

Design & Construction

DESIGN /AD&C	Specific hotel brand & design story, either existing or newly created by third-party firm; Follow Sonesta AD&C Standards; Non-smoking hotel
RESTAURANT + BAR	Stand-alone bar or bar integrated into primary restaurant
OTHER OUTLETS	Recommended based on hotel size and positioning (e.g. pool, grill, coffee cart, second bar, etc.)
MEETING SPACE	Optional; When present must include upper-upscale FFE
GYM	Updated equipment and spatial design; Align to local hotel story
GUEST ROOMS	Upper-upscale FFE; Well-appointed bathroom
TECHNOLOGY	Align to all Sonesta Tech specs and minimums for upper-upscale; 50" TV; Powerful Wi-Fi available; Integrated PMS/POS; Electronic door locks
SIGNAGE	Co-brand, non-illuminated plaques at entry and front desk

Operations

CRM & LOYALTY	Loyalty program participation required; Provide guest benefits, recognition and complete enrollments; Use of loyalty key cards and packets optional ; PAWS Program participation is required
PROCUREMENT AND PURCHASING	Access to all Sonesta Supplier Alliance (SSA) Procurement Platform systems/franchised hotel support options and discounts
BATH AMENITIES	Approved upper-upscale local bath amenity package, or Archive; Dry bath amenities
ADDITIONAL ROOM AMENITIES	Upper-upscale offer, including robes, hairdryer, slippers, luggage rack, etc.
SIGNAGE	Co-branded desktop loyalty sign on front desk
OS&E	Use of co-branded OS&E from style guide, or local individual brand OS&E

Marketing

LOGO	Co-branded logo created and used in all digital and printed materials
STYLE GUIDE	Co-branded style guide created and required for use in digital and print materials; Locally created materials should follow guide
MARKETING SUPPORT	Initial discovery meeting to review marketing channels, photography, OTA usage, booking channels, paid search, style guide, and additional strategies; Joint agreement on road map for each hotel
MARKETING TEMPLATES	Marketing template materials (sales, brochures, additional OSE, etc.) provided by Sonesta upon request
WEBSITE	Primary traffic to position to Sonesta channels; Local websites permitted following guidelines
SOCIAL & EMAIL CHANNELS	Sonesta Social Media Guidelines and Best Practices are provided in the Social Media Playbook; Inclusion in broader Sonesta co-branded, destination and STP messaging; Hotels are recommended to maintain local social channels



■ PROGRAMS

- Sonesta Travel Pass Loyalty Program
- PAWS: Pet Welcoming Program
- Guest Satisfaction and Reputation Management Platforms
- Quality Assurance Program
- Sonesta Revenue and Distribution Programs
- Learning, Development and Brand Guidance Platforms
- Sonesta Supplier Alliance (SSA) Procurement Platforms
- Guest Experience and Entertainment Platforms
- Complimentary Powerful Guest Wi-Fi Available
- Customer Engagement Center Platform

■ REQUIREMENTS

- Architecture Design & Construction Standards
- Non-Smoking Hotels
- Brand Identity and Signage Guidelines
- Technology Infrastructure and Hotel Operational Platforms
- Guest Safety and Security Standards

Defining Brand Standards subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site or Brand Hub.