

The ROYAL SONESTA

BRAND DEFINING STANDARDS

Brand Defining Standards are the memorable experiences that bring The Royal Sonesta brand to life. With select touch points along the guest journey, we created Brand Defining Standards that are consistently provided at every Royal Sonesta hotel.



MASCOTS AS UNIQUE AS THE DESTINATION

Property specific animal mascot, designed to bring the brand to life through localized touchpoint.



AUTHENTIC DESTINATION PROGRAMMING

Leverage partnerships to bring local flare to each individual property via F&B, art, and more.



STAGING ALL OF LIFE'S IMPORTANT MOMENTS

Curated suites and dedicated event managers for those 'big day' moments (e.g. *bridal suite*).

BRAND DEFINING STANDARDS

GUEST ROOMS

- A mix of guest rooms and suites depending on location
- Smart TVs with casting capability
- Dedicated beverage/coffee station with concealed mini bar
 - Leverage local coffee/tea companies
- Exclusive touchless delivery cabinetry (*new builds only*)
- Bedside wireless charging capability
- Upgraded bath experience with Anatomicals bath amenities
 - Pre-packaged branded toiletries/amenities
- Guest room phone with time featured or Amazon Alexa product

LOBBY & PUBLIC SPACE

- 24-hour reception desk
- Sound system for configuration with brand sonic identity program
- Dedicated area for brand scent program (*or through HVAC*)
- Upscale appointed bathrooms
- Dedicated fitness center
- Pool (*optional*)

MEETINGS

- Sonesta WorkSuite
- Art requirements to match property décor

FOOD & BEVERAGE

- Cuisine to blend with local area/needs
- 2-meal offering required (*format will vary by property*)
- In-room dining recommended (*vary by property*)

LONG LIVE
THE GUEST.



CORE BRAND STANDARDS

- Sonesta Travel Pass
- Brand Design Guidelines
- Exterior Signage
- Interior Signage
- Non-Smoking Hotel
- RFID Electronic Locks
- Digital Compendium
- Sonesta Approved PMS
- PAWS Pet Friendly Program