

REQUIRED BRAND STANDARDS

Our Required Brand Standards are the touchpoints that are specific to the Sonesta Hotels, Resorts & Cruises brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of our brand hotels.

OPTIONAL SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Sonesta Hotels, Resorts & Cruises beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVAL



WELCOME LETTER

This welcoming moment introduces self-discovery as one of the initial branded touchpoints, offering essential hotel information.



MAKE-A-FACE STICKERS

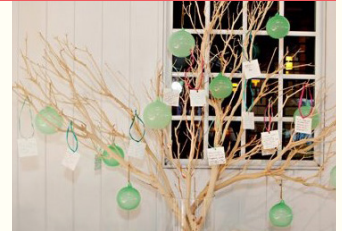
Providing a quiet moment for parents to get work done or eat while the child is engaged, these stickers spark self-discovery conversations with our younger audience.

LOBBY



"TAPESTRY OF SELF" INSTALLATION

Artwork, representing our hotel's location, is activated by staff, fostering a shared sense of identity and delivering that 'Wow' factor for guests.



"VIEWPOINTS" INSTALLATION

This installation serves as an engaging and memorable introduction to our pillars of fun, discovery, and self-care, fostering connections between staff and guests alike.

ELEVATOR



PERSPECTIVE SHIFT

Aligned with the concept of self-discovery, these rotating posters promote mindfulness for both our teams and guests, encouraging them to step out of their comfort zones.



DISTINCTIVE BRANDED BEDDING EXPERIENCE

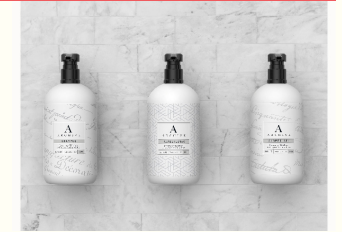
Elevating the bed experience by featuring items like Primaloft® pillows and antimicrobial cooling mattresses.

GUESTROOM



SELF-REFLECTION CARD

Provides a moment of mindfulness and serves as a branded keepsake, leaving a lasting impression of the brand on guests.



ARCHIVE AMENITIES

Archive Amenities allows guests to take an incredible journey to parts unknown, with fresh, sophisticated scents for anytime, anywhere & anyone.

FOOD & BEVERAGE



SPECIALTY COCKTAIL

Curated cocktails, designed to take you on a journey of exploration. From alcoholic to non-alcoholic, each drink evokes a sense of well-being and self-care.



COASTER

Guests unwind with our coloring coasters, perfect for fostering meditative moments and relaxation.



MIRROR MESSAGE

Embracing the essence of self-care, this captivating message, sparks conversation and offers a memorable photo opportunity for guests.



FITNESS CHALK WALL

A way for guests to embrace the brand's focus on self-care by providing a platform for sharing workouts in the hotel gym.

COMMON SPACE & MEETINGS



LIBRARY

Reading offers an escape, a chance to connect with oneself or simply let the mind wander—a perfect complement to the theme of self-discovery. Team members play a pivotal role in selecting library items, fostering engagement around this activation.



COLORING PAGES

An effortless tool for guests to embrace self-care, entertain children, and embody the pillar of fun. Easily refreshed, these coloring pages seamlessly integrate the exploration of astrology.



GROUP DISCOVERY CARDS

An opportunity for guests to embark on a journey of self-discovery through team building or engaging conversation.



SELF-DISCOVERY WALK

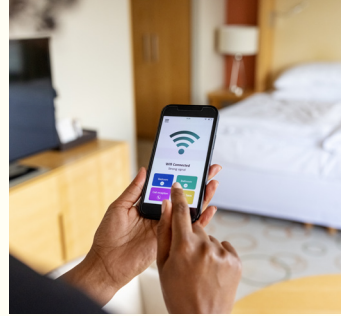
Experience self-discovery on our engaging discovery walks—a fun and seasonal way to explore and connect with your surroundings.

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 our brand hotels.



PMS/POS SOLUTION
Specific brand approved PMS & POS products, integrated with two-way interface.



FREE WI-FI
Guests can work, stream, shop or simply surf the web to their heart's delight.



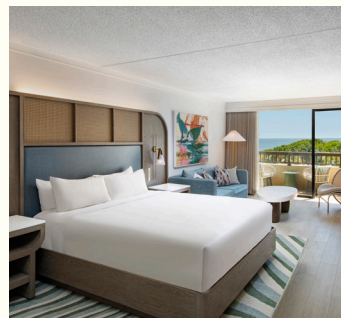
SONESTA TRAVEL PASS
Guest rewards program requires full program participation.



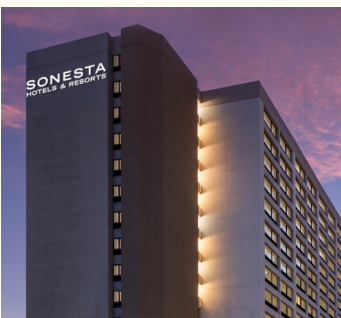
PAWS PET FRIENDLY PROGRAM
Pet-welcoming accommodations, amenities and services.



DIGITAL COMPENDIUM
Provides easy access to essential hotel and local area information.



AD&C STANDARDS
Vital guidelines for new builds, renovations, or renovations to enable quality & brand consistency.



EXTERIOR & INTERIOR SIGNAGE
Consistent brand signage becomes recognizable to guests and reinforces our brand image.