

# SONESTA™

HOTELS, RESORTS & CRUISES

TRAVEL FROM THE INSIDE, OUT.™



# SONESTA™

## HOTELS, RESORTS & CRUISES

With our stylish interiors, infused with a serene, modern aesthetic, curated wellness experiences, a lively personality and genuine, warm service culture, Sonesta Hotels & Resorts 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 properties are places to reconnect with yourself and those you care about.

### KEY HOTEL ATTRIBUTES

- Hotels that range in size from 290-375 rooms in or outside of urban markets
- 30% group, 70% transient
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check in helps drive rate in the week for the week



TARGET MARKETS: Primary and secondary city and resort destinations

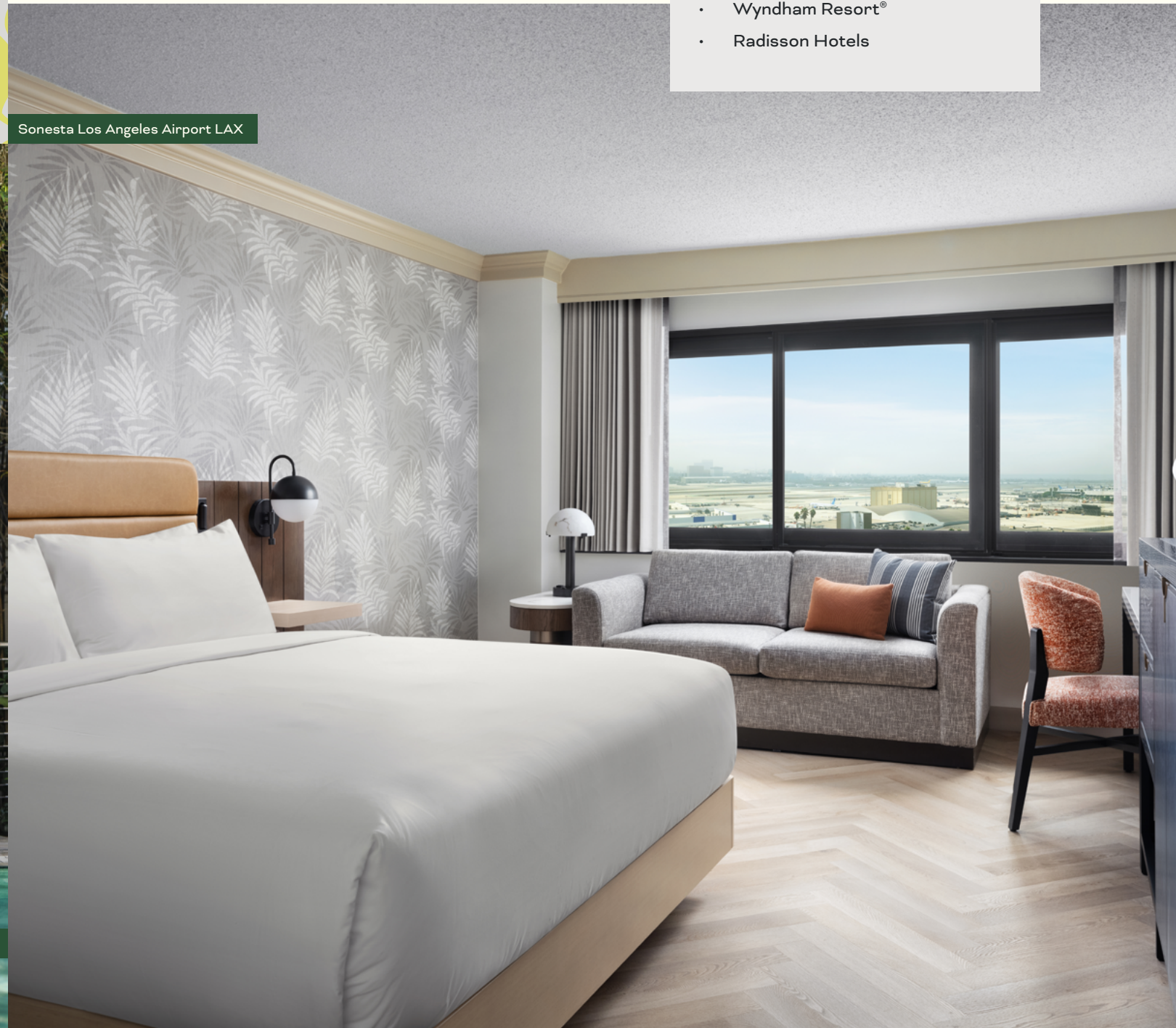
SEGMENT: Upscale

PROPERTY SIZE: 290 - 375 keys

COMPETITIVE SET:

- Marriott®
- Delta Hotels by Marriott®
- Hilton®
- DoubleTree Suites by Hilton™
- Sheraton® Hotels & Resorts
- Crowne Plaza® Hotels & Resorts
- Wyndham Resort®
- Radisson Hotels

Sonesta Los Angeles Airport LAX



# 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.

Regency Miami Airport by Sonesta



Sonesta Bee Cave Austin Hill Country



Nautilus Sonesta Miami Beach

# SONESTA™

HOTELS, RESORTS & CRUISES

BRAND SNAPSHOT

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 are 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.

WE PROMISE A SPACE TO RECONNECT.

## BRAND PILLARS

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

### 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 programing 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.

BRAND SNAPSHOT

# SONESTA™

HOTELS, RESORTS & CRUISES

AT SONESTA HOTELS, RESORTS & CRUISES, OUR MISSION IS TO OFFER GUESTS AN INSPIRING, RELIABLE EXPERIENCE TO RECONNECT WITH THEMSELVES AND WHAT MATTERS MOST.



## TARGET GUESTS

### 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. Sonesta Hotels, Resorts & Cruise’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. Sonesta Hotels, Resorts & Cruise’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... Sonesta Hotels, Resorts & Cruises are their sweet spot.

## ★ TRAVEL FROM THE INSIDE, OUT.

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.

## ★ TARGET MARKETS

Renowned for its unique destinations, Sonesta Hotels & Resorts are ideally suited for conversions and new build opportunities in primary and secondary markets.



