

CLASSICO™

Collection by SONESTA



Traditionally CONTEMPORARY.™

Old-world charm
 IS REIMAGINED
 WITH EACH
 PROPERTY IN THE
 COLLECTION
*which activates its own
 design and hotel story*

KEY HOTEL ATTRIBUTES

- **SIGNATURE CUISINE**
 Classico delights with a dining and bar experience founded on signature, local cuisine, whether exquisitely traditional or surprisingly contemporary.
- **HIGH TOUCH SERVICE**
 At Classico, team members celebrate the individuality of their hotel's story and design in all they do. From local amenities, content and touchpoints, to warm, anticipatory interactions, we create memorable experiences through service.
- **REFINED INTERIORS**
 Classico charms guests with a cultivated aesthetic sensibility, inviting them into atmospheres at once irresistibly warm and inspirationally sophisticated.

MARKETPLACE

TARGET MARKETS:
 Urban, Destination Leisure, and Resorts

SEGMENT:
 Upper-Upscale

COMPETITIVE SET:

- Curio A Collection by Hilton®
- Trademark Collection by Wyndham
- Autograph Collection™
- Vignette Collection™
- The Unbound Collection By Hyatt®
- Unaffiliated Hotels

SONESTA TRAVEL PASS™

Here Today.
 Roam Tomorrow.™

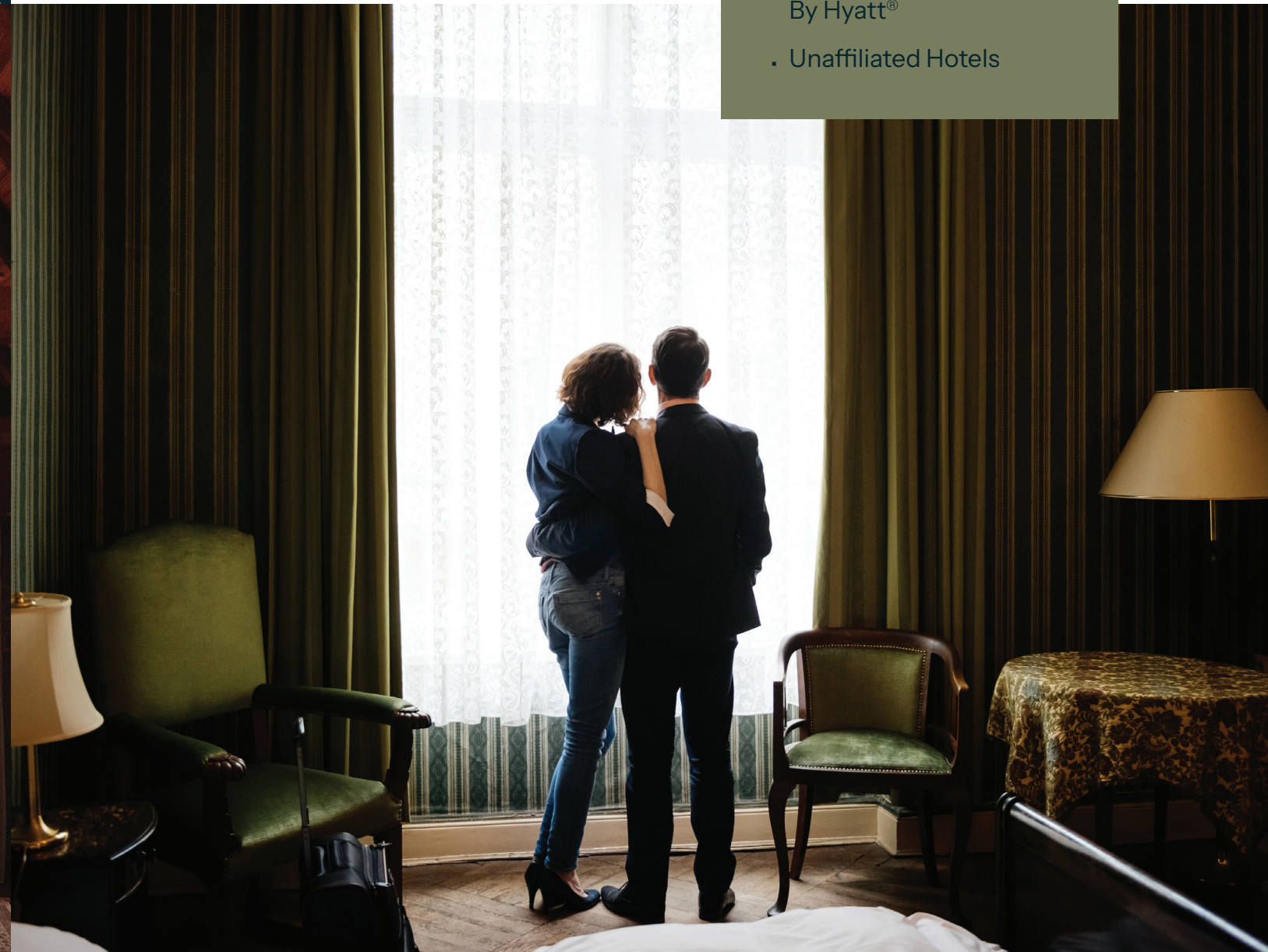
- 6.9 million members and growing
- Travel Pass members are more likely to convert on Sonesta.com than non members*
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings*

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

*Includes addition of Hello Rewards members in 2024; includes all Sonesta brands.



Costa Sur Resort, Classico Collection by Sonesta

Z Ocean Hotel, Classico Collection by Sonesta



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



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Costa Sur Resort, Classico Collection by Sonesta



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Costa Sur Resort, Classico Collection by Sonesta

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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