



FRANCHISE.SONESTA.COM



THE FOUNDATION FOR SUCCESS

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



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-7030. 400 Centre Street, Newton, Massachusetts, 02458. © 2024 Sonesta International Hotels Corporation

The Royal Sonesta Washington DC, Capitol Hill

IN THE NEWS



5Qs with Sonesta Int'l CEO John Murray
 – Business Travel News, March 2024

Sonesta executes 65 new franchise agreements in 2023
 – Hotel Management, January 2024

Sponsored: Sonesta's Signature Inn Brings New Life to Overlooked Assets
 – Travel Weekly, March 2024

Americas Best Value Inn's high guest satisfaction rooted in consistent experiences and value
 – Hotel Business, January 2024

First new-build Sonesta ES Suites planned for Florida
 – Hotel Business, January 2024

5 Questions with John Murray
 – Hotel Management, January 2024

Sonesta debuts a new soft brand
 – Hotelier, January 2024

Why Sonesta's Keith Pierce Thinks His Company Is Poised for Growth
 – Co-Star Group, October 2023

VALUE DEFINED BY SONESTA

Sonesta has a hotel brand for every kind of guest—and owner. Discover the Sonesta Value portfolio, a powerful collection of our most accessible brands. With reasonable brand standards, these conversion-friendly brands are redefining value.

Brought to you by owners who know what it means to own, invest in and operate powerful brands that enable you to stand out from the competition and grow.



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



Americas Best Value Inn & Suites Gun Barrel City



Signature Inn Berkeley Oakland



Red Lion Hotel Kalispell



Red Lion Inn & Suites Goodyear Phoenix



SONESTA TRAVEL PASS

2024

One Site. One Sell.
One Unified Loyalty Program.
One Powerful Marketing & Media Campaign.

CLASSICO
A SONESTA COLLECTION

MOD
A SONESTA COLLECTION

SONESTA essential

2023

Classico, MOD and Sonesta Essential launch.



Americas Best Value Inn is awarded #1 in guest satisfaction among economy hotel brands by J.D. Power.

THE JAMES HOTELS
A SONESTA LIFESTYLE

2022

The James Hotels brand acquired.

RLH CORPORATION

2021

Acquisition of Red Lion Hotels Corporation. Unprecedented Sonesta brand franchise opportunities launch.

SONESTA Simply Suites

SONESTA select

2020

Sonesta Simply Suites initially launches with over 60 locations. Sonesta Select brand launches in December with 9 hotels.

TRAVEL PASS
SONESTA

2013

Travel Pass, our guest loyalty and rewards program, launches.

Sonesta ES SUITES

2012

The Sonesta ES Suites brand is introduced with 16 properties.



SONESTA CRUISE COLLECTION
NILE RIVER

2000

Sonesta's original cruise ship, the Moon Goddess, launches in Egypt's Nile River.



SONESTA POSADAS DEL INCA
PERU

1999

Sonesta Posadas del Inca launches hotels in Miraflores Lima, Lake Titicaca Puno and Sacred Valley Yuca, Peru.

1982

Sonesta Cairo Hotel & Casino opens.

SONESTA

1970

HCA is renamed Sonesta International Hotels Corp.

1968

Sonesta Montreal (1968 – 1973) becomes our first international Sonesta hotel.

1957

The first Charterhouse Hotel (1957 – 1968) opens in Bangor, Maine. It was followed by a line of 25 others until 1983.

1953

The Plaza (1953 – 1975), the iconic hotel in New York City, is purchased from Hilton for \$15,000,000.

THE PLAZA
NEW YORK

1937

Sonesta is founded. A.M. (Sonny) Sonnabend purchases the Preston Beach Hotel in Massachusetts (1937 – 1952) with six other investors.



ADDITIONAL LOCATIONS:

Caribbean
Egypt
Latin America

13

brands

1,100+

properties

100,000+

rooms



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



Signature

SONESTA TRAVEL PASS

HOSPITALITY REDISCOVERED

Become part of a brand family unlike any other, inspired by our guests and the authentic, innovative and memorable experiences they crave.



THE ROYAL SONESTA

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 experience meets any expectations elegantly.

Long Live The Guest.™

TARGET MARKETS

Primary and secondary city and resort destinations

Upper Upscale

Distinctive Full Service

Elevated Amenities

Experiential



THE JAMES

The James is a storied brand with its classic, luxury lifestyle spirit, which we all can identify for centuries. Driven by reliable sophistication, worthwhile connections, and spirited curiosity, The James delivers an experience that is as classic as it is modern. With destination-worthy, localized B&F experiences, direct access to sought-after local products and opportunities, and a timeless sensibility that manifests in every facet of each hotel, The James offers the sure thing that guests desire, every time.

