

DISCOVER SONESTA

8th LARGEST hotel company in the US | **1,100+** properties | **13 brands** | **1 POWERFUL** loyalty program
100,000+ rooms | **9 countries**

Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com





Sonesta's President and CEO, John Murray, named Person of the Year by LODGING Magazine

VALUE DEFINED BY SONESTA

Sonesta has a hotel brand for every kind of guest—and owner. Discover the Sonesta Value portfolio, a powerful collection of our most accessible brands. With reasonable brand standards, these conversion-friendly brands are redefining value.

Brought to you by owners who know what it means to own, invest in, and operate powerful brands that can help you stand out from the competition and grow.

RED LION
HOTELS, INNS & SUITES
BY SONESTA

Signature
INN BY SONESTA

AMERICAS
BEST VALUE INN
BY SONESTA

CANADA'S
BEST VALUE INN
BY SONESTA

8th LARGEST hotel company in the US | **1,100+** properties | **13** brands | **1** POWERFUL loyalty program
100,000+ rooms | **9** countries

AMERICAS
BEST VALUE INN
BY SONESTA



Americas Best Value Inn & Suites Lake Charles at I-210 Exit 11

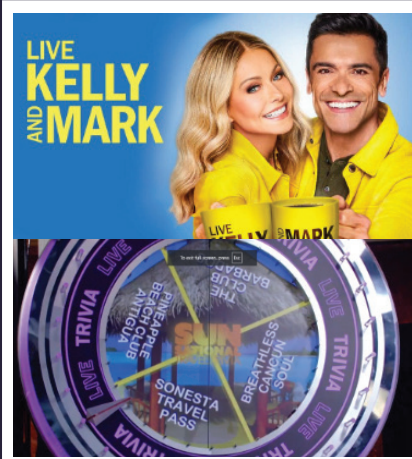
The Boston Globe

Would a root beer float float your boat?

Slurp a root beer float at the Royal Sonesta Boston hotel (actually located across the river in Cambridge; www.sonesta.com). Because nothing says summer like the sweet marriage of creamy vanilla and bubbly root beer! The hotel's newly-launched signature Root Beer Float features locally-made Tower Root Beer, topped with ice cream and a small chocolate in the shape of the property's canine mascot, Baron. They'll add RumChata for adults who want to make it boozy. This delightfully summer-y beverage is



Would a root beer float float your boat? HANDOUT



HB HOTEL BUSINESS

Elizabeth Harlow

SONESTA CHIEF BRAND OFFICER ELIZABETH HARLOW GIVES ADVICE TO WOMEN LEADERS

by Abby Klynski April 4, 2024

Sonesta Chief Brand Officer Elizabeth Harlow is helping to pave the way for women leaders in hospitality. Over her tenure at the company, she has defined brands that resonate across different demographics, increase the development of new partnerships and redoubled the customer journey.

travelmarket
Voice of the Travel Advisor report

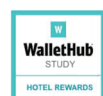
Red Lion Hotels, Inns & Suites by Sonesta is adding a "Sock Service" at select properties across the U.S. that will offer Sonesta Travel Pass members complimentary socks. Guests at one of the four pilot locations (Red Lion Hotel Orlando Lake Buena Vista South in Florida, Red Lion Hotel Portland Airport in Oregon, Red Lion Hotel Gillette in Wyoming, and Red Lion Hotel and Conference Center Cheyenne in Wyoming) can request a complimentary pair of Wide Open socks upon check-in.

INSIDER TRAVEL REPORT
Where your news comes first

How Sonesta Has United a Loyalty Program With Nearly 1,100 Hotels

WalletHub

Best Hotel Rewards Programs



Every major hotel chain has its own loyalty rewards program, which anyone can join for free. But these hotel rewards programs are not equally rewarding for everyone. They all have different rules, earning rates and point values, as well as a variety of unique benefits. Plus, a lot depends on where you travel, how often you stay in hotels, and how much you're comfortable spending per night.

To help travelers of all types save time and money, WalletHub compared the 9 most popular hotel rewards programs using 21 key metrics, ranging from point values to blackout dates for booking free nights. You can see the overall rankings below, followed by a calculator that allows you to customize the rankings to your budget.

Forbes ADVISOR

Hotel Status Matches: The Complete Guide

Forbes

FORBES 3 LIFESTYLE 3 TRAVEL

How To Embrace Minimalism When Traveling

Ramsey Quebein Contributor @ Ramsey Quebein covers the latest airline, hotel and cruise travel news.

