

SONESTATM
HOTELS, RESORTS & CRUISES

BRAND BOOK

TABLE OF CONTENTS

WHERE WE ARE	3
WHO WE ARE FOR	8
WHO WE ARE	11

WHERE WE ARE





INDUSTRY POSITIONING

With our stylish interiors, infused with a serene, modern aesthetic, curated wellness experiences, a lively personality and genuine, warm service culture, Sonesta Hotels, Resorts & Cruises is a sanctuary to regain your sense of self and rediscover your inner compass. As a step along your journey – for vacations, meetings and life’s special events – Sonesta Hotels, Resorts & Cruises are places to reconnect with yourself and those you care about. Keeping things fresh is our type of fun. And it is this sense of wonder that we want to impart on Sonesta Hotels, Resorts & Cruises guests.

CONSUMER-FOCUSED COMPETITIVE SET

UPSCALE

TARGET MARKETS:

Primary & secondary city
and resort destinations

This set of hotel brands is tailored to how guests perceive and compare the Sonesta Hotels, Resorts & Cruises 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:

Primary & secondary city
and resort destinations

This set of hotel brands includes brands that compete with Sonesta Hotels, Resorts & Cruises 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 CONVERSION MODEL

Typical Conversion Type: properties with 290-375 keys
30% group / 70% transient

Sonesta Hotels, Resorts & Cruises is a sanctuary to regain your sense of self and rediscover your inner compass.

WHO WE ARE FOR



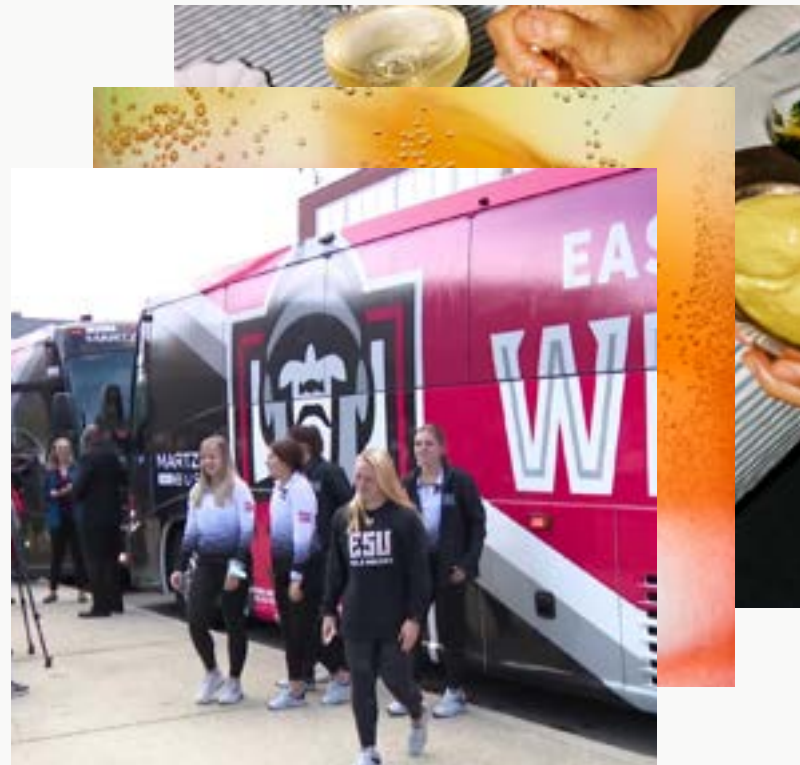
THE JOURNEY SEEKERS

Those who believe that travel (and life) is about the (personal) journey, not the destination—whether they’re getting away for work or play – and often making multiple stops on each trip. This group is not confined by age and includes those who have come to expect and appreciate hospitality that evokes more.



WORK HARD PLAY HARD TRAVELERS

Though not as frequent as during the pre-pandemic era, business travel is still a thing. But today’s business travelers place a higher value on staying in destinations where they can have fun while they’re off the clock. SHR&C’s breadth of locations and informed local staff give guests the opportunity to play as hard as they work wherever their work schedules take them.



