, ratings and reviews, room types, amenities, and market positioning. Competitive sets vary based on markets and other factors. Any development strategy should include independent research and analysis to identify the relevant competitive set for the specific opportunity.



# business development model

**Typical Conversion Type:**  
properties with 100-150 keys

At Sonesta Select Hotels, the dedicated team is passionate about creating a warm and welcoming atmosphere where every guest feels valued and cared for. With personalized service and thoughtful amenities, we aim to exceed expectations and build lasting loyalty through memorable guest experiences.





02 | WHO WE ARE FOR



## target market



## THE ON-THE-MOVER

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Whether traveling with colleagues or on his own, his work takes him far and wide. He's got business to take care of and wants a home like space that fits his lifestyle while he does.

## THE WRANGLER

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Priority number one is the family, but she needs a place to put her feet up when the kids finally pass out.

03 | WHO WE ARE



BRAND  
PROMISE

We will provide crafted spaces that fit your life on the road, making it easy to do and be your best and enjoy a local experience.

BRAND  
MISSION

To deliver comfortable spaces and amazing hospitality in the communities we call home.



BRAND  
PILLARS

## uplifting

We know that one moment can change someone's day, so we strive to always have empathetic ears and helping hands to ensure your guests feel heard and served. We make the little moments mean more — leaving every guest with a smile.

## adaptable

We put the guest first every step of the way. So, every area within Sonesta Select Hotels is curated with their needs in mind. Shared and private spaces — from hybrid meeting rooms to The Commons Eatery and Bar — are crafted to be as comfortable and functional as home plus as efficient as the office.

## connected

At Sonesta Select Hotels, we know every community is unique. That's why we embrace the communities we call home, sharing local insights and engaging with local businesses. It's important to personally connect with guests, showing them what makes our neighborhoods so special.



BRAND  
VISION

To create a lasting sense of community and belonging that warms hearts, lifts spirits, and brings Sonesta Select Hotels guests back each time.



# manifesto

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The best part of us, is bringing the best out in you. Because we know that a warm hello can help kick-start any day. A meaningful conversation can plant a positive memory that blooms for years to come. A bright cheerful space can help lift any spirit, at any given time. And a chance to be a part of the communities we call home is a way to feel more connected than ever before. Whether you're making monumental moves in your business meeting or kicking your feet up by the fire with family, we'll help you shine. We're always ready to move at your pace and provide you with what you need at every turn.

**At Sonesta Select Hotels, we give you the space to be your best.**

# how the brand comes to life



VOUCHERS & CERTIFICATES



IN-ROOM SIGNAGE



FRONT DESK MATERIALS

VAN WRAP



MARKETING MATERIALS

CORN HOLE







*Guestroom*

**BED**  
**BATH AMENITIES**

Premium bed experience with crisp linens and plush pillows. Top-notch bath amenities for a refreshing start to each day.

*Arrival & Lobby*

**ARRIVAL & LOBBY**  
**EXTERIOR MURAL**

Front desk pods, marquee lighting, events board, decorative floor tile, and checking-in board bring the entrance to life. The exterior mural adds that extra 'hello.'

*Eat & Drink*

**PREMIUM COFFEE**  
**THE MARKET**  
**SELECT-A-SIP COCKTAILS**

Starbucks® coffee offering in the lobby with a 24/7 onsite market with simple snacks, amenities, beverages, and local treats. Premium cocktails offered right in The Commons.

*Fitness*

**FITNESS CENTER**

24/7 access to the fully-equipped gym, ensuring fitness can stay a priority.

*Laundry*

**LAUNDRY ROOM**

Complimentary laundry facilities for extended stays or light packing.

*Outdoors*

**OUTDOOR SPACES**  
**POOL**

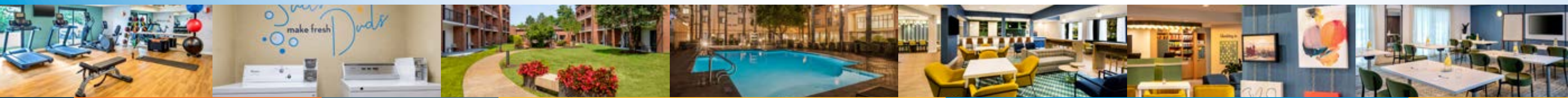
Indoor or outdoor pool with additional outdoor seating, fire pits, and games to feel at home.

*Common Space*

**THE COMMONS**  
**ARTWORK**  
**MEETING SPACE**

The space is activated, offering guests a warm welcome, a place to enjoy daily breakfast, and evening lite bites and beverages. Gallery walls feature playful images and versatile meeting space is available.

Required Brand Standards  
 Optional Signature Moments



# defining brand standards

## DEFINING BRAND STANDARDS

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

## SIGNATURE MOMENTS

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

### ARRIVE



**EXTERIOR MURAL**  
A welcoming moment, right when they walk in the door.



**ARRIVAL & LOBBY**  
Front desk pods, checking-in board, decorative floor tile and events board bring the entrance to life.

### GUESTROOM



**BED**  
Premium bed experience with crisp linens and plush pillows.



**BATH AMENITIES**  
Top-notch bath amenities for a refreshing start to each day.

### EAT + DRINK



**THE MARKET**  
A 24/7 onsite market with simple snacks, amenities, beverages and local treats.



**PREMIUM COFFEE**  
Starbucks® coffee offering in the lobby.



**SELECT-A-SIP PREMIUM COCKTAILS**  
Premium cocktails offered right in The Commons.

### FITNESS



**FITNESS CENTER**  
24/7 access to the fully equipped gym, ensuring fitness can stay a priority.

### LAUNDRY



**LAUNDRY**  
Complimentary laundry facilities for extended stays or light packing.

### OUTDOORS



**OUTDOOR SPACES**  
Outdoor seating, fire pits, and games to feel at home.



**POOL**  
Indoor or outdoor pool with proper seating.

### COMMON SPACES



**THE COMMONS**  
The space is activated, offering guests a warm welcome, a place to enjoy daily breakfast, and evening lite bites and beverages.



**ARTWORK**  
Gallery walls feature playful images in wrapped or floating frames.



**MEETING SPACE**  
A versatile meeting space for small meetings and team events.

# SONESTA select<sup>®</sup> HOTELS

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