

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.**

Genuine | Familiar | Cherished

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

### dependable

**SHOWING UP WHEN IT COUNTS.**

Trustworthy | Accessible | Responsible

At 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.**

Easy | Peaceful | Simple

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

Our 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.



# At Ease.

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

Because everyone deserves to feel the benefits of “simple” without all the effort it takes. We’re here to help you make each moment away from home, a little easier than the next. So, the challenges, the uncertainty, and that distant feeling with the other guys, disappears when you stay with us.

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.**

# SONESTA Simply Suites

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**



## The Busy Body

PRIMARY MOTIVATOR | **FAMILIARITY**

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

PRIMARY MOTIVATOR | **SIMPLICITY**

Simply Suites Regatta 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.