Follow

TRAVEL+ LEISURE

This Is the No. 1 Hotel Reward Program, According to WalletHub



Signature Inn Berkeley Oakland



Red Lion Hotel Kalispell



Red Lion Inn & Suites Goodyear Phoenix



SONESTA TRAVEL PASS

2024

One Site. One Sell.
One Unified Loyalty Program.
One Powerful Marketing & Media Campaign.



2023

Classico, MOD and Sonesta Essential Hotels launch.



Americas Best Value Inn is awarded #1 in guest satisfaction among economy hotel brands by J.D. Power.



2022

The James Hotels brand acquired.



2021

Acquisition of Red Lion Hotels Corporation. Unprecedented Sonesta brand franchise opportunities launch.



2020

Sonesta Simply Suites initially launches with over 60 locations. Sonesta Select Hotels brand launches in December with 9 hotels.



2013

Travel Pass, our guest loyalty and rewards program, launches.



2012

The Sonesta ES Suites brand is introduced with 16 properties.



2000

Sonesta's original cruise ship, the Moon Goddess, launches in Egypt's Nile River.



1999

Sonesta Posadas del Inca launches hotels in Miraflores Lima, Lake Titicaca Puno and Sacred Valley Yuca, Peru.



1982

Sonesta Cairo Hotel & Casino opens.



1970

HCA is renamed Sonesta International Hotels Corp.

1968

Sonesta Montreal (1968 – 1973) becomes our first international Sonesta hotel.

1957

The first Charterhouse Hotel (1957 – 1968) opens in Bangor, Maine. It was followed by a line of 25 others until 1983.

1953

The Plaza (1953 – 1975), the iconic hotel in New York City, is purchased from Hilton for \$15,000,000.



1937

Sonesta is founded. A.M. (Sonny) Sonnabend purchases the Preston Beach Hotel in Massachusetts (1937 – 1952) with six other investors.



ADDITIONAL LOCATIONS:

- Caribbean
- Egypt
- Latin America

13 brands

1,100+ properties

100,000+ rooms



The Benjamin Royal Sonesta New York

HOSPITALITY REDISCOVERED

Become part of a brand family unlike any other, inspired by your guests and the authentic, innovative and memorable experiences they crave.



THE ROYAL SONESTA

The Royal Sonesta hotels are as unique as our destinations, yet each one provides consistently warm, unscripted service delivered with an elevated wit. These distinctive, memorable hotels are located in coveted resort destinations and the heart of city centers. Locations are ideally suited for exploration, cocktails and cuisine are artistically crafted and meeting and event spaces are noteworthy. It's upscale travel redefined for the modern era.

Long Live The Guest.™

TARGET MARKETS

Primary and resort destinations

Upper Upscale
Distinctive Full Service
Elevated Amenities
Experiential



THE JAMES HOTELS

The James is a storied brand with a classic, luxe lifestyle spirit. Driven by reliable sophistication, worthwhile connections, and spirited curiosity, The James delivers an experience that is as classic as it is modern. With destination-worthy B&F, direct access to sought-after local experiences, and a timeless sensibility that manifests in every facet of each hotel, The James offers the sure thing that guests desire, every time.

Right on Timeless.™

TARGET MARKETS

Primary urban and resort destinations

Upper Upscale
Experiential
Convivial & Cocktail-Forward B&F
Local Access Granted



CLASSICO Collection by SONESTA

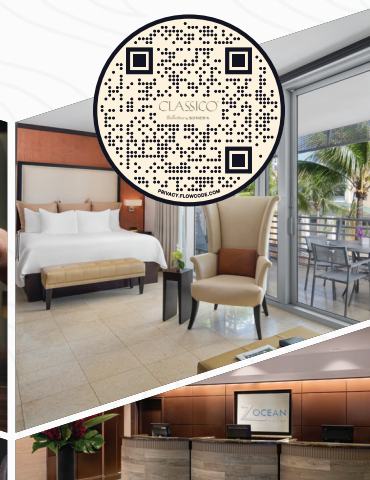
Sonesta's spirit and service culture come to life in this new brand that focuses on good taste. Inspired by the past, Classico offers a collection of hotels as local as they are worldly, as authentic as they are traditional, and as rich as they are comfortable. This means infusing each property with signature local cuisine, traditional high-touch service, and refined interiors. The result is an inviting, charming experience that breathes new life into rich heritage.

