

With ES Suites, home is any new spot you're going to be staying a while in. The new settings might be different but the friendly faces are still the same. You have access to everything at your fingertips and even a backyard to bring it all back to that at home feeling. Refreshing, homelike spaces, greet every guest but with some unexpected little surprises sprinkled in. Surprising. Generous. Refreshing.

## BRAND PILLARS

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

### refreshing

PRESENTING NEW PLACES & FRIENDLY FACES.

Upbeat | Welcoming | Engaging

While we've doubled the number of our destinations, one thing that remains true is our spirited energy and engaging personality. Every connection we make is a chance to put a smile on our guests' faces.

### generous

DELIVERING THE BEST PARTS OF HOME.

Warm | Familiar | Homelike

The minute you walk in you're immersed in an atmosphere that feels just right. That's because our generosity shines through from our vibrant, helpful energy to our large, roomy spaces. Whether our guests want to kick back and relax, carry out a business deal, or make themselves at home – we got them covered.

### surprising

SHARING LOCAL EMBRACES.

Special | Notable | Original

From delivering unexpected treats to celebrating the culture and flavor of the local area, we go above and beyond to surprise and delight guests. These special moments help to make them feel appreciated and connected to the neighborhoods we're a part of. The more you stay, the more you love us.



## Home on the Road.

FOR THOSE ON THE ROAD, SONESTA ES SUITES OFFERS A WELCOME EMBRACE OF HOME.

Life is just better when you're comfortable and everything feels familiar. It's why you get coffee at the same place before your morning meeting each day and why Tuesday's will forever be for tacos. We know that time away from home can be challenging, missing the familiarity, and awaiting the unknown adventure that lies ahead.

That's why at ES Suites it's about more than quick hellos and welcoming smiles. It's about making every guest feel as if they've been here 100 times before. It's about a warm embrace for your soul, that same comfort, same soothing, same heartening feeling you get when you walk through your own door, perhaps even better.

Welcome, to your home on the road.



Inspired by the way our guests already live, Sonesta ES Suites does comfort best with a warm, bright, and refreshing take on the extended stay experience.

Guest can spread out in our spacious suites, whip up a bite in our fully equipped kitchens, and enjoy an atmosphere of ease, whether on an important business call or delighting in a mid-afternoon nap.

## TARGET GUESTS



### The Road Warriors

PRIMARY MOTIVATOR | **FAMILIAR**

They've been traveling together for years and Sonesta ES Suites gives them the perfect balance to prep for the pitch and celebrate closing the deal afterward.

### The Opportunist

PRIMARY MOTIVATOR | **COMFORTABLE**

Now more than ever, balancing family, work, and life is crucial. She has recently relocated for her job and needs to provide a safe, homelike space for her family and herself during the lengthy process of finding a new home.



## TARGET MARKETS

An extended stay hotel unlike any other, Sonesta ES Suites is ideally suited for conversions in secondary and tertiary markets, often found near commercial and industrial parks near where business is done.