

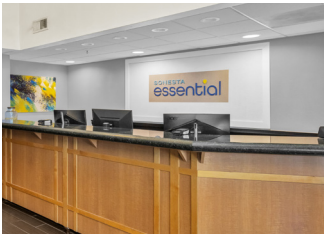
DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Sonesta Essential 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 Essential beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVE



ARRIVAL & GREETING

Logo front door decal, front desk logo sign, welcome mat, and crisp, freshly painted wall behind the front desk. Smiling team member, with name tag, at desk.

EAT + DRINK



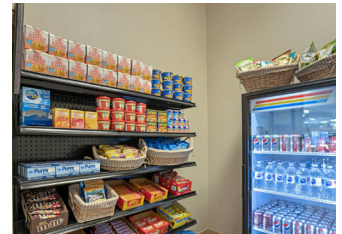
24/7 ON-DEMAND LOBBY COFFEE

Complimentary bean to cup premium coffee in the lobby, served fresh around the clock.



BREAKFAST

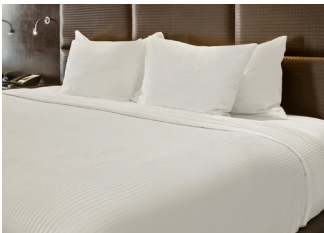
Complimentary hot breakfast featuring the essential breakfast items, done right.



MARKET

Onsite, self-service Market open 24 hours a day for that late night snack or early morning offering.

STAY



TOP OF BED

A custom top sheet modernizes each guestroom.



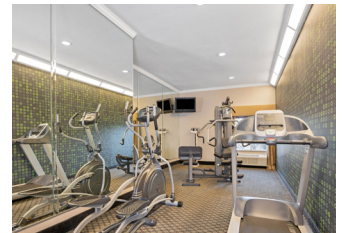
AMENITIES

Branded amenities feature a revitalizing orange blossom fragrance and are available in bulk dispensers.



TERRY

High-quality towels show our commitment to guest comfort.



FITNESS

On-site gym with cardio & strength training, or arrangements with a local gym for complimentary guest passes.



LIVING ROOM COMMUNAL TABLE

Optimized space promotes social interaction, flexible dining, and community among guests, with a communal table.



KID NOOK**

Basket filled with books and coloring materials for an opportunity to relax and enjoy.



THE LAB

A space for meetings or guests to work from that can be off the lobby or in a separate area.



LAUNDRY

On-site laundry facilities offering convenience and flexibility.

PLAY



POOL

The perfect budget-friendly retreat for all ages.



OUTDOOR SOCIAL SPACES

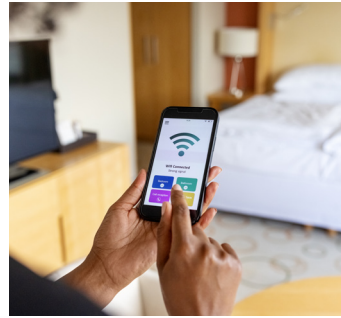
Enjoy the outdoors with lounge seating.

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.