

## 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 our 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.



**THE AVENUE**  
Front desk pods, marquee lighting, events board, decorative floor tile, and checking in board bring the entrance to life.

### GUESTROOM



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



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

### EAT + DRINK



**THE MARKET**  
A 24/7 onsite market with simply 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



**THE MOVE**  
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



**THE PARK**  
Outdoor seating, fire pits, and games to feel at home.



**THE SPLASH**  
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.



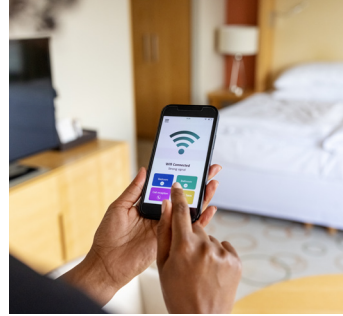
**MEETING SPACE**  
A versatile meeting space for small meetings and team events.

**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 our brand hotels.



**PMS/POS SOLUTION**  
Specific brand approved PMS & POS products, integrated with two-way interface.



**FREE WI-FI**  
Guests can work, stream, shop, or simply surf the web to their heart's delight.



**SONESTA TRAVEL PASS**  
Guest rewards program requires full program participation.



**PAWS PET-FRIENDLY PROGRAM**  
Pet-welcoming accommodations, amenities, and services.



**DIGITAL COMPENDIUM**  
Provides easy access to essential hotel and local area information.



**AD&C STANDARDS**  
Vital guidelines for new builds, or renovations to enable quality & brand consistency.



**EXTERIOR & INTERIOR SIGNAGE**  
Consistent brand signage becomes recognizable to guests and reinforces our brand image.

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.