



THE **FOUNDATION** FOR SUCCESS

8th LARGEST hotel company in the US | **1,200+** locations | **17** brands
100,000 rooms | **8** countries



Sonesta Leverages Franchising, Management to Fuel Global Growth
– Hotel Investment Today, February 2023



Expansion Mode: For Sonesta, It's All Systems Go
– Hotels Magazine, February 2023



Sonesta Launches Sonesta Essential to Fill Biggest White Space in Hotel Brand Portfolio
– Hotel News Now/CoStar, January 2023



Sonesta Adds The James Brand to Franchise Portfolio
– Hotel Management, January 2023



Teague Hunter Talks with John Murray, Sonesta President & CEO
– Teague Talks Podcast, January 2023



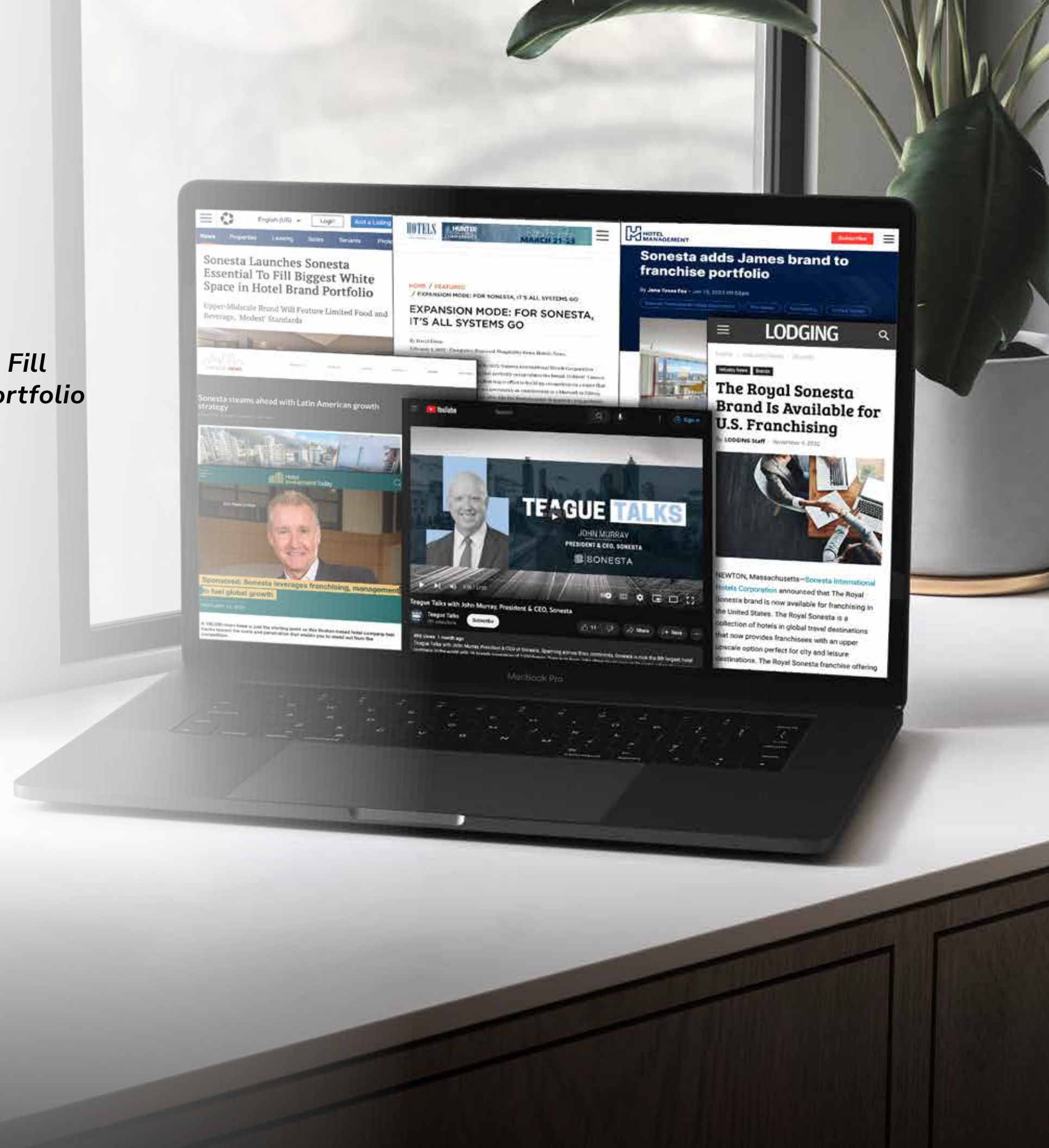
Green Book – The Brand Report
– Hotel Business, December 2022



Royal Sonesta Brand Now Available for Franchising
– Lodging, November 2023



Sonesta Steams Ahead with LATAM Growth Strategy
– Top Hotel News, September 2022





CLASSICO
A SONESTA COLLECTION

MOD
A SONESTA COLLECTION

SONESTA
essential

2023

Classico, MOD and Sonesta Essential launch.

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.

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.

