



Manifesto

# You're on your way.

Sonesta Essential is carefully designed and operated to offer guests hospitality's essentials—a clean, comfortable room and a friendly, helpful staff. That way they can focus on what brought them here in the first place.

## Brand Pillars

### Thrill > Frills

At Sonesta Essential, we believe that the most important part of travel is the thrill of it—of being somewhere new or different, even if only for a night. We offer our guests the essentials they need while on the road—a comfortable bed, a clean room—so all they have to focus on is why they're traveling in the first place.



### Fluff > Stuff

At the end of the day, what our guests really need is a comfortable, clean place to rest after a long day of travel and activity. No matter where our guests are going, they know they can rely on Sonesta Essential to give them exactly that. Our focus is on the fluff—of the pillows, the mattress, the blankets—not on adding a bunch of stuff to our rooms that they'll never use.

### Personal > Personnel

People value, connections, especially when they're on the road in unfamiliar places. Our staff members are warm and friendly, making guests feel personally welcomed from the moment they walk through our doors. Whether it's a comforting smile at check-in or recommendations on where to find the best local eats, our guests know that at Sonesta Essential, it's all about them.





Life's essentials are what we need to live and thrive on a daily basis. Hospitality's essentials are a clean, comfortable room and friendly, helpful staff. There isn't that much more a traveler needs—not really. That's why Sonesta created its Essential hotels. This select service brand cuts out all the unnecessarys of ordinary hospitality experiences (and puts the money that pays for them back in your pocket). Whether you're briefly in town for business or your kid's big tournament, or simply catching a good night's sleep before the next leg of your cross-country road trip, Sonesta Essential is carefully designed and operated to offer you exactly what you need.

## PROMISE

To give guests the comforts and benefits of a hotel while they experience the thrill of travel.

## VISION

To become the premium hospitality brand of essentials well done.

## MISSION

To create a go-to choice through perfect simplicity and total reliability.

## Target Audience



### The SMALL BUSINESS OWNER

#### Primary Motivator: Efficiency

Entrepreneurs and small business employees may not have expense accounts to spend on lavish suites, but they don't necessarily need or want them, either. These motivated, on-the-move professionals are looking for nothing more (or less) than a comfortable place to sleep before hitting the pavement even harder the next day.

### The COMPETITION PARENTS

#### Primary Motivator: Dependability

Chess tournaments, beauty pageants, spelling bees, and sports, sports, sports—the quick trips parents take their kids on to pursue their early passions are endless, and all these parents want for these stay overs is a cost-effective, cozy, and reliable place to put the kids to bed and wake them up bright and early for the big day.



### The CROSS-COUNTRY CREW

#### Primary Motivator: Safety

"Cross-country road trip" is a very popular bucket list item for these young adventurous souls. While they're full of drive, they understand the importance of rest, and all they need are comfortable places to sleep along the way before they hit the road again.