Traditionally Contemporary™

TARGET MARKETS

Primary and lifestyle markets urban, leisure, and resort destinations

Upper Upscale
Signature Cuisine
Refined Interiors



SONESTA HOTELS, RESORTS & CRUISES

With stylish interiors, infused with a serene, modern aesthetic, curated wellness experiences, a lively personality and genuine, warm service culture, Sonesta Hotels & Resorts is a sanctuary to regain your sense of self and rediscover your inner compass. As a step along your journey – for vacations, meetings and life's special events – our properties are places to reconnect with yourself and those you care about.

Travel From The Inside, Out.™

TARGET MARKETS

Primary and secondary city and resort destinations

Upscale
Full Service
Elevated Amenities
Experiential



MOD A SONESTA COLLECTION

Like people, hotels are individuals. They grow and evolve as time passes, discoveries are made, and society shifts. MOD is a collection of these individual hotels, inspired by the flexible lifestyles of the present and future. Built on the solid foundations of curated food & beverage and eclectic décor, MOD properties have space to surprise and delight guests, whether they're in search of something new or just trying to stick with their routine on the road.

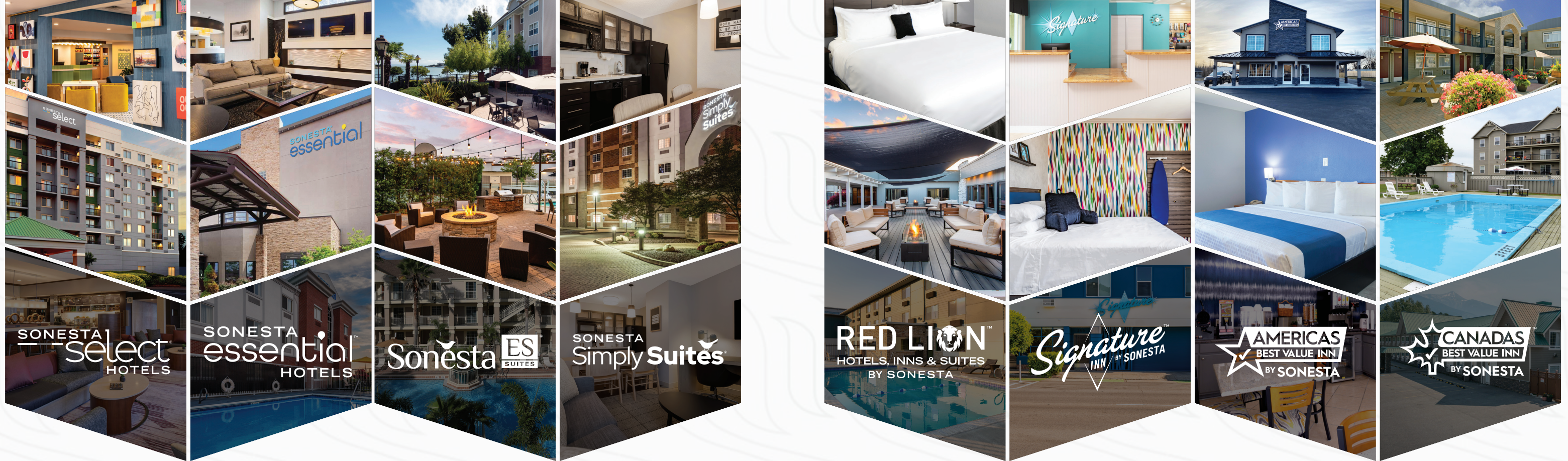
As Inventive As They Are Distinctive.™

TARGET MARKETS

Primary and lifestyle markets urban, leisure, and resort destinations

Upscale
Curated Food & Beverage
Eclectic Décor





SONESTA SELECT HOTELS

Sonesta Select Hotels is that neighborhood made just for you. A neighborhood vibe that fills you with that sense of belonging, warmth, and inspiring flair. A setting that always encourages you to be your best self, sets you up for a stellar day ahead, and let's you wind down after the work's been done by sharing in the uplifting spirits and inspired spaces of all Sonesta Selects Hotels.

Neighborhood Hotels Made Personal.

