

Signature
INN BY SONESTA™



NO VACANCY

1055

Travel Outside
Ordinary®

Signature Inn Eugene





THE GOLDEN
AGE OF
Travel
IS BACK

Signature Inn invites guests to stay Outside Ordinary. With a cheap-chic design and eye-catching branding, Signature Inn brings to life the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.



MARKETPLACE

TARGET MARKETS:

Road trip, coastal and urban destinations in primary and secondary markets

SEGMENT:

Upper Economy

PROPERTY TYPE:

Cheap-chic brand ideally suited for conversion

Flat franchise fee model

FOR OWNERS, BY OWNERS

**FLEXIBLE BRANDING THAT CAN
HELP OWNER ROI**

Sonesta competes effectively against other brands by maintaining flexible branding that can help owners with their ROI.



SONESTA TRAVEL PASS™

Here Today.
Roam Tomorrow.™

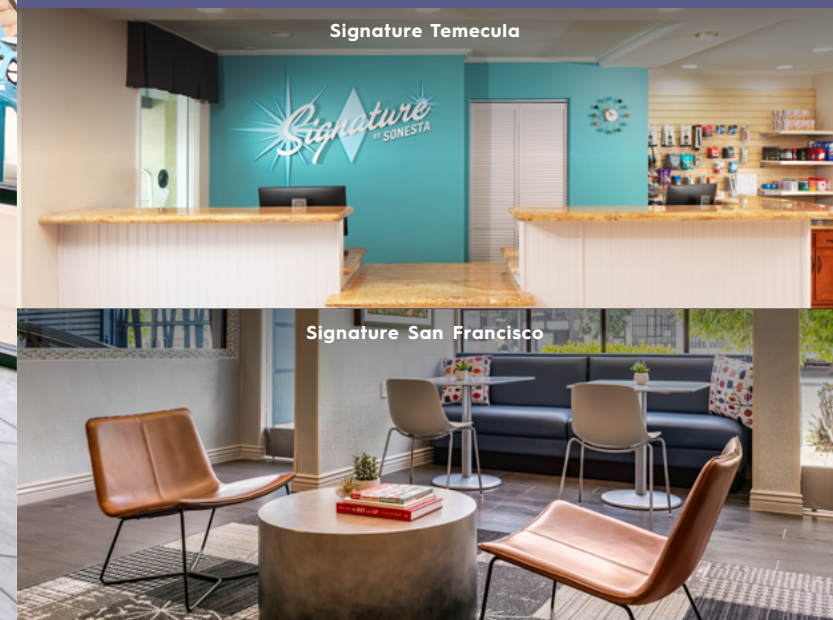
- 6.9 million members and growing¹
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings²

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

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.





BRAND SNAPSHOT

With a cheap-chic design and eye-catching branding, Signature Inn brings back the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.

BRAND PILLARS

Our values are meant to make guests feel inspired and relaxed.

VIBRANT

Signature Inn preserves and promotes an eye-catching and exuberant style that is grounded in today while evoking a simpler time.

CONTEMPORARY

Signature Inn provides the latest in hotel amenities and conveniences uniquely blended with our design aesthetic. We think of it as “retro-modern.”

FAMILIAR

Capturing the earnest mentality of a bygone era, welcoming staff and restful rooms elevate comfort levels for all guests.



MANIFESTO

Signature Inn, rooted in the golden age of travel, honors the past while embracing the present. The spaces are a celebration of retro charm and modern comfort—a place where style meets affordability. Signature Inn believes in creating experiences that are as unique as the travelers who walk through the doors. The bold design and vibrant spirit remind guests that every journey should be memorable, every stay should be special, and every moment should reflect the joy of discovery. More than just a hotel, it's a time capsule reimagined for today's travelers, inviting travelers to relive the magic of travel's heyday with a modern twist.



CONSUMER SWEET SPOT



#ModernDayRamblers

Signature Inn customers have a bit of nostalgia for classic Americana and appreciate mid-century modern design. They are young at heart go-getters who are both inquisitive and in-the-know. A great bed, HDTV, and strong Wi-Fi make these guests feel right at home even while on the road.



TARGET MARKETS

Secondary and Tertiary Markets

Road Trip Destinations

Coastal Cities and Towns

Urban Locations

RETRO CHIC

Many boutique and experience-driven hotels take chances by rolling out bold designs and buzz-worthy campaigns. Signature Inn brings a cool and creative approach to the upper economy market, setting it apart from its competitors that focus solely on value and convenience.

Signature Inn is ideal for both conversion and new-build hotel locations.



