



Traditionally CONTEMPORARY

CLASSICO

A SONESTA COLLECTION

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.

KEY ATTRIBUTES:

- Memorable, lifestyle brand
- High-touch service
- Refined interiors
- Signature cuisine



MARKETPLACE

TARGET MARKETS:
Primary and Lifestyle Markets
Urban, Leisure, and Resort Destinations

SEGMENT:
Upper-Upscale

COMPETITIVE SET:
Curio
Trademark
Autograph
Vignette

The Unbound Collection by Hyatt



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SONESTA FRANCHISE & DEVELOPMENT TEAM

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AND SUITES

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