

# The ROYAL SONESTA

## CORE BRAND STANDARDS

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

### SIGNATURE BRAND NAMES FOR HOTEL AMENITIES

Brand-specified names for areas of the hotel to include:

- Sonesta Work Suite (experiential, collaborative work space)

### AUTHENTIC RESTAURANT DESTINATION

Locally inspired & artistically created cuisine providing a minimum of two meals daily.

### LIFESTYLE MEETING SPACES & EXPERIENCES

From flexible, multi-use indoor / outdoor spaces to brilliantly designed convertible spaces; transitioning from Meeting Rooms to Destination Bar scene.

### PET WELCOMING

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



# FOUNDATIONAL BRAND STANDARDS

## GUEST ROOMS & THEMED SUITES

Locally, wellness or mascot inspired, our room type configurations seek to maximize premium room strategies and exceed our guest's needs and desires to provide an exceptional stay experience.

## TV PROGRAMMING

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

## ROOM

- In-room Keurig compact refrigerator
- Coffee & Tea in-room programming
- Digital compendium

## CLOSET

- In-room electronic safe
- Garment refresh solutions

## BED

- Luxury 300 thread count linens with white top sheet per brand specifications
- Four pillows per bed
- Night stand charging (USB and standard outlets)
- Alarm clock with wireless charging and USB + standard outlet

## BATHROOM

- Eco-friendly amenity dispensers with exclusive bathroom amenities
- Curved shower rod and white double shower curtain with view window
- Hand-held hair dryer
- Consideration of converting tub/showers to shower only

## TEMPERATURE CONTROL

- Wall-mounted individual digital thermostat

# LONG LIVE THE GUEST.

## WI-FI

- Complimentary basic Wi-Fi

## LOBBY AND PUBLIC SPACE

Sonesta Work Suite (experiential, collaborative work space)

- Meeting "Recharge" Stations stocked with coffee and tap style refreshments
- Wireless printing capabilities

## FOOD & BEVERAGE

- Restaurant

## ADDITIONAL FOUNDATIONAL STANDARDS

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