Right on Timeless.™

TARGET MARKETS

Primary urban and resort destinations

Upper Upscale

Experiential

Convivial & Cocktail-Forward B&F

Local Access Granted



CLASSICO

Sonesta's spirit and service culture come to life in this new brand that focuses on good taste. Inspired by the past, Classico offers a collection of hotels as local as they are worldly, as authentic as they are traditional, and as rich as they are comfortable. This means infusing each property with signature local cuisine, traditional high-touch service, and refined interiors. The result is an inviting, charming experience that breathes new life into rich heritage.

Traditionally Contemporary™

TARGET MARKETS

Primary and lifestyle markets Urban, leisure, and resort destinations

Upper Upscale

Signature Cuisine

Refined Interiors



SONESTA HOTELS, RESORTS & CRUISES

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.

Travel From The Inside, Out.™

TARGET MARKETS

Primary and secondary city and resort destinations

Upscale

Full Service

Elevated Amenities

Experiential



MOD

Sonesta's creativity and attention to detail define this new brand that caters to the modern lifestyle. Inspired by the present and the future, the Mod portfolio is playful yet inviting for the contemporary traveler. Mod focuses on flexibility. With travel more accessible than ever, guests want to maintain their essential routines wherever they go. Mod exceeds this demand by augmenting hotels with curated F&B and eclectic design.

As Inventive As They Are Distinctive™

TARGET MARKETS

Primary and lifestyle markets Urban, leisure, and resort destinations

Upscale

Curated Food & Beverage

Eclectic Décor





SONESTA SELECT

Sonesta Select is that neighborhood made just for you. A neighborhood vibe that fills you with that sense of belonging, warmth, and inspiring flair. A setting that always encourages you to be your best self, sets you up for a stellar day ahead, and let's you wind down after the work's been done by sharing in the uplifting spirits and inspired spaces of all Sonesta Selects.

Neighborhood Hotels Made Personal

TARGET MARKETS
Suburban office park and airport locations

Upscale
Select Service

Focused on comfort, convenience, and sense of community

SONESTA ESSENTIAL

Sonesta Essential cuts out all the unnecessary of ordinary hospitality experiences (and puts the money that pays for them back in your pocket). Whether you're briefly in town for business or your kid's big tournament, or simply catching a good night's sleep before the next leg of your cross-country road trip, Sonesta Essential is carefully designed and operated to offer you exactly what you need.

You're on your way.™

TARGET MARKETS
Adaptable across multiple market segments: urban and suburban

Upper Midscale
Select Service

Limited Food & Beverage
Focus on Comfort Essentials

SONESTA ES SUITES

With Sonesta ES Suites, home is any new spot you're going to be staying a while in. The new settings might be different but the friendly faces are still the same. You have access to everything at your fingertips and even a backyard to bring it all back to that at home feeling. Refreshing, homelike spaces, greet every guest but with some unexpected little surprises sprinkled in.

Home On The Road.

