

The  
**ROYAL**  
SONESTA



**LONG LIVE  
THE GUEST.**





The Royal Sonesta hotels offer ideal high-design hideaways and an effortless feeling of connecting to your local coordinates—whether it be our guests to each other, to a business meeting, or to the destinations in which our portfolio calls homes.

Locations are ideally suited for exploration, cuisine is inspired by the locale and artistically created, meeting and event spaces are noteworthy, and the hospitality elevates any expectations to match every experience elegantly.

## KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- Hotels 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:**  
Upper-Upscale

- COMPETITIVE SET:**
- InterContinental
  - Kimpton
  - W Hotels
  - Westin
  - Grand Hyatt
  - JW Marriott
  - Renaissance
  - Conrad

TRAVEL  
PASS  
SONESTA

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](https://sonesta.com/travel-pass)

19  
DISTINCTIVE UPPER  
UPSCALE PROPERTIES

6140  
ROOMS & SUITES

2  
COUNTRIES



The Royal Sonesta  
Kaua'i Resort



The Royal Sonesta  
Stephen F. Austin



# SONESTA

## INTERNATIONAL HOTELS

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



The Royal Sonesta Chicago Downtown



The Royal Sonesta Harbor Court Baltimore



The Royal Sonesta Chase Park Plaza St. Louis



The Royal Sonesta Portland Downtown



The Benjamin Royal Sonesta New York



The Royal Sonesta San Juan



The Royal Sonesta New Orleans



The Royal Sonesta Boston

### SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn More at [franchise.sonesta.com](http://franchise.sonesta.com)



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