

With our stylish interiors, infused with a serene, modern aesthetic, curated wellness experiences, a lively personality and genuine, warm service culture, Sonesta Hotels & Resorts is a sanctuary to regain your sense of self and rediscover your inner compass. As a step along your journey – for vacations, meetings and life’s special events – our properties are places to reconnect with yourself and those you care about.

WE PROMISE A SPACE TO RECONNECT.

BRAND PILLARS

The compelling truths and characteristics of the brand that shape us. Our essence, our core values.

SELF-CARE

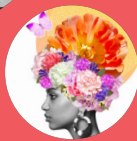
As the world scrolls and flashes faster than ever, it’s increasingly important to physically and mentally recharge. Maybe that means unplugging, decompressing with a drink, or relaxing over a game. At the very least, it means a great night’s sleep. At Sonesta Hotels & Resorts every property, amenity, and service standard is crafted to impart a sense of serenity.

DISCOVERY

Every journey is a process of discovery, both inside and out. As travelers explore new locations, they also explore themselves, discovering new interests and opportunities to grow. Sonesta Hotels & Resorts encourages new perspectives by offering tools for self-reflection.

FUN

Fun is essential to withstand life’s daily stressors, promote creative solutions, and make your life richer and more fulfilling. At Sonesta Hotels & Resorts, we offer guests ways to connect with themselves and those around them in more meaningful ways. Our astrology-inspired programming allows guests to connect with themselves and those around them in a lighthearted and new way, making a journey of self-discovery a fun pursuit.



★ TRAVEL FROM THE INSIDE, OUT.

At the end of the day, what do you really gain from travel? More than souvenirs, social posts and more ‘to do’ lists, it’s the new perspectives gained from the little things and the connections made that really have lasting power.

Sonesta Hotels & Resorts gets this, which is why it designed its entire experience to bring your focus inward. Its inspiring yet uncluttered modern decor sets the mind free and lets you truly appreciate those around you. Its considered details enhance the way you rest, recharge and reconnect. When you’re with us, embrace the endless possibilities that open simply from being somewhere else.

SONESTA™

HOTELS, RESORTS & CRUISES

AT SONESTA HOTELS & RESORTS, OUR MISSION IS TO OFFER OUR GUESTS AN INSPIRING, RELIABLE EXPERIENCE TO RECONNECT WITH THEMSELVES AND WHAT MATTERS MOST.



TARGET GUESTS

WORK HARD / PLAY HARD TRAVELERS

Though not as frequent as during the pre-pandemic era, business travel is still a thing. But today's business travelers place a higher value on staying in destinations where they can have fun while they're off the clock. SH&R's breadth of locations and informed local staff give guests the opportunity to play as hard as they work wherever their work schedules take them.

GROUP GATHERERS

Weddings, sports teams, reunions, concerts... There are many fun reasons for groups to travel and gather together. SH&R's properties make a perfect hub for groups looking for space to celebrate and to recharge after the festivities are over.

MILLENNIALS WITH KIDS

Young families just want to have fun. They want to travel and make memories together. They look for a comfortable stay and appreciate the surprise of a well-designed space, and service that caters to their needs with the reliability of a brand that's been around for a while... SH&R is their sweet spot.

★ TARGET MARKETS

Renowned for its unique destinations, Sonesta Hotels & Resorts are ideally suited for conversions and new build opportunities in primary and secondary markets.

FRANCHISE.SONESTA.COM

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