EXTERIOR PAINT

Exterior paint scheme reminiscent of mid-century motels with a quirky welcome doormat to reinforce the uniqueness of the brand.

Arrival

WELCOME MAT

Innovative reception design with front desk signage and a vintage media console bring the lobby to life.

GUEST RECEPTION

FRONT DESK LIVERY

Soft linens with lounge pillow, quality terry, and Cascadia amenities. Guestroom artwork, open closet, and TV with HBO.

VINTAGE MEDIA CONSOLE

TOP OF BED

BACKREST SUPPORT PILLOW

Guestroom

24/7 coffee is available in the lobby or guestroom, with grab n' go breakfast for guests to enjoy.

BATH AMENITIES

TERRY

OPEN CLOSET

GRAPHIC WALL

GUESTROOM ARTWORK

MODERN SEATING & MID-CENTURY MODERN FF&E

43" TV WITH HBO

Eat & Drink

COFFEE PROGRAM

GRAB N' GO BREAKFAST

- Required Brand Standards
- Optional Signature Moments

Game table and modern FF&E bring the common spaces to life.

Common Spaces

COMMUNAL TABLE

PERMANENT GAME TABLE OR ACTIVITY

Co-branded bikes allow guests to get around town.

Fitness

BIKES

Outdoor

Outdoor pool and lounge area with games for the guests to play.

OUTDOOR GAMES

OUTDOOR POOL AND LOUNGE ACTIVATION





DEFINING BRAND STANDARDS

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

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevate Signature Inn 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 guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Signature Inn hotels.

ARRIVE



EXTERIOR PAINT

Our paint schemes are reminiscent of typical mid-century modern motels, bringing to life the nostalgia of the past.



WELCOME MAT

A quirky welcoming touch to reinforce the uniqueness of the Brand.



FRONT DESK LIVERY

Our retro-chic logo shows off the brand image and becomes recognizable to guests.



VINTAGE MEDIA CONSOLE

A choice of classic and soulful tunes are available to play from a vintage console, which can serve as a striking statement piece all by itself.



GUEST RECEPTION

Using inventive design solutions, the front desk becomes yet another colorful touchpoint within the lobby.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM

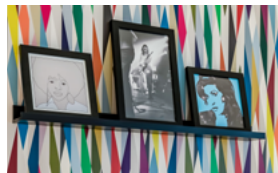


GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM

STAY



GUEST ROOM ARTWORK

Retro-inspired modern guest room artwork.



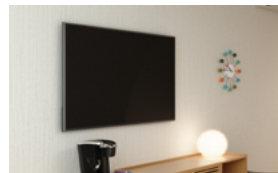
MODERN SEATING & MID-CENTURY MODERN FF&E

Furthering the mid-century aesthetic, in-room furnishings are good looking and timeless.



TOP OF BED

Soft linen ensures guests have sweet dreams.



43" TV WITH HBO

43" HDTV with expanded channel lineup and complimentary HBO.



BATH AMENITIES

Exclusive branded bath amenities formulated with natural ingredients inspired by the Pacific Northwest.



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS

PLAY



OUTDOOR POOL AND LOUNGE ACTIVATION

Lounging by the pool is always made better with fresh designs and touches of style.



OUTDOOR GAMES

Guests can get competitive and play games like bocce, corn hole, ladder toss, and more.



BIKES

A colorful fleet of bicycles welcome guests in and offer them an alternative way to get about town.



PERMANENT GAME TABLE OR ACTIVITY

Guests can socialize and get competitive with a foosball table or an Xbox console with a collection of classic games.



COMMUNAL TABLE

A multi-functional communal table allows for both work and play.



COMPLIMENTARY BASIC GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



NON-SMOKING HOTEL

EAT + DRINK



COFFEE PROGRAM

Serve Maxwell House Coffee in the lobby and in guest rooms for guests to enjoy.



GRAB N' GO BREAKFAST

For guests heading out on the road we offer a handy breakfast-to-go option.



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.



8th LARGEST hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program
100,000+ rooms | **9** countries



Signature Inn Eugene



Signature Temecula



Signature Inn Houston Galleria



Signature Anaheim Maingate



Signature Inn San Francisco Marina District



Signature Inn Berkeley Oakland



Signature San Francisco

Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com



The
ROYAL
SONESTA

THE JAMES
HOTELS

CLASSICO

SONESTA
HOTELS, RESORTS & CRUISES

MOD

SONESTA
select

RED LION
HOTELS, INNS & SUITES

Sonesta **ES**
SUITES

SONESTA
Simply Suites

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-8404. 400 Centre Street, Newton, Massachusetts, 02458.
© 2025 Sonesta International Hotels Corporation