GROUP GATHERERS

Weddings, sports teams, reunions, concerts... There are many fun reasons for groups to travel and gather together. SHR&C’s locations make a perfect hub for groups looking for space to celebrate and to recharge after the festivities are over.

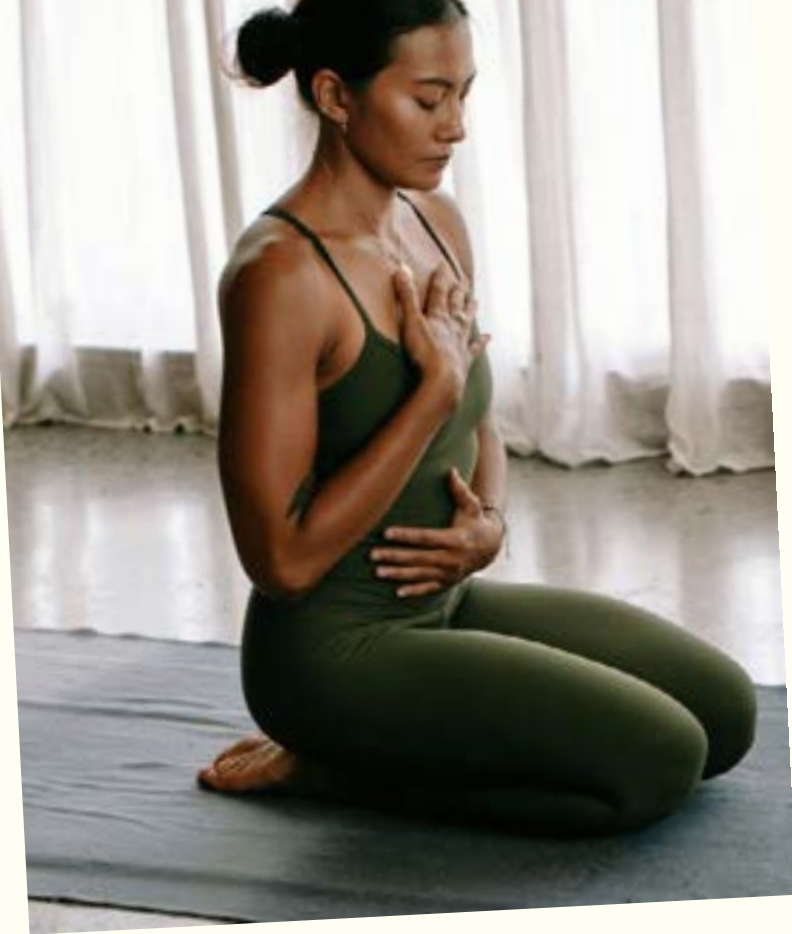


MILLENNIALS WITH KIDS

Young families just want to have fun. They want to travel and make memories together. They look for a comfortable stay and appreciate the surprise of a well-designed space, and service that caters to their needs with the reliability of a brand that’s been around for a while... SHR&C is their sweet spot.

The background of the slide is a solid yellow color. Overlaid on this is a repeating pattern of white, stylized, rounded shapes that resemble the letter 'O' or a similar organic form. These shapes are arranged in a grid-like fashion, with some overlapping. In the center of the slide, the text "WHO WE ARE" is written in a bold, black, sans-serif font.

WHO WE ARE



BRAND PROMISE

**We promise a space
to reconnect.**





MISSION

To offer Sonesta Hotels, Resorts & Cruises guests an inspiring, reliable experience to reconnect with themselves and what matters most.





brand pillars

SELF-CARE

As the world scrolls and flashes faster than ever, it's increasingly important to physically and mentally recharge. Maybe that means unplugging, decompressing with a drink, or relaxing over a game. At the very least, it means a great night's sleep. At Sonesta Hotels, Resorts & Cruises, every location, amenity, and service standard is crafted to impart a sense of serenity.

DISCOVERY

Every journey is a process of discovery, both inside and out. As travelers explore new locations they also explore themselves, discovering new interests and opportunities to grow. Sonesta Hotels, Resorts & Cruises encourages new perspectives by offering tools for self-reflection.

