

SONESTA
essentialTM
HOTELS

BRAND BOOK



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Where We Are



Where We Are

Customer Positioning

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.



Where We Are

Consumer-Focused Competitive Set

Upper Midscale

Target Markets: Adaptable across multiple market segments, such as:

1. Urban centers
2. Roadside suburban & tertiary highway interchanges
3. Regional commerce centers
4. Adjacent to universities, factories, or hospital campuses
5. Smaller college and leisure markets

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



Where We Are

Lodging Development-Focused Competitive Set

Upper Midscale

Target Markets: Adaptable across multiple market segments, such as:

1. Urban centers
2. Roadside suburban & tertiary highway interchanges
3. Regional commerce centers
4. Adjacent to universities, factories, or hospital campuses
5. Smaller college and leisure markets

This set of hotel brands includes brands that compete with Sonesta Essential 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.



Where We Are

Development Business Model

Building a platform for growth

Conversion Type:

Convert economy, lower-midscale and midscale hotels to reposition them to be midscale to upper-midscale

Investment:

Invest in most critical guest experience touchpoints, such as guest WI-FI, TVs with robust content, good mattresses, linens and shower-heads, and bright, clean lobbies

Keep existing infrastructure and footprint where possible to help minimize major construction & expense changes

Use branded FFE/OSE packages as means to help increase position without major investment

New build prototype available in 2025

WHO WE ARE FOR



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.

- Seeks tranquility between very busy off-site business days
- Values a seamless and self-sufficient hotel experience
- Is skeptical of any unnecessary cost throughout business travel



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.

- Appreciate a friendly and welcoming staff
- Value a clean environment
- Prefer calm simplicity over dynamic energy



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.

- Appreciates signs of familiarity in unfamiliar places
- Values comfort and rest
- Doesn’t need all the extras of full-service hotel chains



The Social Road-Trippers

For these travelers, it's 'All About the Big Day'. It's individuals and groups who travel frequently for social and leisure activities, such as attending sports events, concerts, weddings, family reunions, and other group gatherings. They seek convenient, comfortable, and cost-effective accommodations that enhance their travel experience without detracting from their primary purpose of socializing and participating in events.

- Look for affordable options to maximize spending on event-related activities.
- Value proximity to event locations and accommodations that can facilitate group interactions.
- Value essential amenities that support group activities, such as common areas, easy parking, and complimentary breakfast.



WHO WE ARE



Brand Promise

Our brand promise is the undeniable truth we aim for.

It's our True North.

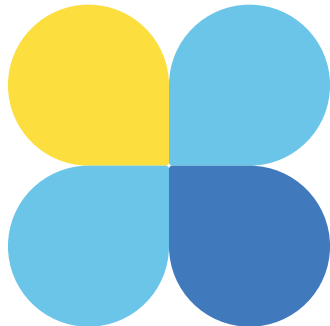


The Essential Promise
Essentials done right,
100% of the time.

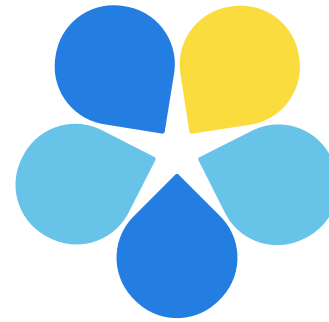




Focus on
your Journey



Essential
Comfort



Genuine
Hospitality

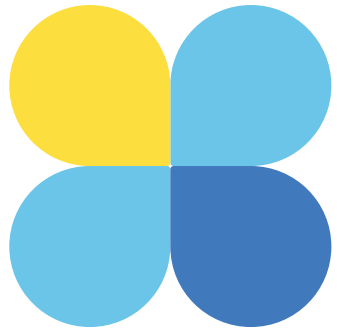




Focus on *your Journey*

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 in 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, guests know that at Sonesta Essential Hotels, it's all about them.



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.

READY. SET...

How the Brand Comes to Life

Branded Flag



Sales & Marketing Materials



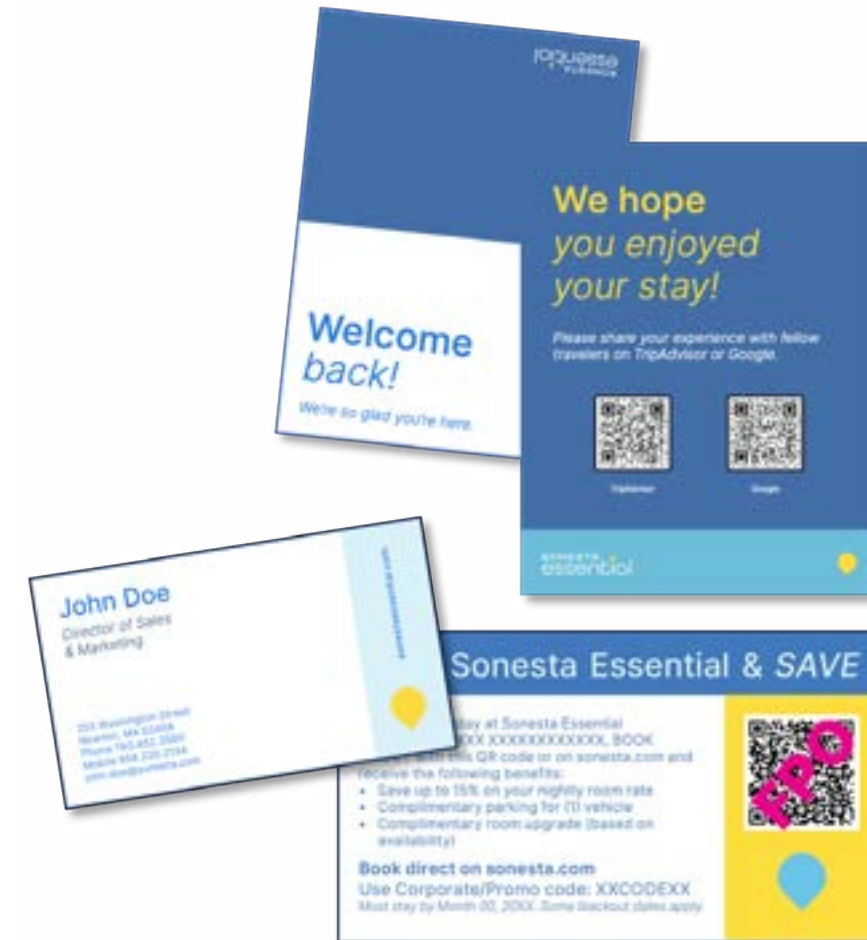
BOH Collateral



Breakfast Voucher



Front Desk Collateral



Vehicle Wrap



Essential Breakfast





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 Space
- ▣ Kid Corner*
- ♥ Co-Working Space

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

ARRIVAL & LOBBY

- ▣ Arrival & Greeting

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

GUESTROOM

- ▣ Bed & Bedding
- ▣ Terry
- ▣ 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.

FITNESS

- ▣ Fitness

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

LAUNDRY

- ♥ Laundry

On-site laundry facilities offering convenience and flexibility.

OUTDOOR

- ♥ Pool
- ♥ Outdoor Social Spaces

Outdoor pool and social space with lounge seating.

▣ Required Brand Standards
♥ Optional Signature Moments

*2024 rollout for 2025 compliance

















Required Brand Defining Standards

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 Essential 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.

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

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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. © 2025 Sonesta International Hotels Corporation

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