



# SONESTA

HOTELS AND RESORTS

BRAND SNAPSHOT

At Sonesta Hotels & Resorts, the destinations boast an impressive array of properties dedicated with you in mind. Your mood is marvelously curated the minute you meet at the front desk. Each guest arrives in their own unique way and with Sonesta Hotels & Resorts, personalization isn't just a catch phrase: it's in every touchpoint. Seamless. Calming. Intentional. Scenic.

## BRAND PILLARS

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

### peaceful

CREATING A SENSE OF EASE.

Soothe | Rest | Wellness

Every guest, whether for business or pleasure, a weekend or a week enjoy moments of peace. So, we create a frictionless experience that gives them the chance to tune into themselves and what matters most to them.

### empowerment

LETTING OUR GUESTS TAKE CONTROL.

Liberty | Freedom | Opportunity

We provide our guests with the canvas to paint the ideal picture of their trip. Travel can often come with a level of uncertainty but we empower our guests, no matter how long or short their story, to take control and get everything they need out of their time with us.

### discovery

HELPING OUR GUESTS EXPLORE MORE.

Getaway | Experience | Freedom

Travel represents something different to a lot of people – to many it's a boundless path. Our guests stay with us for different reasons, whether they are enjoying time away with the family, or staying an extra day after the meeting to explore the city. We're here to help them discover more and get the most out of their stay with us.

### celebration

CELEBRATING EVERY GUEST, JUST BECAUSE.

Special | Exciting | Personal

At Sonesta Hotels & Resorts, you don't need a birthday, a wedding announcement, or any excuse to live it up. We encourage every guest to enjoy themselves because a stay with us is celebration-worthy enough. Celebrate those small wins after a business meeting. Celebrate meals together. Celebrate a fun singles trip. We're ready to help you celebrate the big and the small.

# Serenity.

SOME DESTINATIONS ARE JUST SPOTS ON A MAP.  
BUT OURS ARE SO MUCH MORE THAN THAT.  
THEY'RE A FEELING OF RELIEF.

From the moment you arrive, you're free to leave all responsibilities at the door. Free to clear your mind and accomplish more with your colleagues at a daylong conference or your partner at a business pitch. Free to focus on yourself with an uninterrupted workout or a day by the pool. And above all else, free to do things your way, at your pace, on your terms.

At Sonesta Hotels & Resorts, we understand how important it is to feel at ease and enjoy moments when you can focus on your path and whatever you may need.

We're so much more than a place to visit,  
we're a place that feels just right.  
For you, and yours.





## A DESTINATION TO TAKE IT ALL IN.

With guests of all kinds and for all reasons walking through our doors: we make sure to be ready for them. Everything we have to offer is in service of helping our guests feel a sense of calm. We give them everything they need to clear a path to a carefree, blissful stay.

**Live in the moment and love every second.**



## Target Guests

### The Powerhouse

PRIMARY MOTIVATOR | **EMPOWERMENT**

She's head of her household and her department at work so she has a particular way of doing things and Sonesta Hotels & Resorts gives her the freedom to stay her way.

### The Colleagues

PRIMARY MOTIVATOR | **EMPOWERMENT**

It took them a while to find the right fit, but now it's Sonesta Hotels & Resorts: a place that embraces them. Traveling is often better together, especially when it's for nailing that crucial pitch or an annual industry conference which feels like a reunion. And when everything is going well, the entire hotel shares in the celebration.

### The Vacationist

PRIMARY MOTIVATOR | **DISCOVERY**

Whether single, with a loved one, family, or friends she enjoys a reason to break routine, experience something new, and turn her "out of office" on.



## Target Markets

Renowned for its unique destinations, Sonesta Hotels & Resorts are ideally suited for conversions and new build opportunities in primary and secondary markets.