

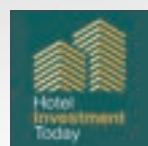


THE **FOUNDATION** FOR SUCCESS

8th LARGEST hotel company in the US **1,100+** properties **100,000+** rooms **15** brands **8** countries



The Royal Sonesta Washington DC, Capitol Hill



Guest Satisfaction Key to Sonesta's Economy Segment Success

– Hotel Investment Today, September 2023



Exclusive: 1 of the fastest-growing hotel companies launches 2 new brands

– The Points Guy, June 2023



Sonesta Reveals Plans For Two Hotels in Punta Cana

– Travel Weekly, September 2023



Sonesta International Hotels Corp.'s Keith Pierce

– Hotel Management, June 2023



The Royal Sonesta Washington, DC Capitol Hill Opens in the Heart of Washington, DC

– Hotel News Resource, September 2023



Why Sonesta is launching a select-service brand

– Hotel Management, June 2023



Sonesta Doubles Down on Strategy for Expansion Across Latin America

– Co-Star, July 2023



Expansion Mode: For Sonesta, It's All Systems Go

– Hotels Magazine, February 2023



#1 IN GUEST SATISFACTION Among Economy Hotel Brands*

– by J.D. Power

Sonesta's Americas Best Value Inn. Best value for the guest. Best value for the owner. Best value. Period.

- **Low Flat Fees** (per room per month)
- **Owner-Friendly Contracts**
- **Reasonable Brand Standards**



Americas Best Value Inn & Suites Gun Barrel City

*Tied in 2023. For J.D. Power 2023 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards).

CLASSICO
A SONESTA COLLECTION

MOD
A SONESTA COLLECTION

SONESTA
essential



2023

Classico, MOD and Sonesta Essential launch.

Americas Best Value Inn is awarded #1 in guest satisfaction among economy hotel brands by J.D. Power.

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.



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

ADDITIONAL LOCATIONS:

Caribbean
Egypt
Latin America

15
brands

1,100+
properties

100,000+
rooms

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

RED
LION
HOTELS
INN & SUITES

Signature
INN

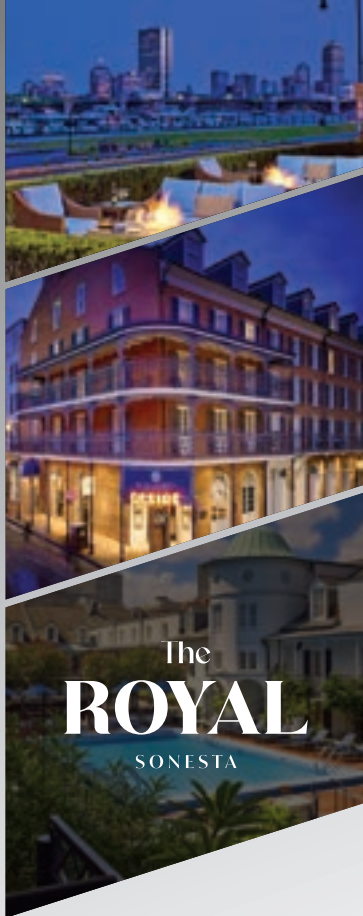
AMERICAS
BEST VALUE INN

CANADAS
BEST VALUE INN

FRANCHISE.SONESTA.COM

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



CLASSICO

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.

Traditionally Contemporary.

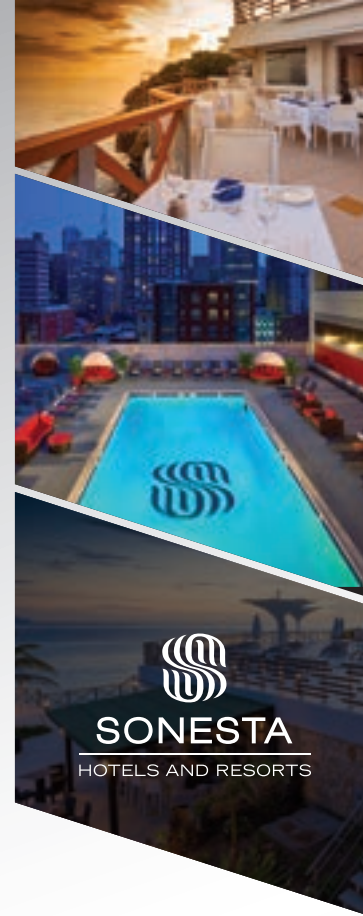
TARGET MARKETS

Primary and lifestyle markets
Urban, leisure, and resort destinations

Upper Upscale

Signature Cuisine

Refined Interiors



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.

Serenity.

TARGET MARKETS

Primary and secondary city and resort destinations

Upscale

Full Service

Elevated Amenities

Experiential



MOD

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.

As Inventive As They Are Distinctive.

TARGET MARKETS

Primary and lifestyle markets
Urban, leisure, and resort destinations

Upscale

Curated Food & Beverage

Eclectic Décor



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.

Home On The Road

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

**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.

**#1 IN GUEST SATISFACTION
AMONG ECONOMY HOTEL
BRANDS* - by J.D. Power**

The best value. Period.

TARGET MARKETS Conversions and new builds in secondary and tertiary markets

Economy
Focus on Comfort Essentials
Best Value
Patriotism

*Tied in 2023. For J.D. Power 2023 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards).

**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





Here Today.
Roam Tomorrow.

SIMPLY REWARDING

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.

- 6 Million Travel Pass Loyalty Members
- Competitive earning structure helps guests achieve status faster
- Members spend more and stay more
- Drive direct bookings on brand.com
- Build awareness and engagement through robust email marketing exclusive offers



A LOYALTY LEADER YEAR AFTER YEAR

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

Learn more at sonesta.com/travel-pass



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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