



SONESTA

HOTELS AND RESORTS

UNIQUE DESTINATIONS,
UNRIVALED EXPERIENCE



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."

KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- Hotels that range in size from 290-375 rooms in or outside of urban markets
- 30% group, 70% transient
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check in drives rate in the week for the week

MARKETPLACE

TARGET MARKETS: Primary and secondary city and resort destinations

SEGMENT: Upscale

PROPERTY SIZE: 290 - 375 keys

COMPETITIVE SET:

- Marriott®
- Delta Hotels by Marriott®
- Hilton®
- DoubleTree Suites by Hilton™
- Sheraton® Hotels & Resorts
- Crowne Plaza® Hotels & Resorts
- Wyndham Hotels & Resorts®
- Radisson Hotels

Sonesta Resort Hilton Head Island



50

FULL-SERVICE HOTELS

13,616

ROOMS
(8969 ROOMS IN US)

7

COUNTRIES



Here Today.
Roam Tomorrow.

- Program relaunch in Q2 2023 with enhanced benefits and programming for members
 - » Additional benefits planned for Q3 & Q4
- ~3 Million Travel Pass members
- Members drove 30.7% of total room revenue in 2022
- Member engagement +7% YOY

Learn more at
sonesta.com/travel-pass

Sonesta Denver Downtown



Sonesta Bee Cave Austin



SONESTA

INTERNATIONAL HOTELS

17 BRANDS | 1200+ PROPERTIES | 100,000+ ROOMS



Sonesta Hotel Cusco, Peru



Sonesta Suites Scottsdale Gainey Ranch



Sonesta Silicon Valley



Sonesta Columbus Downtown



Sonesta Hotel Bogotá, Colombia



Sonesta Redondo Beach & Marina



Sonesta Nashville Airport

SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at development@sonesta.com • Learn More at franchise.sonesta.com



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-7030, 400 Centre Street, Newton, Massachusetts, 02458.
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