



Sonesta  **ES**[®]
SUITES

B R A N D B O O K



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WHERE WE ARE



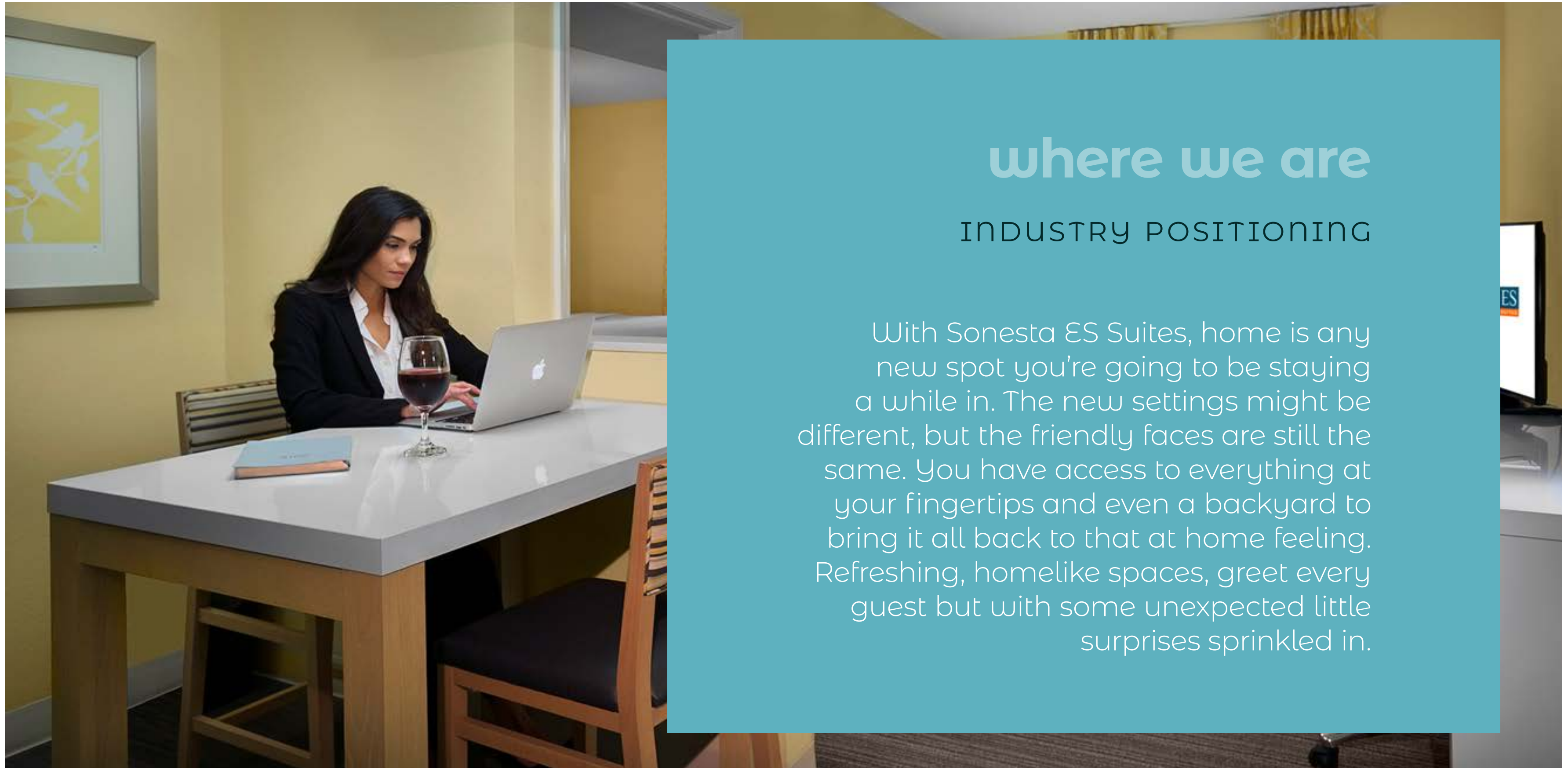
WHO WE ARE FOR



WHO WE ARE



where we are



where we are

INDUSTRY POSITIONING

With Sonesta ES Suites, home is any new spot you're going to be staying a while in. The new settings might be different, but the friendly faces are still the same. You have access to everything at your fingertips and even a backyard to bring it all back to that at home feeling. Refreshing, homelike spaces, greet every guest but with some unexpected little surprises sprinkled in.

upper midscale; extended stay

TARGET MARKETS: SUBURBAN
& AIRPORT LOCATIONS

This set of hotel brands is tailored to how guests perceive and compare the Sonesta ES Suites 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.

