



SONESTA
Simply Suites®

BRAND BOOK

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WHO WE ARE



Where We Are

Industry Positioning

Because everyone deserves to feel the benefits of “simple” without all the effort it takes when you’re staying an extended period of time. Sonesta Simply Suites is here to help you make each moment away from home a little bit easier each time – no matter the duration. The challenges? Uncertainty? Distance from family? They all disappear when you feel that sense that “worry-free” is an always on amenity. Everything You Need. At Ease. Inviting.



Consumer-Focused Competitive Set

Midscale Extended Stay

Target Markets: Suburban & Airport Locations

This set of hotel brands is tailored to how guests perceive and compare the Sonesta Simply Suites 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

Midscale Extended Stay

Target Markets: Suburban & Airport Locations

This set of hotel brands includes brands that compete with Sonesta Simply Suites 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 Development Model

Conversion Type:

Extended stay properties with 110-150 keys in secondary or tertiary markets.

Sonesta Simply Suites specializes in the extended stay segment, providing guests with apartment-like amenities for a home-away-from-home experience.

These hotels cater to both business and leisure travelers seeking long-term accommodations.

Who We Are For

Target Guest

The Busy Body

He is in town for a while on a major construction project, and while he is the person that everyone counts on day to day, he's happy to stay somewhere where he knows that he can count on others while he gets the job done.





Target Guest

The Minimalist

Sonesta Simply Suites is her go-to when she's on the go. She's thrilled to have a kitchen on demand and access to a range of supplies during her stay. It's everything she needs when she needs it.

Who We Are



Brand Promise

We'll go the extra mile to ensure that you never have to and effortlessly make travel uncomplicated, letting you breathe easier.

To perfect the art of effortless travel with a space, an experience, and an environment that make life easier for all who stay.

Brand Mission



Brand Pillars

COMMUNITY

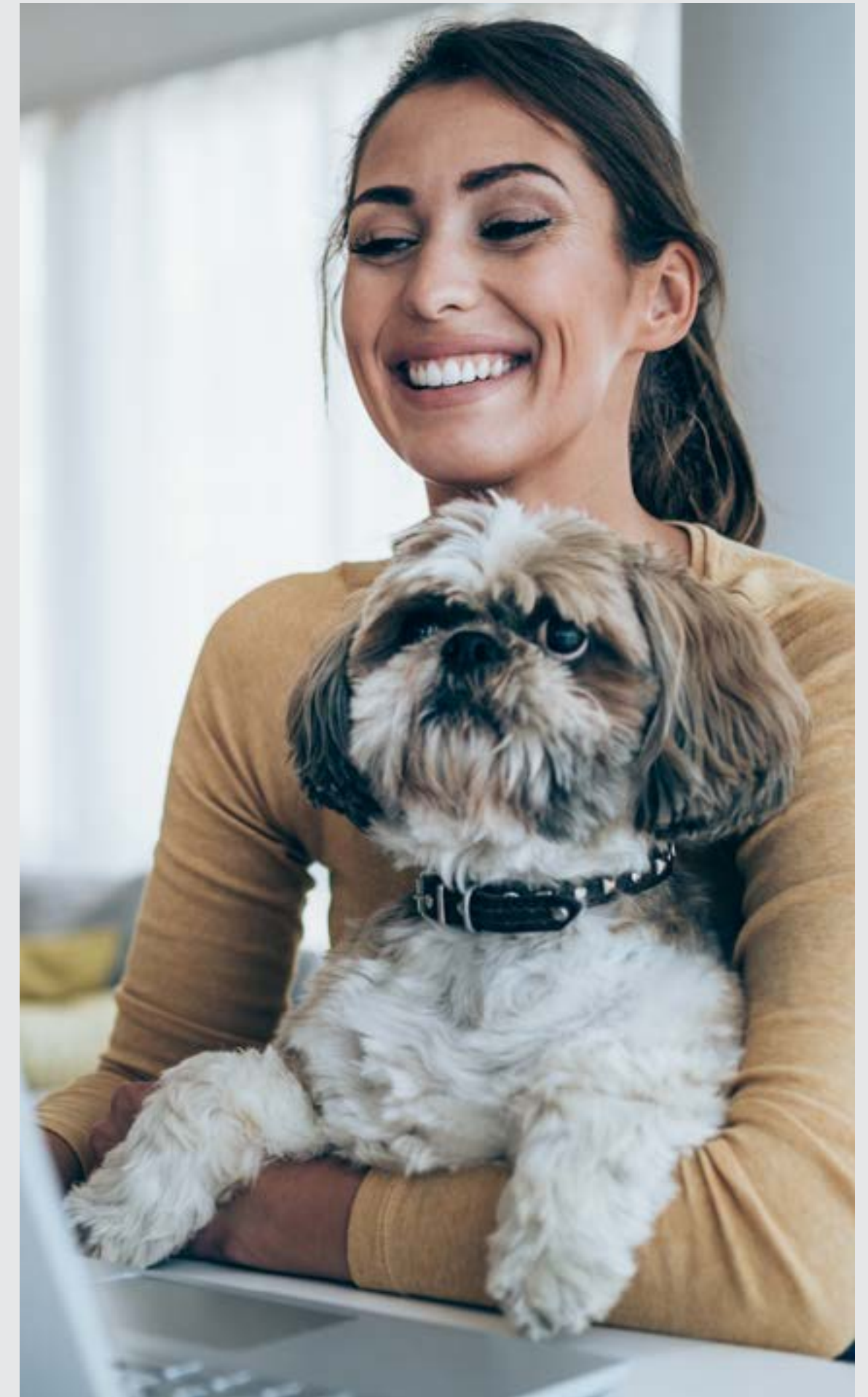
Time with us whether a week, a month, or even more, could mean new friends, new connections, or at the very least a place where you simply feel like you belong. It's not often that you get to be a part of a community when you're on the road or on the go. But at Simply Suites when you stay with us, you become a part of ours.

