

CLASSICO

A SONESTA COLLECTION

BRAND DEFINING STANDARDS

Common Threads are light touches that bring the brand to life through unique activities, amenities and services. Concepts are designed to be loose in nature and open to personalization by location, with the goal to 'string a thread' from property to property. For Classico, the following are Common Threads.

A Classic Ritual

Two of three are required, welcome to execute on all

LOCALLY-DRIVEN AMENITY PROGRAM

Designed to be a welcome, in-room VIP amenity or placed at turndown. Focused on signature cuisine, a core pillar of the brand, the amenity should be a small taste of the locale whether it's a nicely packaged macaroon from a local bakery, a few pieces of saltwater taffy, or a locally-inspired cocktail kit.

CLASSIC MOMENT IN HISTORY

Leverage a moment in history that is specific to the destination and/or property to provide a turndown amenity or light touch at check-in. Amenity could include a trinket, note card about the historical moment, small treat, etc.

NOTHING BUT THE CLASSICS

Incorporation of classic books into property programming. Whether it's a book nook, stack of books in the lobby common area or integration of digital books into the digital compendium - the Classico library will be sought out by all guests.





BRAND DEFINING STANDARDS

REFINED INTERIORS

Classico charms guests with a cultivated aesthetic sensibility, inviting them into atmospheres at once irresistibly warm and inspirationally sophisticated.

SIGNATURE CUISINE

Classico delights with a dining and bar experience founded on signature, local cuisine, whether exquisitely traditional or surprisingly contemporary.

CORE BRAND STANDARDS

- Sonesta Travel Pass
- Brand Design Guidelines
- Exterior Signage
- Interior Signage
- Digital Compendium
- Architecture Design & Construction Standards
- Non-Smoking Hotel
- RFID Electronic Locks
- Sonesta Approved PMS/POS Solutions
- PAWS Pet Friendly Program