

The
ROYAL
SONESTA



**LONG LIVE
THE GUEST.**





The Royal Sonesta hotels offer ideal high-design hideaways and an effortless feeling of connecting to your local coordinates—whether it be our guests to each other, to a business meeting, or to the destinations in which our portfolio calls homes.

Locations are ideally suited for exploration, cuisine is inspired by the locale and artistically created, meeting and event spaces are noteworthy, and the hospitality elevates any expectations to match every experience elegantly.

KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- Hotels in or outside of urban markets
- 30% group, 70% transient
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check-in drives rate in the week for the week

18

DISTINCTIVE UPPER
UPSCALE PROPERTIES

6185

ROOMS & SUITES

2

COUNTRIES



*The Royal Sonesta
Kaua'i Resort*



MARKETPLACE

TARGET MARKETS:

Primary and secondary city
and resort destinations

SEGMENT:

Upper-Upscale

COMPETITIVE SET:

- InterContinental
- Kimpton
- W Hotels
- Westin
- Grand Hyatt
- JW Marriott
- Renaissance
- Conrad

SONESTA TRAVEL PASS

STAY. REWARDED.

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.



*The Royal Sonesta
Stephen F. Austin*



SONESTA

INTERNATIONAL HOTELS

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



The Royal Sonesta Chicago Downtown



The Royal Sonesta Harbor Court Baltimore



The Royal Sonesta Chase Park Plaza St. Louis



The Royal Sonesta Portland Downtown



The Benjamin Royal Sonesta New York



The Royal Sonesta San Juan



The Royal Sonesta New Orleans



The Royal Sonesta Boston

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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