THE PLAZA
NEW YORK

1953

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

1937

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



- Red Lion Hotels, Red Lion Inn & Suites
- GuestHouse
- Knights Inn
- Americas Best Value Inn, Canadas Best Value Inn
- Signature Inn, Signature
- Sonesta

ADDITIONAL LOCATIONS:

Caribbean
Egypt
Latin America

1,200+
PROPERTIES

100,000+
GUEST ROOMS

17
BRANDS

SONESTA

TRAVEL
PASS
SONESTA

the
ROYAL
SONESTA

THE JAMES
HOTELS

CLASSICO
A SONESTA COLLECTION

SONESTA
HOTELS AND RESORTS

MOD
A SONESTA COLLECTION

SONESTA
select

SONESTA
essential

Sonesta
ES
SUITES

SONESTA
Simply Suites

SONESTA
POSADAS DEL INCA
PERU

SONESTA
CRUISE COLLECTION
NILE RIVER

hello
rewards

RED
LION
HOTELS
INN & SUITES

Signature
INN

gh
GuestHouse

AMERICAS
BEST VALUE INN

CANADAS
BEST VALUE INN

ES
SUITES

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 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.

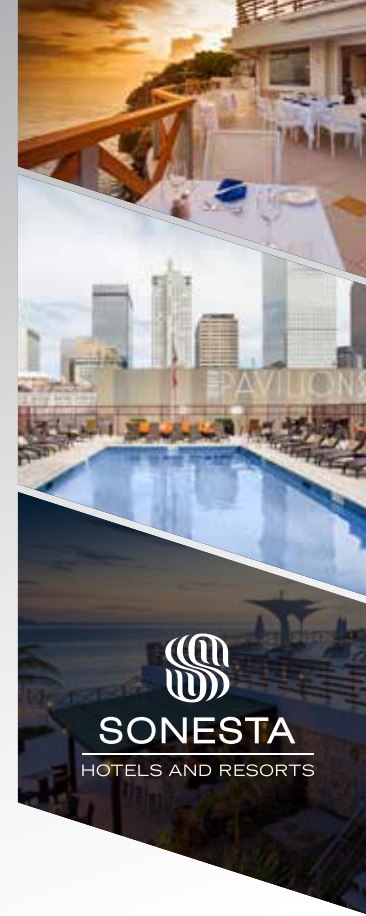
TARGET MARKETS
Primary and secondary city and resort destinations

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.

TARGET MARKETS
Primary urban and resort destinations

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.

TARGET MARKETS
Primary and lifestyle markets
Urban, leisure, and
resort destinations



At Sonesta Hotels & Resorts, the destinations boast an impressive array of properties dedicated with you in mind. Your mood is marvelously curated the minute you meet at the front desk. Each guest arrives in their own unique way and with Sonesta Hotels & Resorts, personalization isn't just a catch phrase: it's in every touchpoint.

TARGET MARKETS
Primary and secondary city and resort destinations

A large, curved swimming pool with a water fountain, surrounded by palm trees and lounge chairs. The pool is set in a tropical environment with many palm trees and a thatched-roof building in the background. The pool is filled with clear blue water, and there are lounge chairs and umbrellas around the poolside. A small waterfall or fountain is visible on the right side of the pool. The overall scene is bright and sunny, suggesting a warm climate.

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.

TARGET MARKETS
Primary and lifestyle markets
Urban, leisure, and
resort destinations

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.

TARGET MARKETS
Suburban office
park and airport locations

Sonesta Essential cuts out all the unnecessarys 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.

TARGET MARKETS
Adaptable across multiple market segments: urban and suburban

A modern lounge area featuring a large, light-colored sectional sofa with dark blue and orange accent pillows. A wooden coffee table sits in front of the sofa, and two patterned ottomans are positioned in the foreground. The room has large windows and a contemporary design.



**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.

Surprisingly Different.

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? Uncertainty? 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



**GUESTHOUSE
EXTENDED STAY**

GuestHouse Extended Stay invites you to sit back, relax and enjoy a crisp, clean stay. We focus on getting all the comforts of home just right – spotless spaces, friendly faces and service you can rely on – because when you stay here, you're a guest in our house. Our house is your house.

**Our House is Your House.
Welcome to GuestHouse ;)**

TARGET MARKETS Conversions and new builds in secondary and tertiary markets

Upper Economy
Crisp, Clean Stay
Focus on Comfort Essentials

**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

KNIGHTS INN

Stay Easy at Knights Inn for more of what you want; a convenient location, reliable essentials and a thrifty price. That's smart & simple.

Right Room. Right Place. Right Price.

TARGET MARKETS Conversions and new builds in primary, secondary and tertiary markets

Economy
Convenient
Simple
Smart



SIMPLY REWARDING



SONESTA TRAVEL PASS

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.



HELLO REWARDS

Hello Rewards is RLH Corporation's guest recognition program designed for the average traveler. We avoid complicated points and elite tiers that only benefit road warriors and instead focus on delivering more meaningful value in the moment.



SONESTA TRAVEL PASS - A LOYALTY LEADER YEAR AFTER YEAR

1200% Growth in 2020/21

Named Best Hotel Rewards Program by
U.S. News & World Report 2019-2020

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



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