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.

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 Hotels, Resorts & Cruises brand hotels.

ARRIVAL



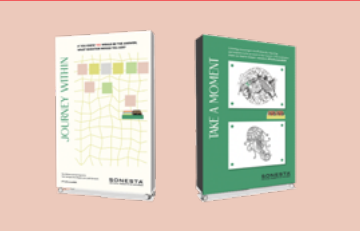
**WELCOME LETTER**  
This welcoming moment introduces self-discovery as one of the initial branded touchpoints, offering essential hotel information.



**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 our younger audience.



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



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



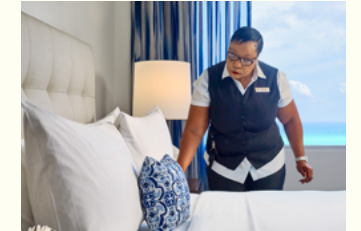
**SONESTA TRAVEL PASS LOYALTY PROGRAM**



**PET WELCOMING PROGRAM**



**GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS**



**QUALITY ASSURANCE PROGRAM**

ELEVATOR



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



**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.



**SONESTA REVENUE AND DISTRIBUTION PROGRAMS**



**LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS**



**SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS**



**GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS**

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.



**COMPLIMENTARY GUEST WI-FI**



**ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS**



**BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES**



**SMOKE-FREE HOTEL**

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.



**TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS**



**GUEST SAFETY AND SECURITY STANDARDS**



**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 Hotel Cusco, Peru



Sonesta Suites Scottsdale Gainey Ranch



Sonesta Silicon Valley



Sonesta Columbus Downtown



Sonesta Hotel Bogotá, Colombia



Sonesta Redondo Beach & Marina



Sonesta Nashville Airport

## 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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THE JAMES  
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HOTELS, INNS & SUITES

Sonesta **ES**  
SUITES

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SONESTA  
essential



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-10008. 400 Centre Street, Newton, Massachusetts, 02458.  
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