FUN

Fun is essential to withstand life's daily stressors, promote creative solutions, and make your life richer and more fulfilling. At Sonesta Hotels, Resorts & Cruises, we offer guests ways to connect with themselves and those around them in more meaningful ways. Our astrology-inspired programming allows guests to connect with themselves and those around them in a lighthearted and new way, making a journey of self-discovery a fun pursuit.



VISION

To inspire Sonesta Hotels, Resorts & Cruises guests to explore their potential, embrace new experiences, and make their travel journey the time to celebrate their inner potential.



MANIFESTO

At the end of the day, what do you really gain from travel?

More than souvenirs, social posts and more ‘to do’ lists, it’s the new perspectives gained from the little things and the connections made that really have lasting power.

Sonesta Hotels, Resorts & Cruises gets this, which is why it designed its entire experience to bring your focus inward. Its inspiring yet uncluttered modern decor sets the mind free and lets you truly appreciate those around you. Its considered details enhance the way you rest, recharge and reconnect. When you’re with Sonesta Hotels, Resorts & Cruises, embrace the endless possibilities that open simply from being somewhere else.



TRAVEL FROM THE INSIDE, OUT.

HOW THE BRAND COMES TO LIFE

Key Card & Key Sleeve

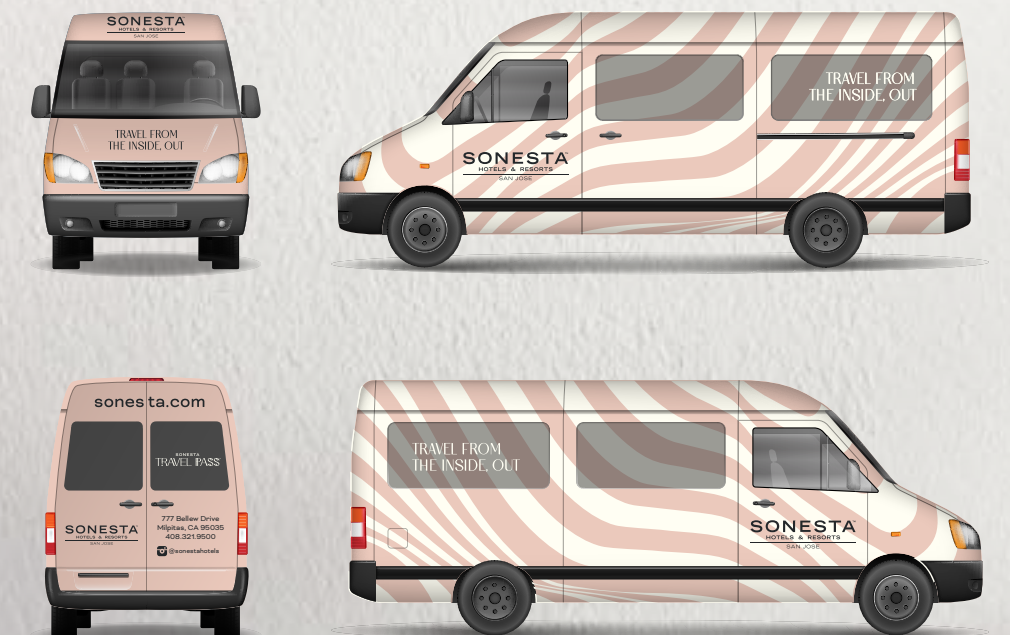
Marketing Materials



DND Hanger



Vehicle Wrap



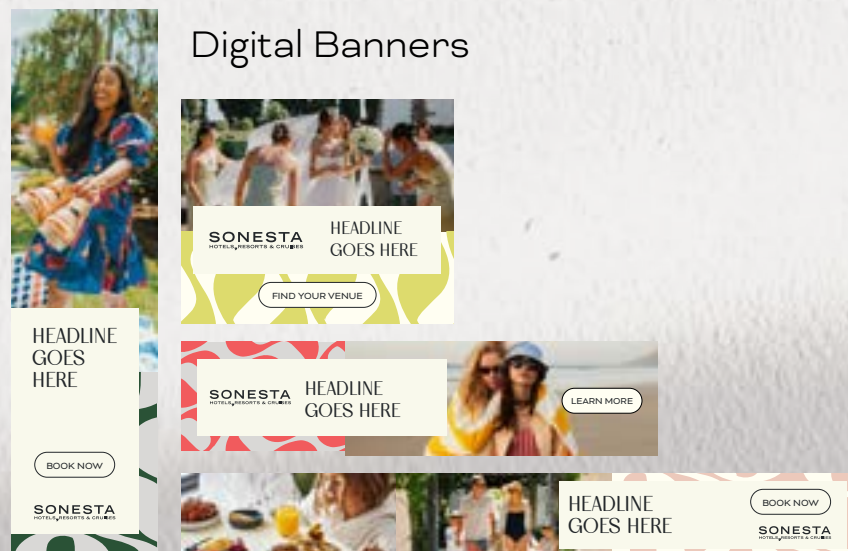
Business Cards



Stationery



Digital Banners



GUEST JOURNEY

Memorable touchpoints that bring the brand to life.



DEFINING BRAND STANDARDS

DEFINING BRAND STANDARDS

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

SIGNATURE MOMENTS

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

ARRIVAL



WELCOME LETTER
This welcoming moment introduces self-discovery as one of the initial branded touchpoints, offering essential hotel information.



MAKE-A-FACE STICKERS
Providing a quiet moment for parents to get work done or eat while the child is engaged, these stickers spark self-discovery conversations with your younger audience.

LOBBY



"TAPESTRY OF SELF" PORTRAIT
Artwork, representing the hotel's location, is activated by staff, fostering a shared sense of identity and delivering that 'Wow' factor for guests.



"VIEWPOINTS" INSTALLATION
