

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 unnecessarys 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®

POINTS ADD UP QUICKLY TOWARD **FREE NIGHTS!**

- \$1 spent = 10 points or
\$1 spent = 5 points at Sonesta
Simply Suites
- Points don't expire**
- Enjoy perks on your first qualified
night stayed

MAKE EVERY STAY MORE REWARDING

Visit sonesta.com/travel-pass
for our growing collection of properties and
redemption options.

**Points do not expire for active members. Points are earned on qualified room revenue only. Redemption point values are subject to change. Please visit sonesta.com/travel-pass for program details and full terms and conditions.





SONESTA

INTERNATIONAL HOTELS

17 BRANDS | 1200+ PROPERTIES | 100,000+ ROOMS



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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