



## DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Canadas Best Value Inn brand and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of Canadas Best Value Inn brand hotels.

## SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Canadas Best Value Inn beyond your standard hotel experience and are what leave guests wanting to return again and again.

### ARRIVE



**MILITARY & VETERAN PARKING SPOTS**  
Designated premium parking spots with branded parking signage specifically for military and veterans.



**WELCOME MAT**  
Bringing a sense of welcome in front of every Canadas Best Value Inn.



**FRONT DESK LIVERY**  
Signage at the front desk increases brand recognition and awareness.



**PATRIOTIC ELEMENT**  
Show your Canadian pride by featuring a patriotic element, like a flag, or artwork in the lobby.

### STAY



**TOP OF BED PROGRAM**  
A custom top sheet exclusive to the brand modernizes each guestroom.



**32" FLAT-SCREEN TV WITH HBO**  
Entertainment is always on hand with flat screen TVs and complimentary HBO programming.



**TERRY**  
High-quality towels show our commitment to guest comfort.



**BATH AMENITIES**  
Exclusive branded amenities feature refreshing botanical scents available in individual bottles or bulk dispensers.

### EAT + DRINK



**BREAKFAST**  
Grab n' Go breakfast, full breakfast buffet, or voucher for complimentary breakfast on-site or nearby.



**COFFEE PROGRAM**  
Serve Royal Cup Prideland Coffee during breakfast hours in the lobby for guests to enjoy.

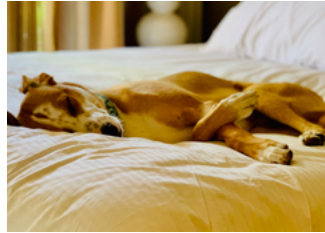


## CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Canadas Best Value Inn brand hotels.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



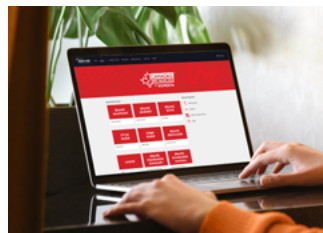
GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY BASIC GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



NON-SMOKING HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

Defining Brand Standards and Signature Moments subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site or Brand Hub.