

## DEFINING BRAND STANDARDS

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

### ARRIVE



**ARRIVAL & LOBBY**  
A welcoming lobby experience with logo door decals, artwork, and a welcome mat to ensure a warm welcome for guests.



**TAKE-OUT DROP SPOT\*\***  
Take-out food pickup area in the lobby for maximum guest dining convenience.



**FREE PARKING**  
Offer complimentary parking for guests.

### EAT + DRINK

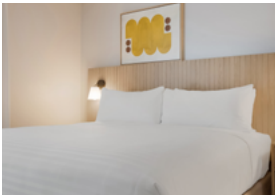


**THE MARKET**  
A 24/7 marketplace offering sundries, snacks, and beverages.



**INSPIRATIONAL INDULGENCES**  
Indulge in complimentary lobby snacks, like popcorn, each evening for a relaxing treat after a long day.

### STAY



**BED**  
Crisp linens, plush pillows, and a spacious work area.



**BATH AMENITIES**  
Bath towels and amenities featuring an orange blossom fragrance, with clean fixtures and a well-lit bathroom.



**IN-SUITE SIMPLE KITCHEN**  
Fully equipped simple kitchen with all of the cooking supplies needed for mealtime.



**FITNESS CENTER**  
24/7 gym with weights and cardio equipment.



**KITCHEN ON DEMAND**  
A space for guests to access commonly requested appliances such as blenders and toasters that may not already be in the suite.



**MUD CLOSET\*\***  
Offer home essentials like laundry facilities, pet supplies, and Kitchen On Demand.



**OUTDOOR SPACES**  
On-site grilling under a gazebo or on a patio with picnic tables.



**ARTWORK**  
Enliven the hotel with bold, minimal prints throughout the hotel.

## 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 Sonesta Simply Suites brand hotels.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



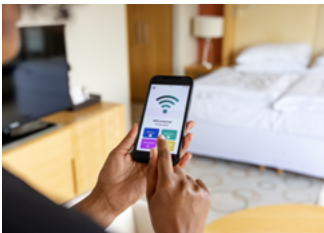
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION STANDARDS



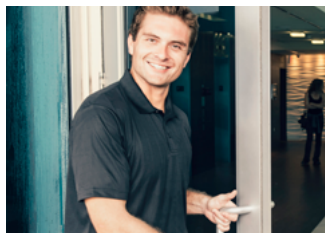
BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

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 and Brand Hub.

