

## DEFINING BRAND STANDARDS

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

## SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates Sonesta Select beyond your standard hotel experience and are what leave guests wanting to return again and again.

### ARRIVE



**EXTERIOR MURAL**  
A welcoming moment, right when they walk in the door.



**ARRIVAL & LOBBY**  
Front desk pods, checking in board, decorative floor tile and events board bring the entrance to life.

### GUESTROOM



**BED**  
Top-tier bed experience with crisp linens and plush pillows.



**BATH AMENITIES**  
Top-notch bath amenities for a refreshing start to each day.

### EAT + DRINK



**THE MARKET**  
A 24/7 onsite market with simple snacks, amenities, beverages and local treats.



**PREMIUM COFFEE**  
Starbucks® coffee offering in the lobby.



**SELECT-A-SIP PREMIUM COCKTAILS**  
Premium cocktails offered right in the Commons.

### FITNESS



**FITNESS CENTER**  
24/7 access to the fully equipped gym, ensuring fitness can stay a priority.

### LAUNDRY



**LAUNDRY**  
Complimentary laundry facilities for extended stays or light packing.

### OUTDOORS



**OUTDOOR SPACES**  
Outdoor seating, fire pits, and games to feel at home.



**POOL**  
Indoor or outdoor pool with proper seating.

### COMMON SPACES



**THE COMMONS**  
The space is activated, offering guests a warm welcome, a place to enjoy daily breakfast, and evening lite bites and beverages.



**ARTWORK**  
Gallery walls feature playful images in wrapped or floating frames.



**MEETING SPACE**  
A versatile space for small meetings and team events.

## 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 Sonesta Select brand hotels.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



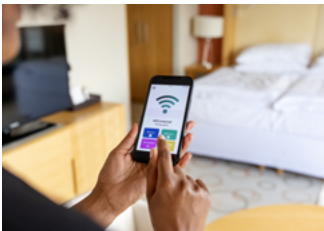
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY BASIC GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



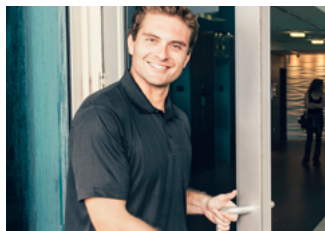
BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE 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 and Brand Hub.