TARGET MARKETS
Suburban and airport locations

Upscale
Extended Stay

Focus on Comfort Essentials

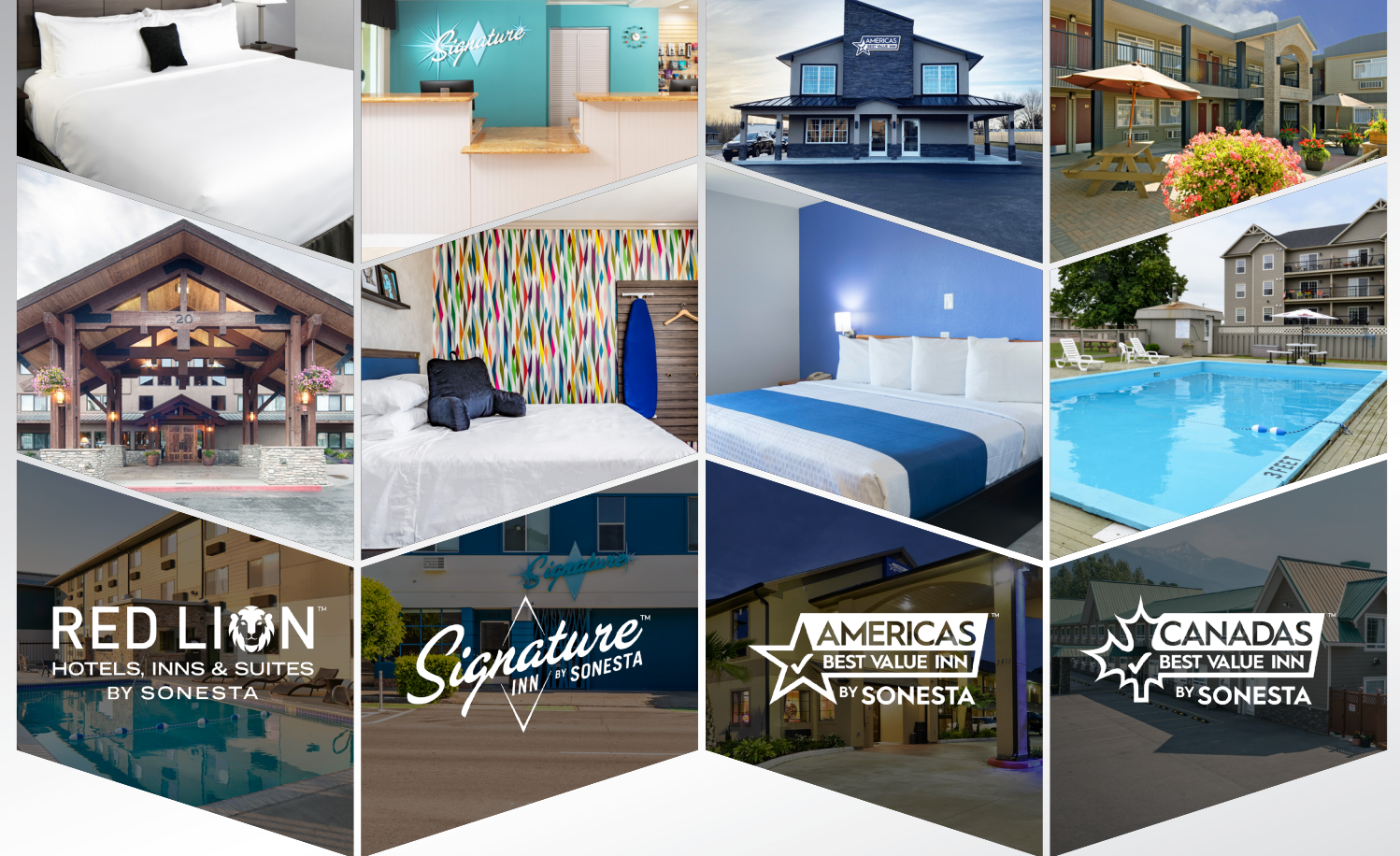
SONESTA SIMPLY SUITES

Because everyone deserves to feel the benefits of "simple" without all the effort it takes when you're staying an extended period of time. Sonesta Simply Suites is here to help you make each moment away from home a little bit easier each time—no matter the duration. The challenges? Uncertainly? Distance from family? They all disappear when you feel that sense that "worry-free" is an always on amenity.

Stay Simply.™

TARGET MARKETS
Suburban and airport locations

Midscale
Extended Stay



RED LION HOTELS and RED LION INN & SUITES

Boasting clever design and a playful personality, Red Lion Hotels and Red Lion Inn & Suites makes stays extra memorable with thoughtful essentials, friendly service and insider knowledge, plus a few fun surprises along the way.

Make It #WorthIt.™

TARGET MARKETS
Conversions and new builds in all markets

Midscale
Full (RLH) & Select Service (RLIS)
Encourages Local Adventure
Focus on Comfort Essentials
Family Oriented & Business Driven

SIGNATURE INN

With a cheap-chic design and eye-catching branding, Signature Inn brings back the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.

Stay Outside Ordinary™

TARGET MARKETS
Conversions in secondary and tertiary markets

Affordable Boutique
Independent Ethos
Modern Retro Design
Convenient Locations

AMERICAS BEST VALUE INN

At Americas Best Value Inn, guests can rest easy knowing they are getting the best deal in town. We believe in simplicity, friendliness and honesty, and are an inviting place for both solo travelers and families alike.

The Best Value. Period.

TARGET MARKETS
Conversions and new builds in secondary and tertiary markets

Economy
Focus on Comfort Essentials
Best Value
Patriotism

CANADAS BEST VALUE INN

At Canadas Best Value Inn, guests leave with a sense of pride knowing that they received the most for their money. Our Canadian values and small-business mentality ensure guests across Canada will always have a friendly and affordable place to stay.

The Best Value. Period.

TARGET MARKETS
Conversions and new builds in secondary and tertiary markets

Economy
Focus on Comfort Essentials
Best Value
Patriotism





Here Today.
Roam Tomorrow.™

SIMPLY REWARDING

Sonesta Travel Pass is our guest rewards program that gives you perks, points, privileges and exclusives on top of the warm, friendly service and little extras you'll find at any Sonesta — to make each stay even more special.

