

SONESTA[®]
essential



You're on
your way.



SONESTA[®] essential

Life's essentials are what we need to live and thrive on a daily basis. Hospitality's essentials are a clean, comfortable room and friendly, helpful staff. There isn't that much more a traveler needs—not really. That's why Sonesta created its Essential hotels. This select service brand cuts out all the unnecessaries of ordinary hospitality experiences (and puts the money that pays for them back in your pocket). Whether you're briefly in town for business or your kid's big tournament, or simply catching a good night's sleep before the next leg of your cross-country road trip, Sonesta Essential is carefully designed and operated to offer you exactly what you need.

KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- New brand focusing on what guests and owners are really looking for, the essentials.
- Limited food & beverage requirements
- Reasonable brand standards
- Simplified conversion process





MARKETPLACE

TARGET MARKETS:

Adaptable across multiple market segments: urban and suburban

Property Size:

65-115 Rooms

SEGMENT:

Upper-Midscale

COMPETITIVE SET:

- Hampton by Hilton®
- Fairfield® by Marriott
- LaQuinta® Inns & Suites
- Holiday Inn Express®
- Comfort Inn®

TRAVEL PASS™

SONESTA®

Here Today. Roam Tomorrow.

- 6 Million Travel Pass Loyalty Members
- Competitive earning structure helps guests achieve status faster
- Members spend more and stay more
- Drive direct bookings on brand.com
- Build awareness and engagement through robust email marketing exclusive offers

Learn more at
sonesta.com/travel-pass



SONESTA

INTERNATIONAL HOTELS

15 brands | 1,100+ properties | 100,000+ rooms



Sonesta Essential Vacaville - Napa Valley



Sonesta Essential Indianapolis Airport



Sonesta Essential Minot



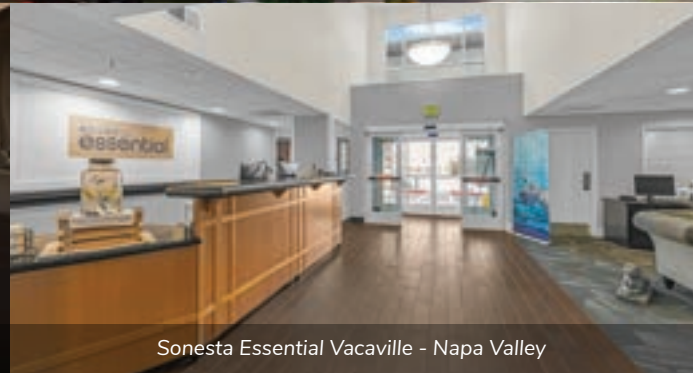
Sonesta Essential Vacaville - Napa Valley



Sonesta Essential Indianapolis Airport



Sonesta Essential Indianapolis Airport



Sonesta Essential Vacaville - Napa Valley

SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at development@sonesta.com • Learn more at franchise.sonesta.com

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THE JAMES™
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HOTELS AND RESORTS

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CANADAS
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