

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.

KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- Hotels that range in size from 290-375 rooms 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 drives rate in the week for the week



TARGET MARKETS: Primary and secondary city and resort destinations

SEGMENT: Upscale

PROPERTY SIZE: 290 - 375 keys

COMPETITIVE SET:

- Marriott[®]
- Delta Hotels by Marriott®
- Hilton®
- DoubleTree Suites by Hilton™
- Sheraton® Hotels & Resorts
- Crowne Plaza® Hotels & Resorts



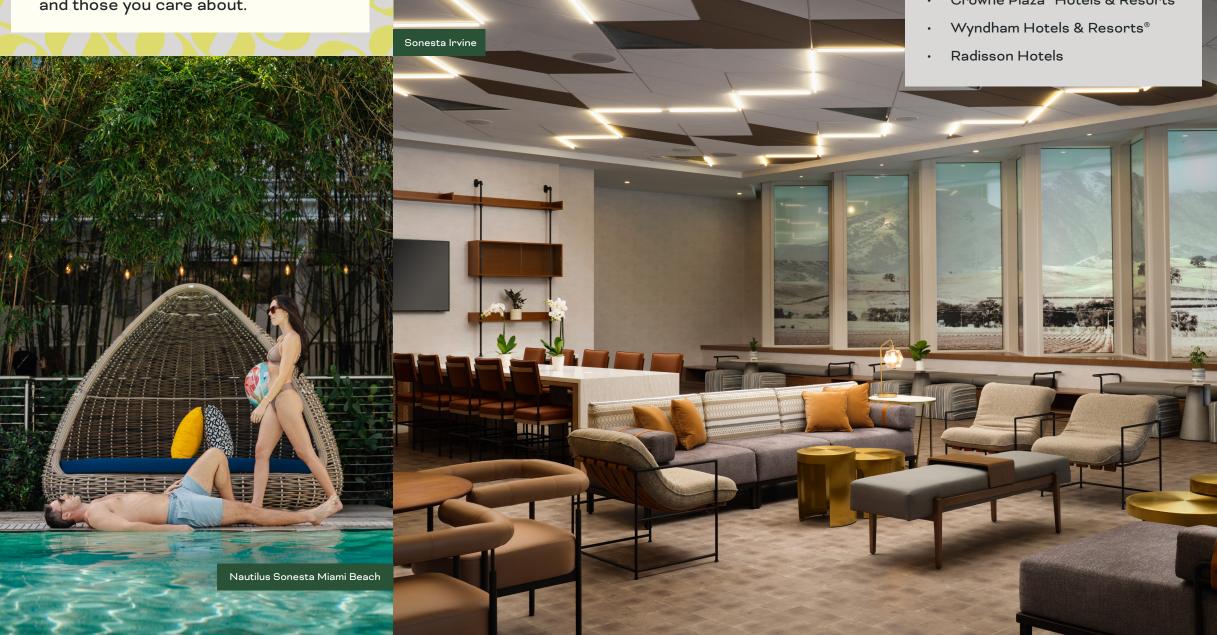
Here Today. Roam Tomorrow.

- 6.3 Million Travel Pass Loyalty 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









SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at development@sonesta.com • Learn more at franchise.sonesta.com





























SONESTA

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