This installation serves as an engaging and memorable introduction to our pillars of fun, discovery, and self-care, fostering connections between staff and guests alike.

ELEVATOR



PERSPECTIVE SHIFT
Aligned with the concept of self-discovery, these rotating posters promote mindfulness for both teams and guests, encouraging them to step out of their comfort zones.

GUESTROOM



DISTINCTIVE BRANDED BEDDING EXPERIENCE
Elevating the bed experience by featuring items like premium pillows and antimicrobial cooling mattresses.



SELF-REFLECTION CARD
Provides a moment of mindfulness and serves as a branded keepsake, leaving a lasting impression of the brand on guests.



BATH AMENITIES
Archive Amenities allows guests to take an incredible journey to parts unknown, with fresh, sophisticated scents for anytime, anywhere & anyone.

FOOD & BEVERAGE



INFLUENCED RESTAURANT
The onsite food and beverage outlet brings the local flavors to life with bold, high-energy offerings designed for guests to explore.



SPECIALTY COCKTAIL
Guests enjoy curated cocktail menu, featuring both alcoholic and non-alcoholic options crafted to inspire a sense of relaxation and well-being.



MARKET
Refuel at the 24/7 onsite market with simple snacks, amenities, beverages and more.



COLORING COASTER
Guests unwind with our coloring coasters, perfect for fostering meditative moments and relaxation.



WORKOUT INSPIRATION
Celebrate self-care with captivating door, mirror, and wall decals that spark conversation and create memorable photo moments.

COMMON SPACE & MEETINGS



LIBRARY
Reading offers an escape, a chance to connect with oneself or simply let the mind wander—a perfect complement to the theme of self-discovery. Team members play a pivotal role in selecting library items, fostering engagement around this activation.



COLORING PAGES
An effortless tool for guests to embrace self-care, entertain children, and embody the pillar of fun. Easily refreshed, these coloring pages seamlessly integrate the exploration of astrology.



DISCOVERY MOMENT HUB
Experience self-discovery with engaging discovery cards that provide guests a way to learn and evolve.



GROUP DISCOVERY CARDS
An opportunity for guests to embark on a journey of self-discovery through team building or engaging conversation.



WORK SUITE
An experiential, multi-zone meeting space concept that offers an elevated room design and services intended to enhance collaboration.

SONESTA™

HOTELS, RESORTS & CRUISES

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