

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 – Sonesta Hotels & Resorts properties are places to reconnect with yourself and those you care about.

KEY HOTEL ATTRIBUTES

- 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 helps drive rate in the week for the week



MARKETPLACE

TARGET MARKETS: Primary and secondary city and resort destinations

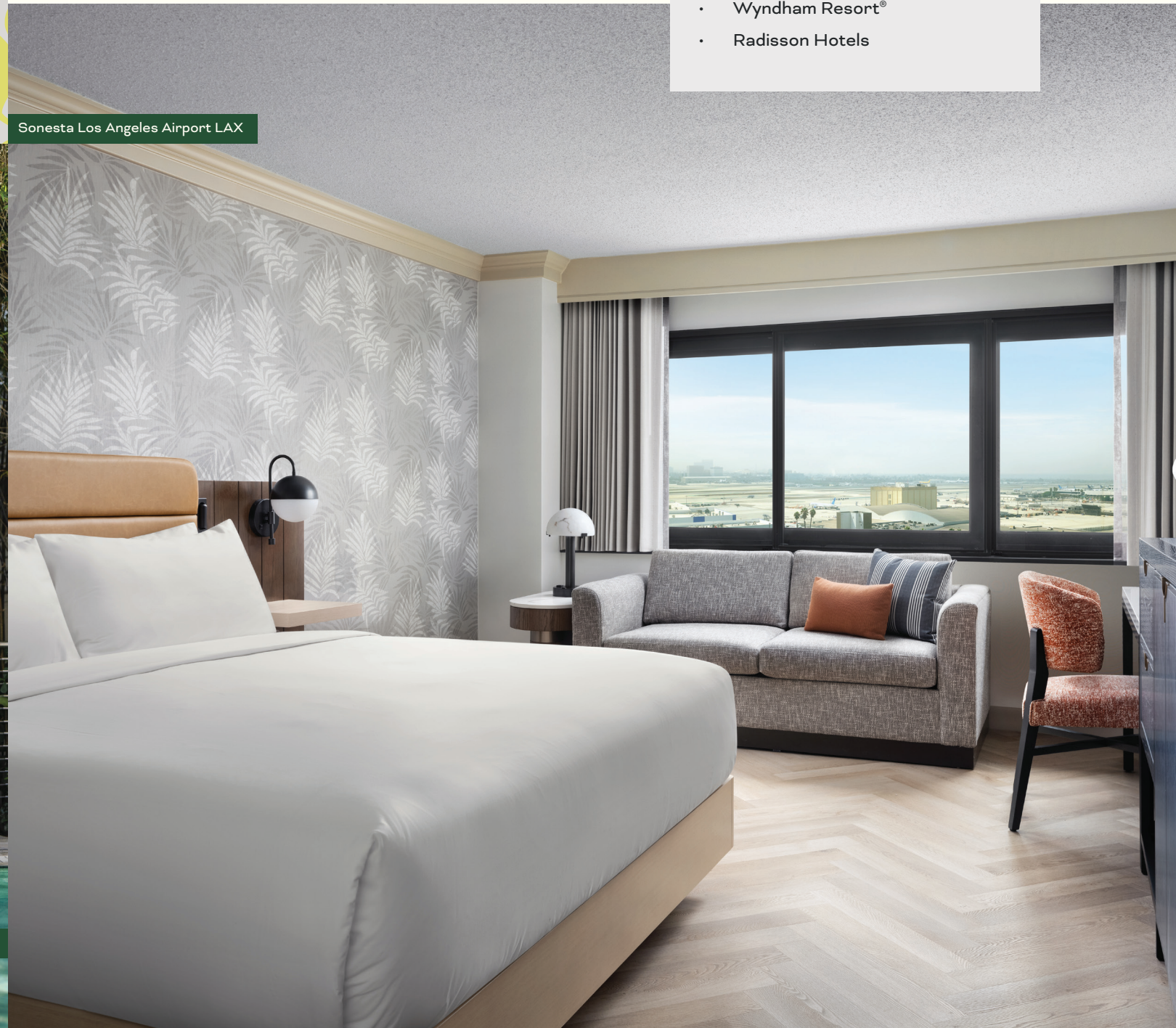
Segment: Upscale

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 Resort®
- Radisson Hotels

Sonesta Los Angeles Airport LAX



Nautilus Sonesta Miami Beach

SONESTA TRAVEL PASS™

Here Today.
Roam Tomorrow.™

- 6.9 million members and growing¹
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings²

AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at
sonesta.com/travel-pass

1. Includes addition of Hello Rewards members in 2024.
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.

Regency Miami Airport by Sonesta



Sonesta Bee Cave Austin Hill Country





8th LARGEST hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program
100,000+ rooms | **9** countries



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 Lodging Development Team

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



The
ROYAL
SONESTA

THE JAMES
HOTELS

CLASSICO

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HOTELS, RESORTS & CRUISES

MOD

SONESTA
select

RED LION
HOTELS, INNS & SUITES

Sonesta **ES**
SUITES

SONESTA
Simply Suites

SONESTA
essential



SONESTA
TRAVEL PASS

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-10008. 400 Centre Street, Newton, Massachusetts, 02458.
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