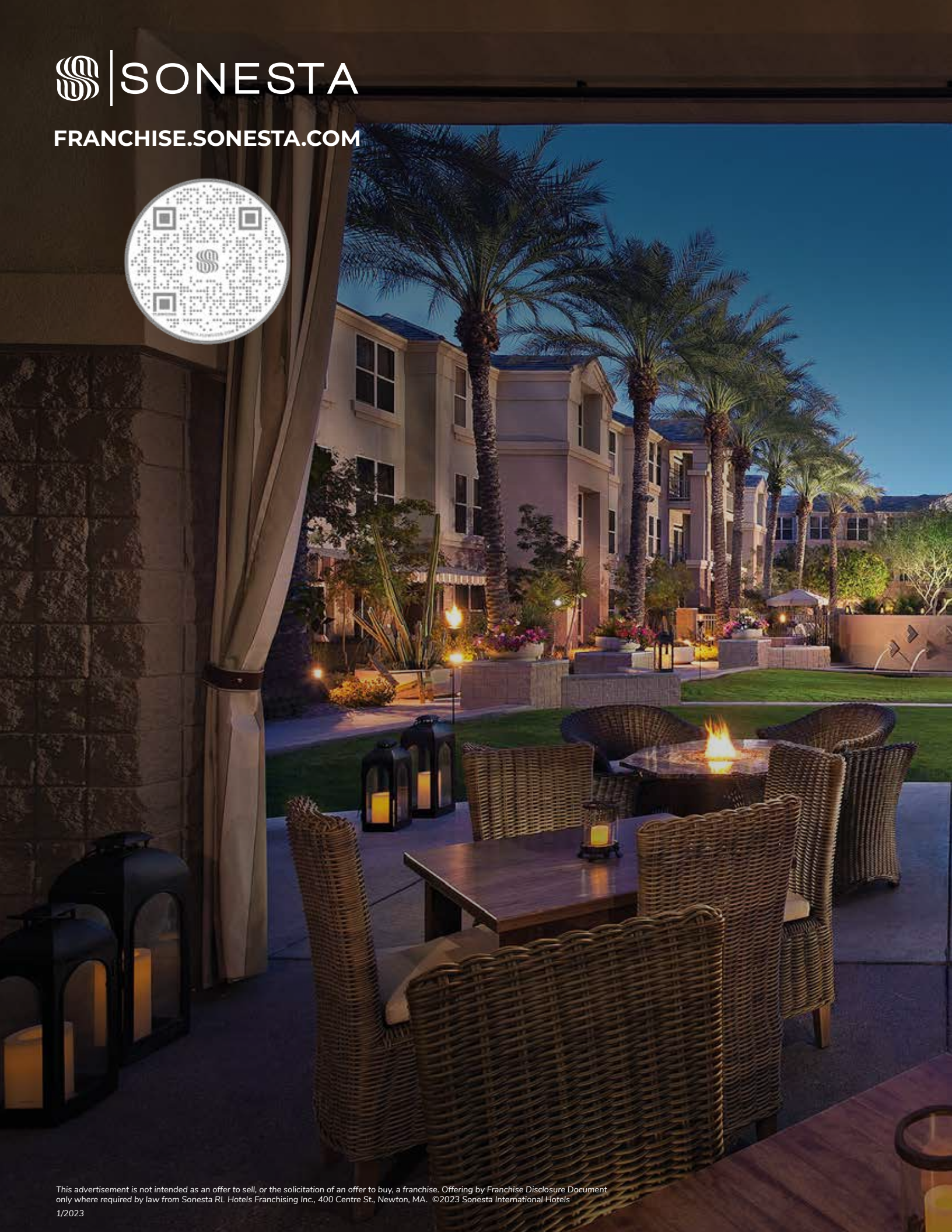






FRANCHISE.SONESTA.COM





# THE FOUNDATION FOR SUCCESS

**8<sup>th</sup> 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



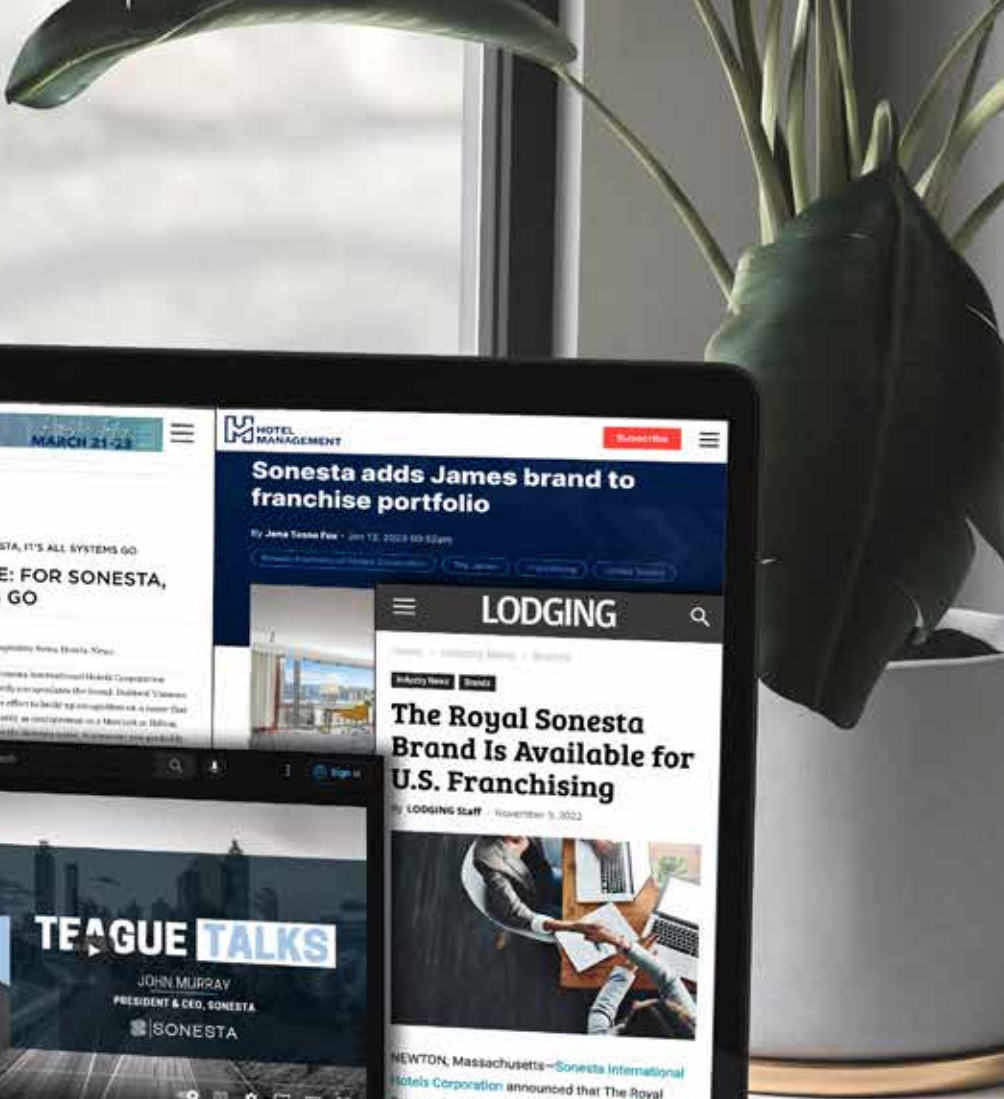
**Green Book – The Brand Report**  
– Hotel Business, December 2022



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



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



### Sonesta Launches Sonesta Essential To Fill Biggest White Space in Hotel Brand Portfolio

Upper-Midscale Brand Will Feature Limited Food and Beverage, 'Modest' Standards

### EXPANSION MODE: FOR SONESTA, IT'S ALL SYSTEMS GO

By David Owen

### Sonesta adds James brand to franchise portfolio

By Jana Tessa Fox | Jan 15, 2023 9:52am

### Sonesta steams ahead with Latin American growth strategy

**Sponsored: Sonesta leverages franchising, management to fuel global growth**

FORNATI | 16, 2023

A 100,000-room hotel is just the starting point as this location-based hotel company test tracks around the world and penetration that enable you to stand out from the competition.

**TEAGUE TALKS**

JOHN MURRAY  
PRESIDENT & CEO, SONESTA

SONESTA

Teague Talks with John Murray, President & CEO, Sonesta

426 views | 1 month ago

Teague Talks with John Murray, President & CEO of Sonesta. Spinning across three continents, Sonesta is now the 9th largest hotel franchise in the world with 16 brand categories of 1,000+ hotels. Sonesta has a long history of providing quality service and exceptional value to its guests.

### The Royal Sonesta Brand Is Available for U.S. Franchising

By LODGING Staff | November 9, 2022

**NEWTON, Massachusetts**—Sonesta International Hotels Corporation announced that The Royal Sonesta brand is now available for franchising in the United States. The Royal Sonesta is a collection of hotels in global travel destinations that now provides franchisees with an upper upscale option perfect for city and leisure destinations. The Royal Sonesta franchise offering

MacBook Pro

SONESTA  
essential

2023

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 Yucay, 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.



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.



- Hotel RL
- 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**



# 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

## SONESTA HOTELS & RESORTS

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.

**Unique Destinations, Unrivaled Experiences.**

**TARGET MARKETS** Primary and secondary city and resort destinations

Upscale  
Full Service  
Elevated Amenities  
Experiential





### 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.

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? Uncertainly? Distance from family? They all disappear when you feel that sense that "worry-free" is an always on amenity.

