



## 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 our 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.



#### FRONT DESK LIVERY

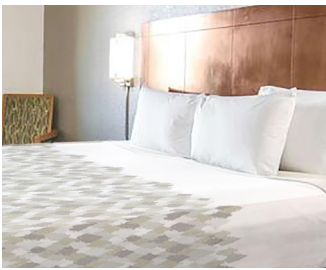
Signage at the front desk increases brand recognition and awareness.



#### PATRIOTIC ELEMENT

Show your Canadian pride by featuring a patriotic element, like a flag, reader board message, 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 Hemp & Lemon scents and are available in individual bottles or dispensers.

### EAT + DRINK



#### BREAKFAST

Express 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 our brand hotels.



### ■ EXTERIOR SIGNAGE

Consistent brand signage becomes recognizable to guests and reinforces our Brand image.



### ■ SONESTA TRAVEL PASS

Guest rewards program requires full program participation.



### ■ APPROVED PMS

Specific brand approved PMS product (ASI), integrated with two-way interface.



### ■ ELECTRONIC LOCK SYSTEM

Brand approved Electronic Lock System (RFID or RFID with Bluetooth recommended, Magnetic Allowed).



### ■ ASSOCIATE NAME TAGS

Create a friendly environment by having all associates wear name badges.



### ■ OWNERSHIP PLAQUE

This important sign enables owners to promote their ownership of the hotel and reinforce their commitment to the brand.



### ■ BRANDED OS&E

Note pads and pens with brand logos.



### ■ COMPLIMENTARY WI-FI

Guests can work, stream, shop, or simply surf the web to their heart's delight.



### ■ NON-SMOKING

Guests will enjoy a 100% smoke-free hotel.

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.