

# SONESTA select HOTELS



Neighborhood hotels made

Personal.™

Sonesta Select Hotels Phoenix Camelback







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 let's you wind down after the work's been done by sharing in the uplifting spirits and inspired spaces of all Sonesta Selects Hotels.

Sonesta Select Hotels Detroit Novi



## KEY HOTEL ATTRIBUTES

- 100 to 150 rooms
- Positioned in suburban office parks, close to airports, and near universities for convenient access.
- Designed for small business travelers and busy parents seeking comfort and convenience.
- Offers café-style food and beverage options in the lobby, promoting a relaxed, communal environment.

Sonesta Select Hotels Boston Foxborough Mansfield



## MARKETPLACE

**TARGET MARKETS:**  
Suburban office park and airport locations

**SEGMENT:** Upscale

**PROPERTY SIZE:**  
100 - 150 keys

### COMPETITIVE SET:

- Cambria Suites®
- Courtyard by Marriott®
- Four Points by Sheraton®
- Hilton Garden Inn®
- Hyatt Place®



## SONESTA TRAVEL PASS™

Here Today.  
Roam Tomorrow.™

- 6.9 million members and growing<sup>1</sup>
- 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<sup>2</sup>

### 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](https://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 Select Hotel Pleasant Hill



Sonesta Select Hotels Phoenix Chandler





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## BRAND PILLARS

The compelling truths and characteristics of the brand that shape us. Our essence, our core values.

### 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.

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.

## NEIGHBORHOOD HOTELS MADE PERSONAL.



### THE ON-THE-MOVER

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

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

## Shine.

The best part of us, is bringing out the best 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.

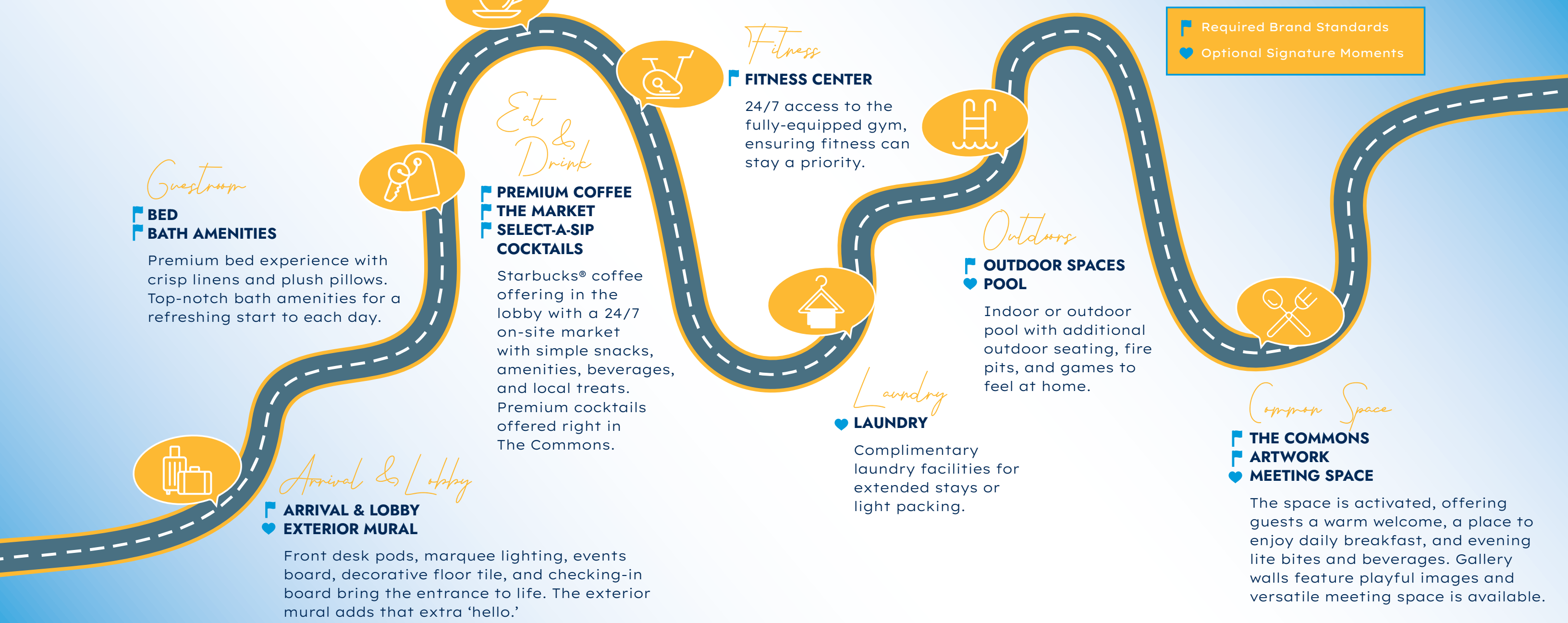
Whether you're making monumental moves in your business meeting or kicking your feet up by the fire with family, we'll help you shine. We're always ready to move at your pace and provide you with what you need at every turn.

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



Loved by guests for comfort, convenience and sense of community, Sonesta Select Hotels are ideally suited for conversions in most markets (especially secondary & tertiary markets and airports).









DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Sonesta Select 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 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 Select brand hotels.

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  
Top-tier 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.



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

COMMON SPACES



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



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



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 BASIC GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

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.





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



Sonesta Select Hotels Newport Middletown



Sonesta Select Hotels Boston Foxborough Mansfield



Sonesta Select Hotels Whippany Hanover



Sonesta Select Hotels Indianapolis Carmel



Sonesta Select Hotels Camarillo



Sonesta Select Hotels Atlanta Cumberland Galleria



Sonesta Select Hotels Charlotte University

## Sonesta Lodging Development Team

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



The  
**ROYAL**  
SONESTA

THE JAMES  
HOTELS

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MOD

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RED LION  
HOTELS, INNS & SUITES

Sonesta ES  
SUITES

SONESTA  
Simply Suites

SONESTA  
essential



Signature  
INN

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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