DEPENDABLE

At Sonesta Simply Suites, we cover all the bases. The room, the amenities, the quality service. But what we really pride ourselves on is the fact that Sonesta Simply Suites guests can always count on us.

COMFORTABLE

Atmosphere is everything. It's what greets guests at the door, sustains them through their stay, and lingers in their minds after they leave. Sonesta Simply Suites guests come from far and wide. However, what we provide them — apart from a place to stay — is a space to feel calm and worry free, no matter how long or short their stay.





Brand Vision

To provide accessible, relaxed experiences that inspire guests to choose Sonesta Simply Suites, for the first time and every time after.

Manifesto

At Sonesta Simply Suites, we create a space to make things, well, uncomplicated. Because everyone deserves to feel the benefits of “simple” without all the effort it takes when you’re staying an extended period of time. Sonesta Simply Suites is here to help make each moment away from home a little bit easier each time—no matter the duration. The challenges? Uncertainty? Distance from family? They all disappear when you feel that sense that “worry-free” is an always on amenity. Everything You Need. At Ease. Inviting.

Sonesta Simply Suites are the ones that let you know what “worry-free” feels like because we covered all the bases. We’re a team you rely on when everyone usually relies on you. And a place you can depend on for everything you need, and nothing you don’t. Time away from home can get overwhelming.

But rest assured, we keep it simple.



How the Brand Comes to Life

Branded Flag



Branded DND



Client Cards



Shuttle Van



Front Desk Materials



Sales & Marketing Materials



BOH Posters



Employee Nametag



Guest Journey

Memorable touchpoints that bring the brand to life.



WHO WE ARE

03

ARRIVAL & LOBBY

- ▮ Arrival & Lobby
- ▮ Take-Out Drop Spot*
- ♥ Free Parking

Welcoming lobby with logo door decal, welcome mat, and fun artwork. Take-out area for guests to easily pick up their deliveries. Well-lit, free parking available.

GUESTROOM

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

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

FITNESS

- ▮ Fitness Center
- 24/7 gym with weights and cardio equipment.

EAT & DRINK

- ▮ The Market
 - ▮ Inspirational Indulgences
- 24/7 On-site market. Inspirational Indulgences program (currently afternoon popcorn) is activated.

COMMON SPACE

- ▮ Artwork
 - ▮ Kitchen on Demand
 - ▮ Mud Closet*
 - ▮ Outdoor Spaces
- Brand-specified artwork. Kitchen on Demand within the Mud Closet is activated to provide guests with necessary kitchen items. Outdoor covered patio and grill area are well maintained. Self-service laundry available.

▮ Required Brand Standards
♥ Optional Signature Moments

*Coming 2025



Defining Brand Standards

DEFINING BRAND STANDARDS

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

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Sonesta Simply Suites beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVE



ARRIVAL & LOBBY
A welcoming lobby experience with logo door decals, artwork, and a welcome mat to ensure a warm welcome for guests.



TAKE-OUT DROP SPOT**
Take-out food pickup area in the lobby for maximum guest dining convenience.



FREE PARKING
Offer complimentary parking for guests.

EAT + DRINK



THE MARKET
A 24/7 marketplace offering sundries, snacks, and beverages.



INSPIRATIONAL INDULGENCES
Indulge in complimentary lobby popcorn each evening for a relaxing treat after a long day.

STAY



BED
Crisp linens, plush pillows, and a spacious work area.



BATH AMENITIES
Bath towels and amenities featuring an orange blossom fragrance, with clean fixtures and a well-lit bathroom.



IN-SUITE SIMPLE KITCHEN
Fully equipped simple kitchen with all of the cooking supplies needed for mealtime.



FITNESS CENTER
24/7 gym with weights and cardio equipment.



KITCHEN ON DEMAND
A space for guests to access commonly requested appliances such as blenders and toasters that may not already be in the suite.



MUD CLOSET**
Offer home essentials like laundry facilities, pet supplies, and Kitchen On Demand.



OUTDOOR SPACES
On-site grilling under a gazebo or on a patio with picnic tables.



ARTWORK
Enliven the hotel with bold, minimal prints throughout the hotel.

