



SONESTA

HOTELS AND RESORTS

Brand Defining Standards

Brand Defining Standards are the memorable experiences that bring the Sonesta Hotels & Resorts brand to life. With select touch points along the guest journey, we create Brand Defining Standards that are consistently provided at every Sonesta Hotel and Resort.

Sonesta Studio

Whether aerobic or cardio—or both—are part of your workout routine, our gym is open around the clock, so you can make staying fit part of your Sonesta stay. Featuring tech enabled state of the art cardio equipment to zoned strength training and calisthenics areas the Sonesta Studio offers our guests a dynamic full body experience.

The Market

Pay a visit when you're looking for a snack. The Market is open for you 24 hours a day for that late night snack or early morning offering for our on the move guests offering a full array of retail food & drink offerings including beer and wine.

Influenced Restaurant

Our hotels & resorts approach food & beverage authentically incorporating localized and experiential offerings that provide high energy and bold offerings for our guest's to explore.

Unique Meetings

Introducing a transformational way to work, meet, and collaborate at Sonesta. New environments designed to reflect the lifestyle and expectations of today's modern professionals. Services and experiences that embody Sonesta's commitment to hospitality paired with a renewed focus on wellness. A destination to celebrate team achievements and moments of one-to-one professional connection.



Brand Defining Standards

GUEST ROOMS

Room Types

As unique as the locations to which we embody, our room type configurations seek to maximize premium room strategies and exceed our guest's needs and desires to provide an exceptional stay experience

TV Programming

- 55"+ Hospitality grade Smart HDTV with brand spec channel offerings
- App and casting to TV (coming soon)

Room

- In-room compact refrigerator
- Brand standard coffee program offering

Closet

- In-room electronic safe
- Iron/ironing board/holder

Bed

- Luxury 300 thread count linens with white top sheet per brand specifications
- Four pillows per bed
- Night stand charging (USB and standard outlets)
- Alarm clock with wireless charging and USB + standard outlet

Bathroom

- Bulk amenity dispensers with exclusive bathroom amenities per brand specifications
- Curved shower rod and white double shower curtain with view window
- Hand-held hair dryer
- Consideration of converting tub/showers to shower only

Temperature Control

- Wall-mounted individual digital thermostat



LOBBY AND PUBLIC SPACE

- 24 hour reception desk (pod style for renovations)
- The Market
- Sonesta Studio
- Wireless printing capabilities

FOOD & BEVERAGE

- 24/7 food offering through our market
- Influenced restaurant breakfast and dinner concept

WI-FI

- Complimentary basic Wi-Fi

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