HOMewood
SUITES by Hilton™



HYATT
house™

Residence INN®
BY MARRIOTT

STAYBRIDGE
SUITES®

SPRINGHILL SUITES®
BY MARRIOTT

upper midscale; extended stay

TARGET MARKETS: SUBURBAN
& AIRPORT LOCATIONS

This set of hotel brands includes brands that compete with Sonesta ES Suites 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.

HOMewood
SUITES by Hilton™

H
HYATT
house™

Residence INN®
BY MARRIOTT

STAYBRIDGE
SUITES®



typical conversion type:

EXTENDED STAY PROPERTIES
WITH 140-200 SUITES
IN SUBURBAN MARKETS
AND OFFICE PARKS

Sonesta ES Suites provides guests with a comfortable, homelike environment perfect for long-term stays. Sonesta ES Suites properties feature fully equipped kitchens, spacious suites, and amenities designed for both business and leisure travelers, meeting the needs of today's extended stay market.

02

who we are for



The Road Warriors

They've been traveling together for years and Sonesta ES Suites gives them the perfect balance to prep for the pitch and celebrate closing the deal afterward.



The Opportunist

Now more than ever, balancing family, work, and life is crucial. She has recently relocated for her job and needs to provide a safe, homelike space for her family and herself during the lengthy process of finding a new home.

03

who we are



THE VALUE WE DELIVER

We promise a welcoming homelike stay, engaging experiences connected to local communities, and an environment where guests can comfortably relax, work, and play.

A COMMITMENT TO GUESTS

To combine a comfy
homelike experience
with a fun dynamic
energy from your team
and a local flair that
puts the cherry on top.





generous

THE MINUTE YOU WALK IN YOU ARE IMMERSED IN AN ATMOSPHERE THAT FEELS JUST RIGHT. THAT'S BECAUSE OUR GENEROSITY SHINES THROUGH FROM OUR VIBRANT, HELPFUL ENERGY TO OUR LARGE, ROOMY SPACES. WHETHER GUESTS WANT TO KICK BACK AND RELAX, CARRY OUT A BUSINESS DEAL, OR MAKE THEMSELVES AT HOME - WE GOT THEM COVERED.



refreshing

OUR SPIRITED ENERGY AND ENGAGING PERSONALITY REMAIN TRUE. EACH CONNECTION IS AN OPPORTUNITY TO BRIGHTEN SONESTA ES SUITES GUESTS' DAY WITH A SMILE.



surprising

FROM DELIVERING UNEXPECTED TREATS TO CELEBRATING THE CULTURE AND FLAVOR OF THE LOCAL AREA, WE GO ABOVE AND BEYOND TO SURPRISE AND DELIGHT GUESTS. THESE SPECIAL MOMENTS HELP TO MAKE THEM FEEL APPRECIATED AND CONNECTED TO THE NEIGHBORHOODS WE'RE A PART OF. THE MORE YOU STAY, THE MORE YOU LOVE US.



OUR BUSINESS IN THE FUTURE

To put the spirit and fun
back into travel with
unique experiences that
feel like the best parts of
home and so much more.

Home on the Road.

FOR THOSE ON THE ROAD, SONESTA ES SUITES OFFERS A WELCOME EMBRACE OF HOME.

Life is just better when you're comfortable and everything feels familiar. It's why you get coffee at the same place before your morning meeting each day and why Tuesday's will forever be for tacos. We know that time away from home can be challenging, missing the familiarity, and awaiting the unknown adventure that lies ahead. That's why at Sonesta ES Suites it's about more than quick hellos and welcoming smiles. It's about making every guest feel as if they've been here 100 times before. It's about a warm embrace for your soul, that same comfort, same soothing, same heartening feeling you get when you walk through your own door, perhaps even better.

