

Signature INN BY SONESTA™

With a cheap-chic design and eye-catching branding, Signature Inn brings back the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.

BRAND PILLARS

Our values are meant to make guests feel inspired and relaxed.

VIBRANT

Signature Inn preserves and promotes an eye-catching and exuberant style that is grounded in today while evoking a simpler time.

CONTEMPORARY

Signature Inn provides the latest in hotel amenities and conveniences uniquely blended with our design aesthetic. We think of it as “retro-modern.”

FAMILIAR

Capturing the earnest mentality of a bygone era, welcoming staff and restful rooms elevate comfort levels for all guests.



MANIFESTO

Signature Inn, rooted in the golden age of travel, honors the past while embracing the present. The spaces are a celebration of retro charm and modern comfort—a place where style meets affordability. Signature Inn believes in creating experiences that are as unique as the travelers who walk through the doors. The bold design and vibrant spirit remind guests that every journey should be memorable, every stay should be special, and every moment should reflect the joy of discovery. More than just a hotel, it's a time capsule reimagined for today's travelers, inviting travelers to relive the magic of travel's heyday with a modern twist.



CONSUMER SWEET SPOT



#ModernDayRamblers

Signature Inn customers have a bit of nostalgia for classic Americana and appreciate mid-century modern design. They are young at heart go-getters who are both inquisitive and in-the-know. A great bed, HDTV, and strong Wi-Fi make these guests feel right at home even while on the road.



TARGET MARKETS

Secondary and Tertiary Markets

Road Trip Destinations

Coastal Cities and Towns

Urban Locations

RETRO CHIC

Many boutique and experience-driven hotels take chances by rolling out bold designs and buzz-worthy campaigns. Signature Inn brings a cool and creative approach to the upper economy market, setting it apart from its competitors that focus solely on value and convenience.

Signature Inn is ideal for both conversion and new-build hotel locations.

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