

The  
**ROYAL**<sup>TM</sup>  
SONESTA

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BRAND BOOK

## TIME TO LIGHTEN UP.

Once upon your time, The Royal Sonesta crowned you new age royalty.

At Royal Sonesta, we provide a new upscale travel experience. One in which traditional, cold service is replaced by warm, human interaction. One in which sterile opulence is replaced by an elevated wit.

We are regal where it matters, always welcoming, and can curate experiences to inspire the imagination so you can live out your own fairytale.



# CONSUMER FOCUSED-COMPETITIVE SET

ROYAL BUSINESS

This set of hotel brands is tailored to how guests perceive and compare The Royal Sonesta brand in the market. It includes hotel brands that consumers consider as direct alternatives based on factors like price, amenities, and experience. This competitive set helps shape guest-facing messaging, positioning, and service standards to remain compelling and relevant in the eyes of travelers.

## SEGMENT

Upper-Upscale Full Service  
(4 Stars)

## TARGET MARKETS

City-center urban within  
primary markets: Resort  
destinations



# LODGING DEVELOPMENT FOCUSED-COMPETITIVE SET

ROYAL BUSINESS

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This set of hotel brands is designed for use in development strategy and investor relations. It includes hotel brands that compete for market share in the development space, considering factors like cost to build, operating margins, brand reputation with developers, and performance metrics like RevPAR and market penetration. While there may be overlap with the consumer-focused comp set, this perspective emphasizes operational efficiency, scalability, and financial returns for owners and operators.

## SEGMENT

Upper-Upscale Full Service  
(4 Stars)

## TARGET MARKETS

City-center urban within  
primary markets: Resort  
destinations



## EVERYBODY HAS A LITTLE *ROYALTY* IN THEM

One day we are traveling cross-country to meet clients, the next destination is to celebrate family. But no matter the day, what doesn't change is the need for a consistently memorable experience, a warm smile and a "ha"-inspiring moment. That's the Royal treatment.

### THE EXPLORER

**PRIMARY MOTIVATOR:**  
AUTHENTIC EXPERIENCES

### THE FAMILY

**PRIMARY MOTIVATOR:**  
ENCHANTING MOMENTS

### THE NOT- "BORED" MEMBER

**PRIMARY MOTIVATOR:**  
WORK/LIFE INTEGRATION

### THE NEW AGE GROUP

**PRIMARY MOTIVATOR:**  
ANTICIPATORY SPACES

## SEARCHING FOR AUTHENTIC EXPERIENCES

**THE EXPLORER** is passionate about discovering new places, whether it's bustling city streets, serene natural landscapes, or hidden gems off the beaten path. When on a solo trip or weekend getaway with friends, The Explorer values the kind of in-the-know guidance that can point them to the most unique restaurant in the city, or the locals-only music venue. And at the end of their day's adventures, they look to unwind in easy luxury that reflects their lifestyle, offering comfort and indulgence without sacrificing authenticity. For The Explorer every journey is an opportunity to cultivate a deeper connection with themselves and the world.

- Explorers are couples, solo travelers and friends. They likely learn about the brand through an OTA and become an opportunity to convert them.
- Knows there is more to a destination than tourist attractions
- Is willing to pay for unique, extremely local experiences
- Values refined, but unstuffy aesthetics

### TRAVEL CASE 1:

Choosing a centrally located hotel with unique character and style.

### TRAVEL CASE 2:

Traveling solo and looking for unique recommendations so they can skip the tourist traps.



## EMBRACING A BALANCE OF DISTINCTIVE & FUN

**The Family** knows conventional opulence can be boring, so when searching for the perfect vacation destination they look for accommodations that hit the sweet spot—refined enough for the adults, and fun enough for the kids. Appreciative of new experiences, The Family is looking for opportunities to immerse themselves in connective experiences. They understand the importance of creating lasting memories whether for the kids, grandma and grandpa, friend or pets, and they're willing to invest the time, effort, and resources into planning vacations that leave their loved-ones feeling like royalty.

