

Design & Construction

DESIGN/AD&C	Individual hotel designer/design support recommend; Follow Sonesta AD&C Standards; Curated/eclectic décor package required; Non-smoking hotel
RESTAURANT + BAR	Full-service restaurant space/kitchen to support breakfast required; Full bar required; Full-service space/kitchen to support dinner required when upscale walking-distance restaurants are not available
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 upscale FFE
GYM	Updated equipment and sizing for an upscale hotel
GUEST ROOMS	Upscale FFE; Well-appointed bathroom
TECHNOLOGY	Align to all Sonesta Tech specs and minimums for 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 upscale local bath amenity package, or Archive
ADDITIONAL ROOM AMENITIES	Upscale offer, such as hairdryer, mini-fridge, iron & board, in-room coffee, 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