03 // WHO WE ARE HOW THE BRAND COMES TO LIFE

SNACK CERTIFICATE



CORN HOLE GAME



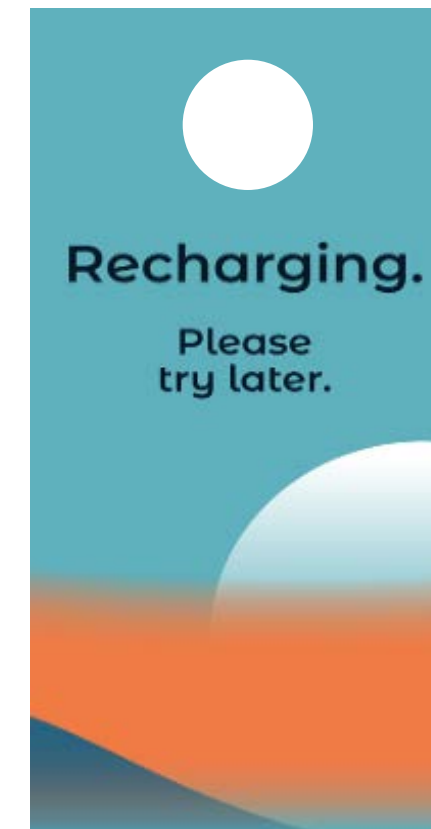
VAN WRAP



RENOVATION MATERIALS



DND HANGER



FRONT DESK MATERIALS





ARRIVAL

Lobby Welcome Package

A welcoming space with a logo front door decal, front desk logo sign, welcome mat, and freshly painted wall behind the front desk.

EAT + DRINK

Complimentary Breakfast Refreshment Hub

Complimentary daily hot and cold breakfast, an on-site market, and an optional beverage station for guest pick-me-ups.

COMMUNAL SPACES

Meeting Space

A space to work and connect.

LAUNDRY

Laundry

On-site laundry facilities.

LOBBY

Community Connection Board* The Market

The 24-hour Market satisfies your cravings anytime, while brand-specified boards keep you in the loop with local activities and happenings.

PLAY

Everyday Surprises

Clear program to recognize VIP and loyal guests through unexpected experiences.

GUESTROOM

Top of Bed & Bath Amenities In-Suite Kitchen

Crisp white linens and plush pillows. Bath towels and branded amenities. In-suite kitchen, and all necessary equipment.

FITNESS

Fitness Center

On-site gym with cardio & strength training.

OUTDOOR

Enlivening The Outdoors Pool

Brand-specified outdoor games, activities, spaces, and furnishings. Outdoor pool.

-  Required Brand Standards
-  Optional Signature Moments

*Coming 2025



DEFINING BRAND STANDARDS

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

SIGNATURE MOMENTS

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

ARRIVE



LOBBY WELCOME PACKAGE
A welcoming space with a logo front door decal, approved branded artwork behind the front desk, and welcome mat.

LOBBY



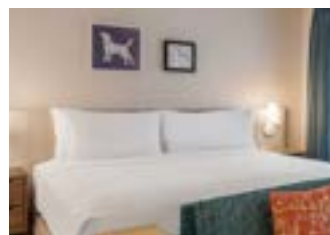
THE MARKET
The onsite Market is open for you 24 hours a day for that late night snack or early morning offering.

EAT + DRINK



COMPLIMENTARY BREAKFAST
Complimentary daily hot and cold breakfast.

STAY



TOP OF BED
A custom top sheet exclusive to the brand modernizes each guestroom.



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



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



IN-SUITE KITCHEN
Fully equipped kitchen, featuring a full-size fridge, stove-top, microwave, dishwasher, pots, pans, and extensive utensils.

PLAY



EVERYDAY SURPRISES
Clear program to recognize VIP and loyal guests through unexpected experiences.



POOL
Outdoor pool with proper seating.



REFRESHMENT HUB
Beverage station for guest pick-me-ups.



COMMUNITY CONNECTION BOARD*
Brand-specified central posting of local activities and happenings.



MEETING SPACE
A space to work and connect.



FITNESS CENTER
On-site gym with cardio & strength training.



LAUNDRY
On-site laundry facilities.



ENLIVENING THE OUTDOORS
Brand-specified games, activities and furnishings make the outdoors feel like home.



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-10007. 400 Centre Street, Newton, Massachusetts, 02458. © 2025 Sonesta International Hotels Corporation

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