- Appreciates whimsical design and service details
- Enjoys a mixture of on property and local experiences
- Cherishes singular, unforgettable moments that couldn't happen anywhere else

### TRAVEL CASE 1:

A destination wedding that checks all the boxes from the grandparents to the grandkids.

### TRAVEL CASE 2:

A family trip for a dance/sports competition and the parents want to enrich the visit with authentic experiences.



# THE NOT- “BORED” MEMBER

## LOOKING FOR MORE THAN JUST MEET, GREET, REPEAT

Business travel doesn't have to be a chore. While Not- “Bored” Member's trips are primarily work-focused, they seek out opportunities to add elements of leisure and enjoyment to their itinerary. The Not- “Bored” Member needs quiet and inspiring spaces in which to work and dependable food and beverage to refuel. They understand that moments of relaxation and indulgence contribute to overall well-being and productivity, and therefore actively seek out opportunities to incorporate these elements into their business travels.

- Appreciates efficient service that demonstrates their time is valued
- May stay often and appreciates recognition
- May book based on value. The opportunity is to convert them to an STP member, where can learn this unique property is part of a hotel brand.
- Values on-property services and amenities
- Adds pleasure to their business whenever they can (e.g., checking out the best local spot for ethnic cuisine, scheduling a massage)

### TRAVEL CASE 1:

On a multi-city business trip and is looking for services and amenities they can rely on.

### TRAVEL CASE 2:

In town for a business meeting and would like to entertain clients at their hotel.





## SEARCHING FOR A VENUE THAT CHECKS ALL THE BOXES

More than other target guests, The New Age Group values a hospitality experience that does it all. Business is their priority, and they are looking for meeting spaces that not only seamlessly merge technology, but that also include access to amenities such as fitness centers, restaurants/cafes and communal spaces, where they can achieve a balance of productivity and wellness. At the end of a hectic day, members of this group are looking for opportunities to unwind through a drink with colleagues, or recharge through a sweat session in the fitness center. For the New Age Group member, the ability to seamlessly mesh the demands of their professional life with opportunities for self-care is essential.

- The New Age Group requires a solid on-property contact. By engaging proactively with the client, we can build connections that last.
- Expects us to nail-it and be extremely responsive.
- Prioritizes seamless flow, tech reliability and connectivity
- Likely to be a heavy user of the hotel's amenities and looking for exceptional and unique B&F experiences

### TRAVEL CASE 1:

After a long conference day, an attendee chooses to skip cocktails for the gym.

### TRAVEL CASE 2:

A remote team's annual meeting is held in a flexible meeting space for the week.



The brand promise is the undeniable truth we aim for.  
It's The Royal Sonesta Hotels' True North.

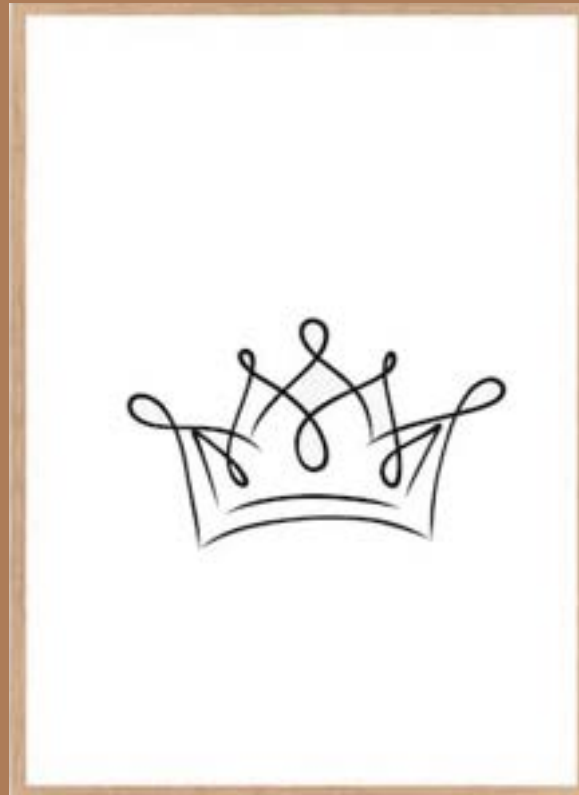
## LIVE ROYALLY

### WE AIM

To redefine the old stuffy luxury travel  
and to make guests feel like **new age  
Royalty.**