Stay Simple.

TARGET MARKETS Suburban and airport locations

Midscale  
Extended Stay





### HOTEL RL

Hotel RL is an experience of all things authentic, creative and curious. Offering a taste of the local scene in a laid-back environment, we invite open-minded travelers to work, play and pursue their passions freely.

### RED LION HOTELS

Vibrant and authentic, Red Lion Hotels is where travelers recharge, groups sit down and plan their next journey, and the friendly staff helps guests squeeze the most fun out of their stay.

### RED LION INN & SUITES

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

### 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 Curious

**TARGET MARKETS** Conversions and new builds in primary and secondary markets

- Upscale
- Lifestyle
- Experiential - The Living Stage
- Tech Forward
- Boutique Aesthetics

#### Make It #WorthIt

**TARGET MARKETS** Conversions and new builds in all markets

- Midscale
- Full Service
- Encourages Local Adventure
- Focus on Comfort Essentials
- Family Oriented & Business Driven

#### Make It #WorthIt

**TARGET MARKETS** Conversions and new builds in all markets

- Midscale
- Select Service
- Encourages Local Adventure
- Focus on Comfort Essentials
- Family Oriented & Business Driven

#### 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.

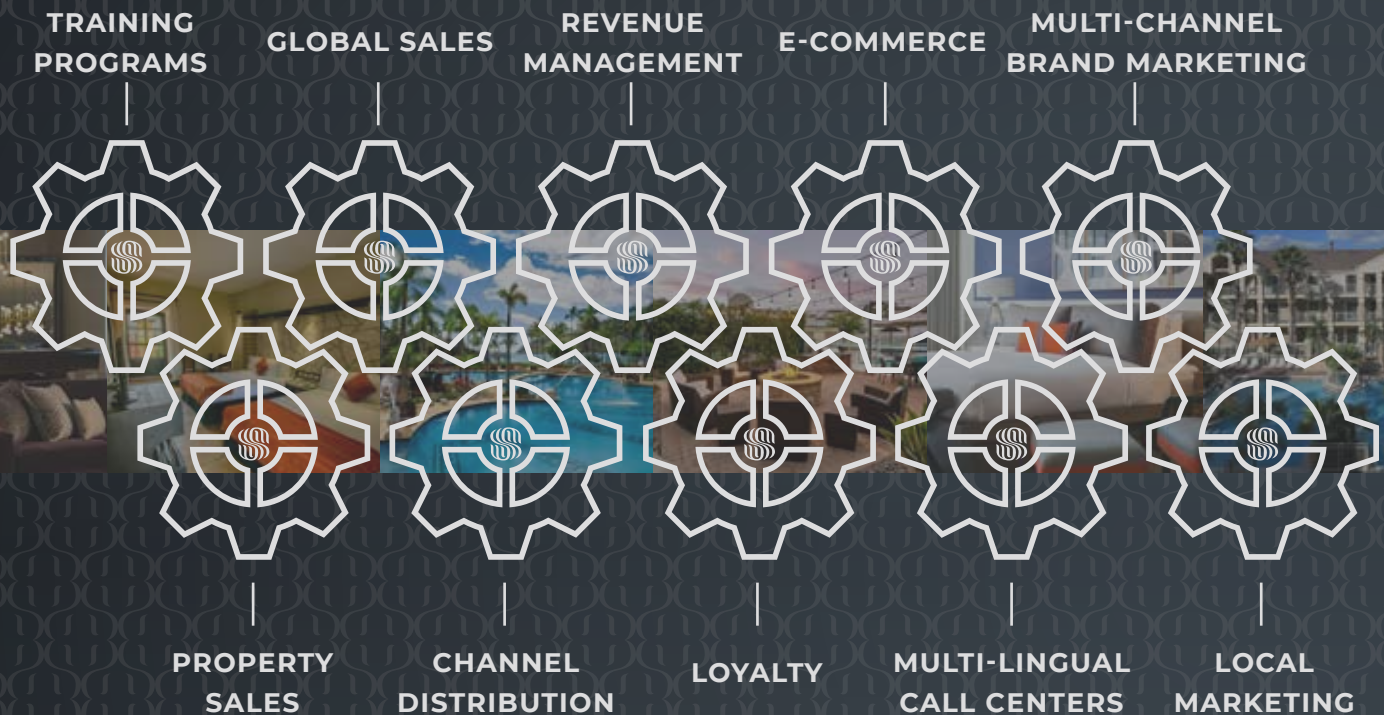


## SONESTA TRAVEL PASS - A LOYALTY LEADER YEAR AFTER YEAR

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 3<sup>rd</sup> party fees and operating expenses**