

# 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

Reassuring and enticing guests with genuine empathy

### "HA"—INSPIRING CHARM

Aiming for a sophisticated wit

### BIG DAY KNOW-HOW

Staging all of life's important personal and professional shared moments



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, a curated celebration of its local customs, fancy cocktails, and artisan coffee...

This attracts a new royal family: loyal guests —*sorry, guests*— who travel on official business, on vacation, on both. Who journey alone, with their beloved, with their 17 children. Who renounce commoner upscale hospitality —*see what we did, there?*— in favor of a singular, extraordinary experience. One of the 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

To surprise each guest with a lighthearted, localized upscale travel experience.

## VISION

To shift **upscale hospitality** toward integration with **local environments**.

## MISSION

To spark the imaginations of **elevated, yet down-to-earth, travelers**.

## THE PERSONAL JOURNEYER

This guest wants their horizons broadened internally as well as externally. They pursue different, enriching perspectives that help them grow spiritually, intellectually, and emotionally. For The Personal Journeyer, travel is about discovering themselves as much as the world.

## THE EXPLORER

This guest wants authentic immersion in new destinations, not isolation in sterile extravagance. Whether in town for business, pleasure, or bleisure—alone or with the whole family—The Explorer seeks in-the-know guidance as they traverse parts unknown.

## TARGET GUESTS

## THE ROYAL FAMILY

Conventional luxury is especially boring for kids, therefore the The Royal Sonesta family is searching for the perfect compromise—luxurious enough for the parents, 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 makes time for fun, memorable moments in between meetings and other job-ligations, taking advantage of The Royal Sonesta’s commitment to localized individuality and elevated wit.