

■ **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; Integrated PMS/POS; Electronic door locks
SIGNAGE	Co-brand, non-illuminated plaques at entry and front desk

■ **Operations**

CRM & LOYALTY	Loyalty program usage required; Provide guest benefits, recognition and complete enrollments; Use of loyalty key cards and packets optional ; PAWS Program recommended
PROCUREMENT AND PURCHASING	Access to all Sonesta system/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
OSE	Use of co-branded OSE from style guide, or local individual brand OSE

■ **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 KICKOFF	Kickoff 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 guidelines provided; Inclusion in broader Sonesta co-brand, destination, and STP messaging on @sonestahotels; Each hotel should maintain local social channels



■ CORE COLLECTION STANDARDS

Our Core Collection Standards are required at Classico Collection properties, and align with requirements for Upper-upscale hotels.



■ **PMS/POS SOLUTION**
Specific brand approved PMS & POS products, integrated with two-way interface.



■ **PAWS PET-FRIENDLY PROGRAM**
Pet-welcoming accommodations, amenities, and services.



■ **SONESTA TRAVEL PASS**
Guest rewards program requires full program participation.



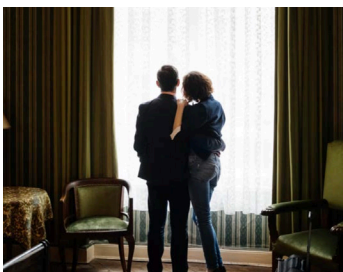
■ **AD&C STANDARDS**
Vital guidelines for new builds, renovations, or renovations to enable quality & brand consistency.



■ **DIGITAL COMPENDIUM**
Provides easy access to essential hotel and local area information.



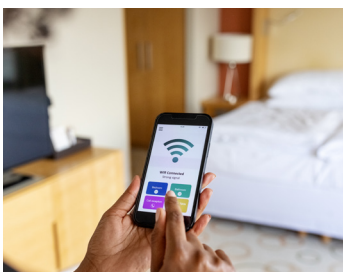
■ **NON-SMOKING HOTELS**
Guests will enjoy a 100% smoke-free hotel.



■ **BRAND DESIGN GUIDELINES**
Consistent brand signage becomes recognizable to guests and reinforces our brand image.



■ **RFID ELECTRONIC LOCKS**
Brand approved Electronic Lock System (RFID or RFID with Bluetooth recommended, Magnetic Allowed).



■ **FREE WI-FI**
Guests can work, stream, shop, or simply surf the web to their heart's delight.

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.