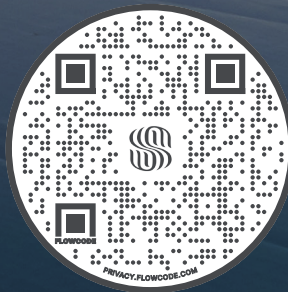
- Program relaunched in 2023 with enhanced benefits and programming for members
- 6.3 Million Travel Pass members
- Travel Pass members are 5X more likely to convert on Sonesta.com
- Member engagement +7% YOY



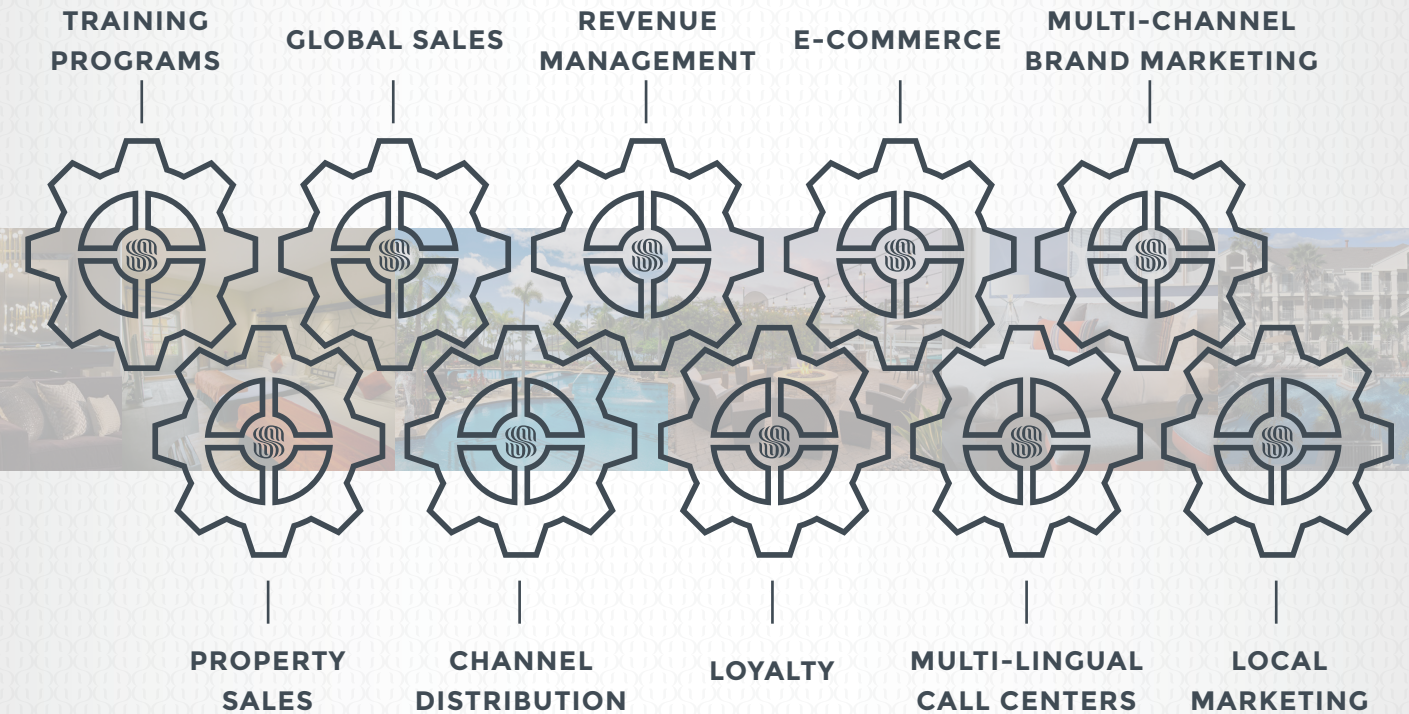
AWARD WINNING PROGRAM

- USA Today winner in the Best Hotel Loyalty Program for 6th year in a row
- Top 10 US News & World Report Best Hotel Travel Rewards 2023
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at sonesta.com/travel-pass



RELATIONSHIPS ARE OUR GROWTH STRATEGY



We approach franchising with a solid understanding of what challenges hotel owners and operators face, as we're an owner and operator ourselves. Our team cares about your bottom line. Personalized support, focused brand standards and flexible programs help you maximize your hotel's performance.

- Dedicated Hotel Operations Support & Service
- Global Sales support delivers more revenue opportunities
- Dynamic marketing grows brand awareness and boosts market share
- Revenue management increases occupancy & revenue performance
- Channel management & distribution teams position you for success
- Portfolio buying power lowers franchisee 3rd party fees and operating expenses