

SONESTA™

HOTELS, RESORTS & CRUISES

TRAVEL FROM THE INSIDE, OUT.™

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

MARKETPLACE

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
- Wyndham Hotels & Resorts®
- Radisson Hotels

SONESTA TRAVEL PASS™

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





13 brands | 1,100+ properties | 100,000+ rooms



Sonesta Hotel Cusco, Peru



Sonesta Suites Scottsdale Gainey Ranch



Sonesta Silicon Valley



Sonesta Columbus Downtown



Sonesta Hotel Bogotá, Colombia



Sonesta Redondo Beach & Marina



Sonesta Nashville Airport

SONESTA FRANCHISE & DEVELOPMENT TEAM

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



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