



At Sonesta Hotels & Resorts, the destinations boast an impressive array of properties dedicated with you in mind. Your mood is marvelously curated the minute you meet at the front desk. Each guest arrives in their own unique way and with Sonesta Hotels & Resorts, personalization isn't just a catch phrase: it's in every touchpoint. Seamless. Calming. Intentional. Scenic.

KEY ATTRIBUTES OF TOP PERFORMING HOTELS

- Hotels that range in size from 290-375 rooms 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

Sonesta Resort Hilton Head Island

MARKETPLACE CET MARKETS: Drimory and agos

TARGET MARKETS: Primary and secondary city and resort destinations

SEGMENT: Upscale

PROPERTY SIZE: 290 - 375 keys

COMPETITIVE SET:

- Marriott®
- Delta Hotels by Marriott®
- Hilton®
- DoubleTree Suites by Hilton™
- Sheraton® Hotels & Resorts
- Crowne Plaza® Hotels & Resorts
- Wyndham Hotels & Resorts®



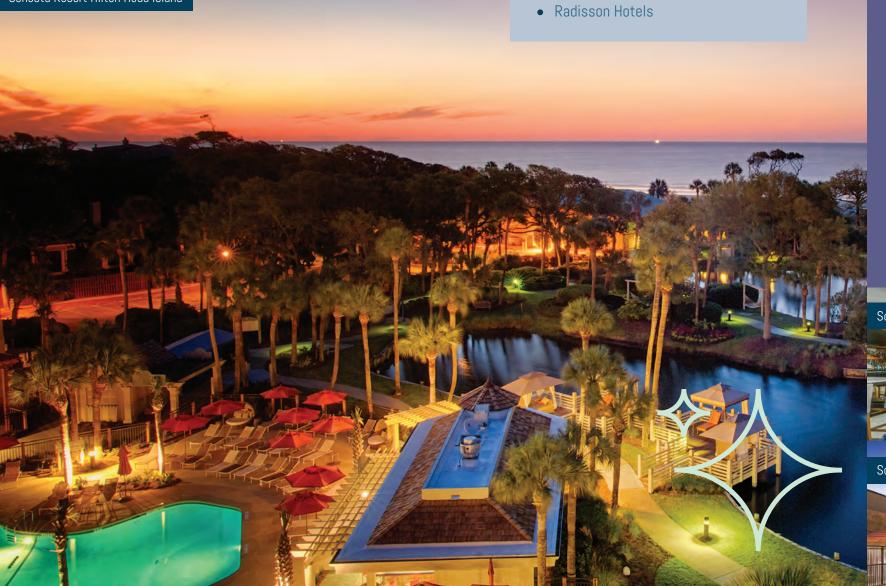
FULL-SERVICE HOTELS

10,906

ROOMS

7

COUNTRIES



TRAVEL PASS

Here Today. Roam Tomorrow.

- Program relaunched in 2023 with enhanced benefits and programming for members
- ~3.5 Million Travel Pass members
- Members comprised 65% of brand.com contribution in 2023
- Member engagement +7% YOY

Learn more at sonesta.com/travel-pass





17 brands | 1,200+ properties | 100,000+ rooms



SONESTA FRANCHISE & DEVELOPMENT TEAM

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