

Sonesta  ES  
SUITES

Your Home  
On The Road.

ES



Sonesta ES Suites Cincinnati - Sharonville East





With 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.

## KEY HOTEL ATTRIBUTES

- Hotels with 140 to 200 suites
- Located in suburban markets and near corporate offices
- Strong focused sales team partnering with Global Sales to drive midweek business

## MARKETPLACE

**Target Markets:** Suburban & Airport locations

**Segment:** Upper Midscale; Extended Stay

**Property size:** 140 -200 keys

### Competitive Set:

- Homewood Suites by Hilton®
- Hyatt house™
- Residence Inn® By Marriott
- Staybridge Suites®

## 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 ES Suites Charlotte Arrowood



Sonesta ES Suites Houston Galleria



Sonesta ES Suites Columbia Baltimore





BRAND SNAPSHOT

With 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.

BRAND PILLARS

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

refreshing

PRESENTING NEW PLACES & FRIENDLY FACES.

One thing that remains true is our spirited energy and engaging personality. Every connection we make is a chance to put a smile on our guests' faces.

generous

DELIVERING THE BEST PARTS OF HOME.

The minute you walk in you’re 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.

surprising

SHARING LOCAL EMBRACES.

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.



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 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.

Welcome, to your home on the road.

Inspired by the way guests already live, Sonesta ES Suites does comfort best with a warm, bright, and refreshing take on the extended stay experience.

Guests can spread out in our spacious suites, whip up a bite in our fully equipped kitchens, and enjoy an atmosphere of ease, whether on an important business call or delighting in a mid-afternoon nap.

TARGET GUESTS



The Road Warriors

PRIMARY MOTIVATOR | FAMILIAR

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

PRIMARY MOTIVATOR | COMFORTABLE

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.



TARGET MARKETS

Sonesta ES Suites is ideally suited for conversions in secondary and tertiary markets, often found near commercial and industrial and business parks.





## 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.

## ARRIVAL

- Lobby Welcome Package

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

## COMMUNAL SPACES

- Meeting Space

A space to work and connect.

## LAUNDRY

- Laundry

On-site laundry facilities.

## 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.

## GUESTROOM

- Top of Bed & Bath Amenities
- Terry
- In-Suite Kitchen

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

## PLAY

- Everyday Surprises

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

## 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.

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 our 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

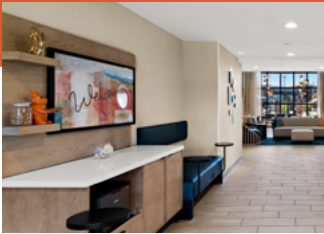


**LOBBY WELCOME PACKAGE**  
A welcoming space with a logo front door decal, approved branded artwork behind the front desk and welcome mat.

### LOBBY



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



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

### 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**  
Brand 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.



**MEETING SPACE**  
A space to work and connect.



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



**LAUNDRY**  
On-site laundry facilities.

### PLAY



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



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



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



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



## 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 ES Suites brand hotels.



**SONESTA TRAVEL PASS LOYALTY PROGRAM**



**PET WELCOMING PROGRAM**



**GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS**



**QUALITY ASSURANCE PROGRAM**



**SONESTA REVENUE AND DISTRIBUTION PROGRAMS**



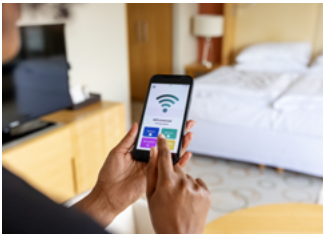
**LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS**



**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 ES Suites Portland Vancouver



Sonesta ES Suites Malvern



Sonesta ES Suites Auburn Hills Detroit



Sonesta ES Suites Colorado Springs



Sonesta ES Suites Princeton



Sonesta ES Suites Chicago Lombard



Sonesta ES Suites New Orleans

## Sonesta Lodging Development Team

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



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