



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

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

TRAVEL PASS™

SONESTA

Here Today. Roam Tomorrow.

- 6 Million Travel Pass Loyalty Members
- Competitive earning structure helps guests achieve status faster
- Members spend more and stay more
- Drive direct bookings on brand.com
- Build awareness and engagement through robust email marketing exclusive offers

Learn more at
sonesta.com/travel-pass

The Royal Sonesta Kaua'i Resort Lihue



19
DISTINCTIVE UPPER
UPSCALE PROPERTIES

6,185
ROOMS & SUITES

2
COUNTRIES

*The Royal Sonesta
Washington DC, Capitol Hill*



SONESTA

INTERNATIONAL HOTELS

15 brands | 1,100+ properties | 100,000+ rooms



The Royal Sonesta Chicago Downtown



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

SONESTA



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