### WE DO THIS THROUGH

Delivering warm and witty experiences;  
each with their own **distinctive local and  
brand-relevant narrative.**



**All together, the four brand pillars bring the promise to life for guests. Every guest. Every time.**

## LOCALIZED INDIVIDUALITY

Each hotel is as unique as its destination. Providing curated recommendations is part of The Royal Sonesta experience. Life's too short for cookie-cutter.

KNOWLEDGEABLE | CURATED | AUTHENTIC | CULTURED

## "HA"—INSPIRING CHARM

"Ha! How charming," is what guests will say as they enter The Royal Sonesta; Whereas most premium brands aim for "awe-inspiring" – we aim for "HA"-INSPIRING. It isn't laugh-out-loud funny, it's silent-chuckle entertaining.

ENCHANTING | WHIMSICAL | WITTY | IMAGINATIVE

## UNSCRIPTED WARMTH

WARMTH and authenticity reign supreme. The team should always present as approachable to create human connection and to make a guests stay as friendly and genuine as possible.

APPROACHABLE | DEPENDABLE | FRIENDLY | GENUINE

## BIG DAY KNOW-HOW

With KNOW HOW; each hotel's experienced and thoughtful team will anticipate everything you need so each guests BIG DAY, whether personal or professional is fun, meaningful and memorable.

ANTICIPATORY | EXPERIENCED | MEANINGFUL | MEMORABLE

# LOCALIZED INDIVIDUALITY

One size does not fit all when it comes to elevated hospitality. In this spirit, the team always holds LOCALIZED knowledge, to provide you with a sophisticated and cultured experience. The design narrative highlights the best that each destination has to offer and brings the character of the hotel to life. The goal is to create an upscale environment as authentically, individually surprising as the destination while maintaining a consistently reliable elevated experience.

KNOWLEDGEABLE | CURATED | SOPHISTICATED | CULTURED



# “HA”—INSPIRING CHARM

Each Royal Sonesta is a new realm of boundless imagination. We are here to facilitate the guest’s desires to indulge in a modern-day royal fairytale. “HA”—INSPIRING CHARM creates a sense of delight and whimsy with a touch of wit to engage with the intellect and charm of guests. We appeal to guest’s playful sides and create an inspiring experience of delight.

ENCHANTING | WHIMSICAL | WITTY | IMAGINATIVE



# UNSCRIPTED WARMTH

Each stay at Royal Sonesta forges a genuine and down to earth human connection. The staff take the time to get to know you and understand your needs. We are friendly and always present. The guests feel heard and seen. The hotel's approachable and anticipatory style makes your experience memorable, leaving guests excited to re-live the WARMTH at another Royal Sonesta destination.

APPROACHABLE | AUTHENTIC | FRIENDLY | GENUINE



# BIG DAY KNOW-HOW


Fit for kings and queens, dukes and duchesses- The Royal Sonesta is the destination for staging all life's important personal and professional events. Each hotel team is trained to anticipate guests every need; excited to go above and beyond so that success is the realization of a memorable event.

ANTICIPATORY | EXPERIENCED | THOUGHTFUL | CARING



We Vow to

**WOW**



Your wedding day wishes are our commands at The Royal.

The ROYAL SONESTA

IT'S A BOARD MEETING.



Not a bored meeting.

The ROYAL SONESTA



“THE ROYAL WE” ANNOUNCE  
A NEW ERA IN HOSPITALITY.

LONG LIVE  
THE GUEST.





The  
**ROYAL**<sup>TM</sup>  
SONESTA

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