TARGET MARKETS
Suburban office park and airport locations

Upscale
Select Service
Focused on comfort, convenience, and sense of community

SONESTA ESSENTIAL HOTELS

Sonesta Essential Hotels are all about getting the basics right, and consistently. Whether you're briefly in town for a meeting, working a local job, 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 Hotels are carefully designed and operated to offer you exactly what you need.

You're On Your Way.™

TARGET MARKETS
Adaptable across multiple market segments: urban and suburban

Upper Midscale
Select Service
Limited Food & Beverage
Focus on Comfort Essentials

SONESTA ES SUITES

With Sonesta ES Suites, home is any new spot you're going to be staying a while in. The new settings might be different but the friendly faces are still the same. You have access to everything at your fingertips and even a backyard to bring it all back to that at home feeling. Refreshing, homelike spaces, greet every guest but with some unexpected little surprises sprinkled in.

Your Home On The Road.

TARGET MARKETS
Suburban and airport locations

Upper Midscale
Extended Stay
Focus on Comfort Essentials

SONESTA SIMPLY SUITES

Because everyone deserves to feel the benefits of "simple" without all the effort it takes when you're staying an extended period of time. Sonesta Simply Suites is here to help you make each moment away from home a little bit easier each time—no matter the duration. The challenges? Distance from family? They all disappear when you feel that sense that "worry-free" is an always on amenity. Everything You Need. At Ease. Inviting.

Stay Simply.™

TARGET MARKETS
Suburban and airport locations

Midscale
Extended Stay

RED LION HOTELS and RED LION INNS & SUITES

Red Lion is where adventure begins. A vibrant and authentic hub, Red Lion provides travelers with a welcoming space to recharge and prepare for their next journey. Whether it's solo explorers, adventurous groups, or families on the go, Red Lion's friendly and knowledgeable staff are there to help guests make the most of every moment. This is the go-to destination for those who seek experiences, camaraderie, and the energy to take on the road ahead.

Make It #WorthIt™

TARGET MARKETS
Conversions and new builds in all markets

Midscale
Full (RLH) & Select Service (RLS)
Encourages Local Adventure
Focus on Comfort Essentials
Family Oriented & Business Driven

SIGNATURE INN

With a cheap-chic design and eye-catching branding, Signature brings back the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.

Travel Outside Ordinary®

TARGET MARKETS
Conversions in secondary and tertiary markets

Affordable Boutique
Independent Ethos
Modern Retro Design
Convenient Locations

AMERICAS BEST VALUE INN

The Americas Best Value Inn brand offers reliable, affordable accommodations with consistent comfort and quality service across the U.S. We're the trusted choice for budget-conscious travelers seeking value without compromise.

The Best Value. Period.™

TARGET MARKETS
Conversions and new builds in secondary and tertiary markets

Economy
Focus on Comfort Essentials
Focus on Best Value
Patriotism

CANADAS BEST VALUE INN

The Canadas Best Value Inn brand offers reliable, affordable accommodations with consistent comfort and quality service throughout Canada. We're a trusted source for budget-conscious travelers seeking value without compromise.

The Best Value. Period.™

TARGET MARKETS
Conversions and new builds in secondary and tertiary markets

Economy
Focus on Comfort Essentials
Focus on Best Value
Patriotism



SONESTA TRAVEL PASS™

Here Today.
Roam Tomorrow.™

SIMPLY REWARDING

Sonesta Travel Pass is our guest rewards program that gives you perks, points, privileges and exclusives on top of the warm, friendly service and little extras you'll find at any Sonesta — to make each stay even more special.

- 6.9 million members and growing¹
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings²

AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at sonesta.com/travel-pass



RELATIONSHIPS ARE OUR GROWTH STRATEGY



We approach franchising with a solid understanding of what challenges hotel owners and operators face, as we're an owner and operator ourselves. Our team cares about your bottom line. Personalized support, focused brand standards and flexible programs can help you maximize your hotel's performance.

- **Dedicated Hotel Operations Support & Service**
- **Global Sales support helps to deliver more revenue opportunities**
- **Dynamic marketing helps grow brand awareness and boosts market share**
- **Revenue management designed to increase occupancy & revenue performance**
- **Channel management & distribution teams can help position you for success**
- **Portfolio buying power helps to lower franchisee third-party fees and operating expenses**

1. Includes addition of Hello Rewards members in 2024.
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/IIS and Signature Inn joined the Travel Pass program in April 2024.