

The ROYAL[®]

SONESTA

LONG LIVE THE GUEST.[™]





LONG LIVE THE GUEST.™

Welcome to The Royal Sonesta, a portfolio of distinctive, memorable hotels in coveted resort destinations and the heart of city centers. Locations are ideally suited for exploration, cocktails and cuisine are artistically crafted and meeting and event spaces are noteworthy, fit for a variety of personal and professional occasions.

The Royal Sonesta hotels are as unique as our destinations, yet each one provides consistently warm, unscripted service delivered with an elevated wit. We make guests feel like new age royalty. It's upscale travel redefined for the modern era.



The Royal Sonesta New Orleans

KEY HOTEL ATTRIBUTES

- 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 helps drive rate in the week for the week

The Royal Sonesta Kaua'i Resort Lihue



MARKETPLACE

TARGET MARKETS:
City-center urban within primary markets and resort destinations

SEGMENT:
Upper-Upscale

COMPETITIVE SET:

- JW Marriott®
- Hyatt Regency®
- InterContinental® Hotels & Resorts
- Sofitel Luxury Hotels

SONESTA TRAVEL PASS™

Here Today.
Roam Tomorrow.™

- 6.9 million members and growing¹
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings²

AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at
sonesta.com/travel-pass

1. Includes addition of Hello Rewards members in 2024.
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.

The Royal Sonesta Washington DC, Capitol Hill



The Yorkville Royal Sonesta Hotel





THE ROYAL SONESTA IS A COLLECTIVE OF UNIQUE, MEMORABLE HOTELS IN SOME OF THE WORLD’S MOST EXCITING TRAVEL DESTINATIONS. THROUGH WARM, UNSCRIPTED SERVICE AND ELEVATED WIT, THE ROYAL SONESTA IS REDEFINING THE EXPERIENCE OF UPSCALE TRAVEL.

BRAND PILLARS											
		LOCALIZED INDIVIDUALITY			UNSCRIPTED WARMTH			“HA”–INSPIRING CHARM			BIG DAY KNOW–HOW
		Creating an upscale environment as authentically and individually surprising as the destination itself			Being genuine and friendly to create a lasting connection with guests			Aiming for a sophisticated wit that isn’t laugh-out-loud funny, but is silent-chuckle entertaining			Using our deep expertise to stage life’s important personal and professional moments with flair



LONG LIVE THE GUEST.™



The royal treatment is changing. It’s warming up from aloof to approachable. Opening up from red rope to red carpet. Loosening up from stuffy to witty. The Royal Sonesta began in opulence, sure, with museum-quality art on its walls, yet always with an heir —*pardon the pun*— of levity. Always with a seal of authenticity. From San Juan to San Francisco, every destination is sovereign.

The Royal Family: loyal guests —*sorry, guests*— who travel on official business, on vacation, on both. Who journey alone, with their beloved, with their gang. Who renounce the commoner experience in favor of a singularly extraordinary experience—one of noble service and supreme localization. From the hearts of our great cities, to the splendor of our grand oceans, to the majesty of the Nile river, the royal “We” announce a new era in hospitality.



PROMISE

We deliver an experience that makes guests feel like new age Royalty.

MISSION + VISION

We aim to redefine stuffy traditional luxury travel. We do this through delivering warm and witty upscale travel experiences; each with their own distinctive local and brand-relevant narrative.

THE NEW AGE GROUP

From meeting spaces that seamlessly merge technology to elevated amenities, these guests value a hospitality experience that does it all. For The New Age Group, travel is about productivity and connecting with others.

THE EXPLORER

This guest is passionate about discovering new places, whether it’s bustling city streets, serene natural landscapes, or hidden gems off the beaten path. This guest is traveling for pleasure - whether on a solo trip, enjoying weekend getaway with friends or immersing in a romantic moment, The Explorer values in-the-know guidance that makes their stay memorable.

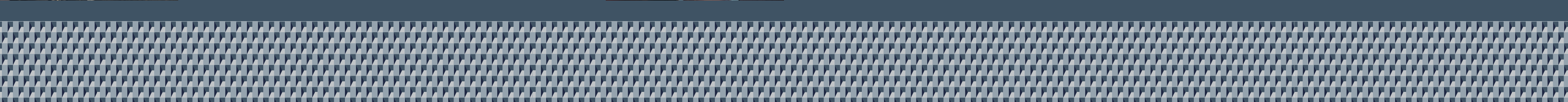
TARGET GUESTS

THE ROYAL FAMILY

The Royal 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. From design to programming, this target audience group values a sense of imagination.

THE NOT-BORED MEMBER

Business travel doesn’t have to be a chore. The Not Bored Member seeks out moments of relaxation and indulgence that contribute to overall well-being and productivity. They rely on The Royal Sonesta’s inspiring spaces in which to work and delicious localized F&B to refuel.



ONCE UPON THEIR TIME,
The Royal Sonesta crowns guests with **new age royalty**.



