

SONESTA
Simply Suites[®]
Stay Simply.™



SONESTA
Simply Suites

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? 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.

KEY HOTEL ATTRIBUTES

- Hotels with 110 to 150 rooms
- Global and local sales driving corporate group and project business from Tech, Medical, Construction and Training

MARKETPLACE

TARGET MARKETS:

Suburban and airport locations

SEGMENT: Midscale

PROPERTY SIZE:

110 - 150 keys

COMPETITIVE SET:

- Candlewood® Suites
- Extended Stay America®
- Hawthorn® Extended Stay
- MainStay Suites®
- ECHO Suites® Extended Stay by Wyndham
- TownePlace Suites® by Marriott®

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.

Sonesta Simply Suites Irvine Foothill East



Sonesta Simply Suites Atlanta Gwinnett Place



Sonesta Simply Suites Jersey City



Sonesta Simply Suites Hampton





BRAND SNAPSHOT

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.

BRAND PILLARS

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

community

MAKING REAL CONNECTIONS.

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 Sonesta Simply Suites when you stay with us, you become a part of ours.

dependable

SHOWING UP WHEN IT COUNTS.

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 our guests can always count on us.

comfortable

SETTING THE TONE.

Atmosphere is everything. It’s what greets guests at the door, sustains them through their stay, and lingers in their minds after they leave.

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.



IN A WORLD FILLED WITH HOTELS OF ALL SORTS, SONESTA SIMPLY SUITES OFFERS WHAT MANY FORGET TO FOCUS ON: SIMPLICITY.

The key component, thoughtfully threaded in everything we are, and everything we do, takes the worry and extra responsibility that usually accompanies travel and replaces it with all the elements needed for a seamless, carefree stay.

That’s simply done.



target guests



At Ease.

AT SONESTA SIMPLY SUITES, WE CREATED A SPACE TO MAKE THINGS, WELL, UNCOMPLICATED.

We’re 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.

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.



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.

target markets

Giving guests a no-fuss, all comfort stay, Sonesta Simply Suites is ideally suited for new builds or conversions, typically in secondary or tertiary markets.



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.

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.

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.

EAT & DRINK

- ▮ The Market
- ▮ Inspirational Indulgences

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

- ▮ Required Brand Standards
- ♥ Optional Signature Moments

*Coming 2025



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 our 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.

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 Simply Suites brand hotels.

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

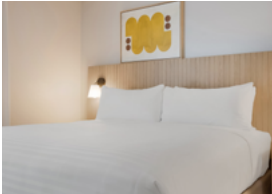


THE MARKET
A 24/7 marketplace offering sundries, snacks, and beverages.



INSPIRATIONAL INDULGENCES
Indulge in complimentary lobby snacks, like 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.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION STANDARDS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

**Coming 2025

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



Sonesta Simply Suites Chicago Naperville



Sonesta Simply Suites Jacksonville



Sonesta Simply Suites Nanuet



Sonesta Simply Suites Jersey City



Sonesta Simply Suites Huntsville Research Park



Sonesta Simply Suites Dallas Galleria



Sonesta Simply Suites Austin South

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

AMERICAS
BEST VALUE INN

CANADAS
BEST VALUE INN

Signature
INN

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-10006. 400 Centre Street, Newton, Massachusetts, 02458.
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