



CORE BRAND STANDARDS

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

THE COMMONS

The Commons at Sonesta Select is the food and beverage hub of the hotel reimagined for today's travelers - both business and leisure. The Commons offers the "We Proudly Brew" Starbucks program along with quick bites and more traditional breakfast offerings. At night this cafe setting turns into a lively bar, offering a full beverage program and craveable, shareable food options.

GUEST JOURNEY TOUCHPOINTS

On-brand messaging that brings a smile. As you wander through the hotel, feel inspired by these whimsical touches of color and personality.

THE SCREENING AREA

Periodically lounge in the communal areas while watching a rotating schedule of movies.

THE PARK & FIREPIT

Take in the fresh air and connect with friends, family or colleagues around the warmth of a firepit. Enjoy S'mores and hot chocolate kits for a seasonal treat.

PET WELCOMING

Pet-friendly accommodations, amenities and services with the Sonesta PAWS program.



FOUNDATIONAL BRAND STANDARDS



GUEST ROOMS & SUITES

ROOM TYPES

Configurations seek to maximize premium room strategies and exceed our guest's needs and desires to provide an exceptional stay experience

BEVERAGE CENTER

- Compact refrigerator
- Ice bucket with tray and glasses
- Coffee maker, coffee, sugar caddy

TV PROGRAMMING

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

CLOSET

- In-room electronic safe (optional if safety deposit boxes are available at reception)
- Luggage rack if bench is not available
- Iron/ironing board/holder

BED

- Triple sheeting with white decorative top sheet
- Fitted base wrap
- Four pillows per bed
- Night stand charging (USB and standard outlets)

BATHROOM

- Bulk amenity dispensers
- Curved shower rod and white double shower curtain with view window
- Hand-held hair dryer

TEMPERATURE CONTROL

- Wall-mounted digital thermostat

WI-FI

- Complimentary Wi-Fi

LOBBY, MEETING AND PUBLIC SPACE

- The Commons
- 24 hour reception desk (pod style for renovations)
- Filtered water station
- Fitness center available 24/7
- Conference room with A/V Options
- Suds (laundry facility)
- Collab (co-work areas)

OUTDOOR PUBLIC SPACE

- The Park featuring firepits with seating area
- The Walk (pet relief area)

ADDITIONAL FOUNDATIONAL STANDARDS

- Sonesta Travel Pass
- Brand Design Guidelines
- Architecture Design & Construction Standards
- Exterior Signage
- Interior Signage
- Non-Smoking Hotel
- RFID Electronic Locks
- Opera PMS



SONESTA
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