



Core Brand Standards

Core Brand Standards are the memorable experiences that bring the Sonesta Essential brand to life. With select touch points along the guest journey, we created Core Brand Standards that are consistently provided at every Sonesta Essential.

Brand Defining Standards

It's All About the Fluff

Rest assured, you'll sleep well with us. We know a good night's sleep and being comfortable is essential – that's why we've designed the fluffiest bed around. With layers of comfort, fluffy pillows and more, sleeping will be effortless during your travels.



Essential Kids

(Concept Coming Soon)



**Brand Defining Standards are subject to change once formally piloted and tested.*

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Foundational Brand Standards

Guest Rooms

- A mix of single and double standard guest rooms
- Elevated bedding focusing on the fluff and unique sleep program
- Bedside charging ports
- 55" Smart HDTV with channel selection featuring capability to easily connect your devices and streaming apps
- High-speed complimentary WiFi
- Mini refrigerator
- Bathroom features including amenity dispensers, high pressure showerhead and hair dryer
- Essentials on demand (*items available upon request*)

Food & Beverage

- Complimentary hot breakfast featuring the essential breakfast items, done right
- Premium, all-day coffee experience
- Sundry Market (*refrigeration is optional*)

Lobby & Public Space

- 24-hour reception desk
- Filtered water station (*optional if refrigeration in Market is present*)
- Lobby Area
- Breakfast Room
- Fitness Center
- Essential Lab (*optional*)
 - Co-work space equipped with tech features to encourage guests to work and/or connect with other guests
- Pool (*optional*)
- Laundry for guest purchase (*optional*)
- Meeting Space (*market driven / optional*)
- Outdoor Space (*optional*)
- Wireless printing capabilities

Additional Foundational Standards

- Sonesta Travel Pass
- PAWS Program
- Brand Design Guidelines
- Exterior Signage
- Interior Signage
- Non-Smoking Hotel
- RFID Electronic Locks
- Opera PMS



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