We warmly welcome guests with our wit and charm from the moment they walk through the door

2

Experience a seamless check-in and be inspired with what our newsletter unfolds

4

"It's Tea Time" DND, "Long Live The Guest" postcard, mascot pillows and whimsical amenities continue the brand narrative

6

Large or small, you can count on our "Big Day Know How" to make your day happy and memorable

ARRIVAL

LOBBY

FRONT
DESK

COMMON
SPACES JOURNEY

GUEST ROOM

SIP & DINE

MEETINGS

1

Sound, scent and lighting provide a sense of place

3

Unique mascot artwork introduces you to the House of Royal whether on your way to your room or headed for a workout

5

Chuckle as the mascot beverage is delivered or sip our branded tea; Our cuisine is localized, authentic and there when you need it

7





DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to The Royal Sonesta brand and are what sets us apart within the marketplace. These are also required touchpoints that are reflected throughout every aspect of The Royal Sonesta hotels.



CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of The Royal Sonesta brand hotels.

THE BRAND EXPERIENCE BEGINS WITH A ROYAL WELCOME



ARRIVAL

Living Royally begins with a moment and a warm greeting at the door. The doormat, bell cart with LONG LIVE THE GUEST share our brand messages beginning at the arrival.



LOBBY

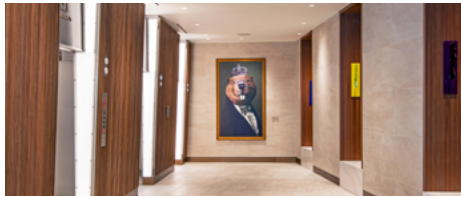
The signature scent, woody and warm, floats through the air, a curated playlist, with undertones distinctive to the brand and layered lighting are consistent through every hotel.



FRONT DESK

Become introduced to the mascot through the curator's explanation of the key card or nametag and learn about the hotel through the Royal Report. Each front desk also features a uniquely Royal Sonesta Travel Pass sign.

MASCOTS EMBODY THE ROYAL SONESTA BRAND



HOTEL SPECIFIC MASCOT

The mascot portrait is bespoke artwork created exclusively for each property. Designed to elicit a chuckle while compelling guests to snap a picture.



ELEVATOR MOMENT

The mascot's personality comes alive in the elevator by introducing services offered by the hotel in a clever, witty tone.



HALL OF PORTRAITS

This art installation showcases all of The Royal Sonesta Hotels together as a collection. The House of Royal centerpiece ties the narrative together and provides an explanation for guests.

OS&E AND AMENITIES SHOWCASE THE BRAND PERSONALITY



IN-ROOM COLLATERAL

Each element of the guest room is carefully crafted to showcase the brand personality and uniqueness.



AMENITIES

Anatomical bath amenities are provided for guests along with branded dry amenities and complimentary Royal branded water.



COAT OF ARMS

Each hotel has a unique digital asset which incorporates the local identity and mascot to be able to use on OS&E.

EVEN PETS ARE ROYAL



FABLE PETS

The PAWS (Pets are Welcome at Sonesta) program is elevated through in collaboration with Fable Pets. From complimentary amenities at the front desk and in room, to unique programs such as the lobby moment and Mini Bar*k experience, pets are VIPS.



BRANDING IN F&B OUTLETS

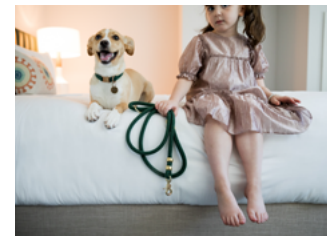


MASCOT MOMENTS

The mascot cocktail is a beverage one can only get at a Royal Sonesta, the mascot toothpicks elicit a chuckle and young royals are delighted with programmed kids menus. Additionally, the cocktail menu and program weaves hotels together.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



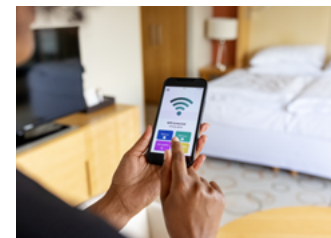
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



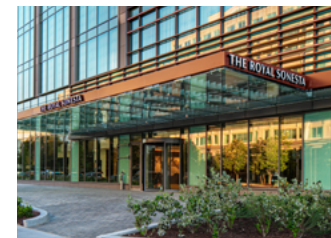
GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS



Required Brand Standards and Optional Signature Moments subject to change.
Additional Core Brand Standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.



8th LARGEST hotel company in the US | **1,100+** properties | **100,000+** rooms | **13** brands | **9** countries | **1 POWERFUL** loyalty program



The Royal Sonesta Chicago Downtown



The Royal Sonesta Chase Park Plaza St. Louis



The Royal Sonesta Portland Downtown



The Benjamin Royal Sonesta New York



The Royal Sonesta San Juan



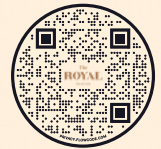
The Royal Sonesta New Orleans



The Royal Sonesta Boston

Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com



The
ROYAL
SONESTA

THE JAMES
HOTELS

CLASSICO

SONESTA
HOTELS, RESORTS & CRUISES

MOD

SONESTA
select

RED LION
HOTELS, INNS & SUITES

Sonesta ES
SUITES

SONESTA
Simply Suites

SONESTA
essential



SONESTA
TRAVEL PASS

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-10008. 400 Centre Street, Newton, Massachusetts, 02458.
© 2025 Sonesta International Hotels Corporation