

# The ROYAL™ SONESTA

## BRAND SNAPSHOT

THE ROYAL SONESTA IS A COLLECTIVE OF UNIQUE, MEMORABLE HOTELS IN SOME OF THE WORLD'S MOST EXCITING TRAVEL DESTINATIONS. THROUGH WARM, UNSCRIPTED SERVICE AND ELEVATED WIT, THE ROYAL SONESTA IS REDEFINING THE EXPERIENCE OF UPSCALE TRAVEL.

## BRAND PILLARS

### LOCALIZED INDIVIDUALITY

Creating an upscale environment as authentically and individually surprising as the destination itself

### UNSCRIPTED WARMTH

Being genuine and friendly to create a lasting connection with guests

### “HA”-INSPIRING CHARM

Aiming for a sophisticated wit that isn't laugh-out-loud funny, but is silent-chuckle entertaining

### BIG DAY KNOW-HOW

Using our deep expertise to stage life's important personal and professional moments with flair



LONG LIVE  
THE GUEST.™



The royal treatment is changing. It's warming up from aloof to approachable. Opening up from red rope to red carpet. Loosening up from stuffy to witty. The Royal Sonesta began in opulence, sure, with museum-quality art on its walls, yet always with an heir —*pardon the pun*— of levity. Always with a seal of authenticity. From San Juan to San Francisco, every destination is sovereign.

The Royal Family: loyal guests —*sorry, guests*— who travel on official business, on vacation, on both. Who journey alone, with their beloved, with their gang. Who renounce the commoner experience in favor of a singularly extraordinary experience—one of noble service and supreme localization. From the hearts of our great cities, to the splendor of our grand oceans, to the majesty of the Nile river, the royal "We" announce a new era in hospitality.



### PROMISE

We deliver an experience that makes guests feel like new age Royalty.

### MISSION + VISION

We aim to redefine stuffy traditional luxury travel. We do this through delivering warm and witty upscale travel experiences; each with their own distinctive local and brand-relevant narrative.

### THE NEW AGE GROUP

From meeting spaces that seamlessly merge technology to elevated amenities, these guests value a hospitality experience that does it all. For The New Age Group, travel is about productivity and connecting with others.

### THE EXPLORER

This guest is passionate about discovering new places, whether it's bustling city streets, serene natural landscapes, or hidden gems off the beaten path. This guest is traveling for pleasure - whether on a solo trip, enjoying weekend getaway with friends or immersing in a romantic moment, The Explorer values in-the-know guidance that makes their stay memorable.

## TARGET GUESTS

### THE ROYAL FAMILY

The Royal Family knows conventional opulence can be boring, so when searching for the perfect vacation destination they look for accommodations that hit the sweet spot—refined enough for the adults, and fun enough for the kids. From design to programming, this target audience group values a sense of imagination.

### THE NOT-BORED MEMBER

Business travel doesn't have to be a chore. The Not Bored Member seeks out moments of relaxation and indulgence that contribute to overall well-being and productivity. They rely on The Royal Sonesta's inspiring spaces in which to work and delicious localized F&B to refuel.