



# MEET THE BEST VALUE IN HOSPITALITY



Americas Best Value Inn & Suites Lake Charles at I-210 Exit 11





# THE BEST VALUE. PERIOD.™

## Americas Best Value Inn

At Americas Best Value Inn™, guests leave knowing they received the most for their money. With shared American values, Americas Best Value Inn offers a hassle-free stay that’s accessible for both solo travelers and families alike. Properties are rooted in community and pride, offering clean, comfortable rooms and the essentials travelers need.



## Americas Best Value Inn & Suites

At Americas Best Value Inn & Suites™, guests can enjoy the same great value and comfort they’ve come to expect, now with the option for more space. Whether it’s a traditional guestroom or an upgraded suite with added amenities, this offering gives travelers room to stretch out without stretching their budget. It’s everything you love about Americas Best Value Inn, with a little more built in.



## Americas Best Value Studios

At Americas Best Value Studios™, guests will find a welcoming, affordable place to stay for longer journeys. Every room features a kitchenette, making it easy to settle in, cook a simple meal, and feel right at home. With on-site laundry, flexible front desk hours, and apartment-style comforts, Americas Best Value Studios is built for travelers who need more than a night and value that lasts beyond check-in.



### MARKETPLACE

#### TARGET MARKETS:

Secondary and tertiary markets

#### SEGMENT:

Economy and Economy Extended Stay

#### PROPERTY TYPE:

Ideally suited for conversions & new builds

Flat Fee Model

## FOR OWNERS, BY OWNERS

### FLEXIBLE BRANDING THAT CAN HELP OWNER ROI

Sonesta competes effectively against other brands by maintaining flexible branding that can help owners with their ROI.

### WE WELCOME

Unique property types  
Exterior corridors  
Properties without elevators

### WE OFFER

Flexible interior color schemes  
Adaptable brand standards  
Extended PIP timelines

# SONESTA TRAVEL PASS™

Here Today.  
Roam Tomorrow.™

**7.7 million members  
and growing\***

### AWARD WINNING PROGRAM

- Ranked #3 in 10 Best Hotel Loyalty Programs, USA Today 2025 – Top 10 for 9 consecutive years
- Ranked #5 in Best Hotel Loyalty Value, WalletHub, 2025
- Top 10 U.S. News & World Report Best Hotel Travel Rewards 2024
- Loyalty 360 2023 Award for Loyalty Program Innovation

Learn more at  
[sonesta.com/travel-pass](https://sonesta.com/travel-pass)

\*As of July 2025.



Americas Best Value Inn Chattanooga N



Americas Best Value Inn & Suites Northeast Houston





# Americas Best Value Brands

## Brand Snapshot



CONSUMER SWEET SPOT

Americas Best Value Brands offers reliable, affordable accommodations with consistent comfort and quality service across the U.S. We're a trusted choice for budget-conscious travelers seeking value without compromise.

### BRAND PILLARS

Our values make us who we are.

#### Best Value

The best value in town, because guests love that feeling of getting the best bang for their buck.

#### Upfront

Guests feel welcome and enjoy comfortable and clean rooms – everything they need and nothing they don't.

#### Pride

Celebrating American values, ideals and heritage.

## VALUE SEEKERS

They are independent, proud and enjoy getting the most for their money. They're in search of a relaxing, clean and convenient place to rest after a long day.

#### Mindset

Pragmatic  
Proud American  
Bargain hunter  
Strong work ethic



### MANIFESTO

We are Americas Best Value Inn. Rooted in the neighborhoods we call home, we're more than a place to stay—we're a promise of reliability, comfort, and value. Whether you're on the road for work, visiting family, or simply seeking a welcoming stop along the way, we're here to offer you a friendly experience at a price that makes sense. We believe that hospitality should never be complicated. It's about everything you need and nothing you don't—a clean room, a cozy bed, and the peace of mind that comes with knowing you've found a place that cares. No matter where your journey takes you, we're here to greet you with a smile, treat you like family, and remind you that the best value isn't just in the name—it's in every moment of your stay.

Welcome to the best value on the road.



### TARGET MARKETS

Secondary & tertiary markets

### MARKETPLACE OPPORTUNITY

Americas Best Value Brands compete with economy brands such as Motel 6, Studio 6, Travelodge, Microtel, and Extended Stay America





# Guest Journey

MEMORABLE TOUCHPOINTS THAT  
BRING THE BRAND TO LIFE.

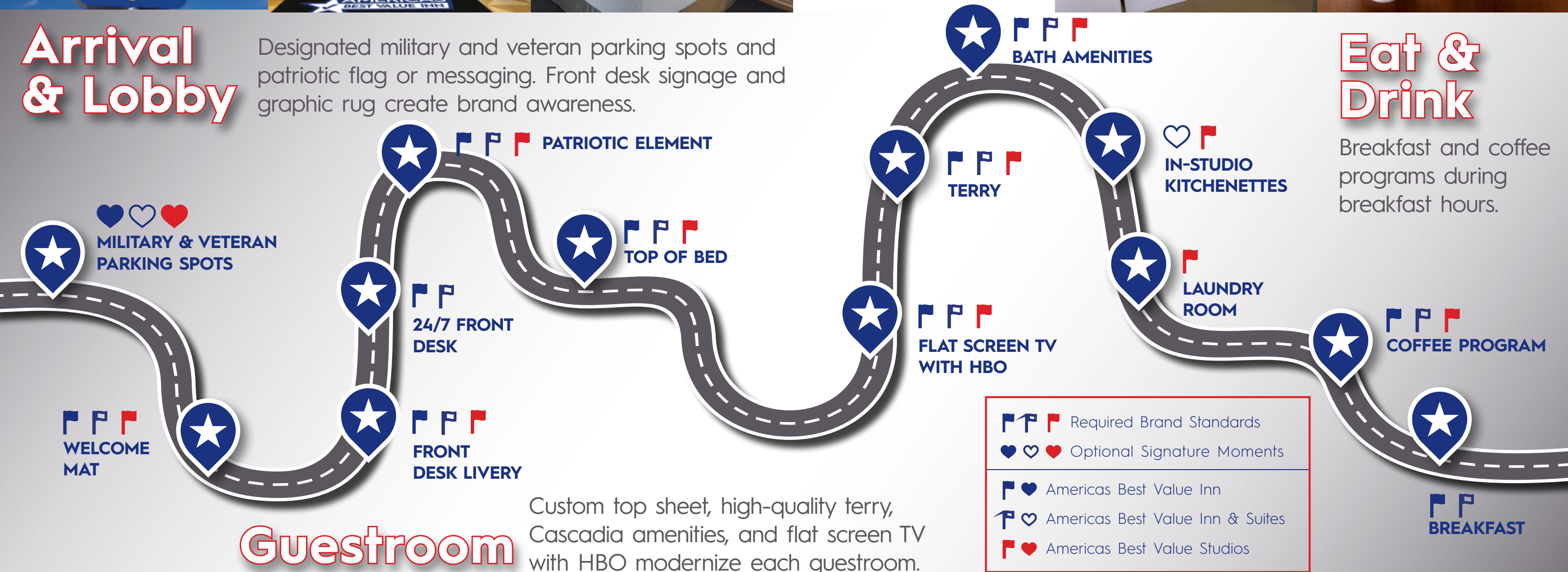


## Arrival & Lobby

Designated military and veteran parking spots and patriotic flag or messaging. Front desk signage and graphic rug create brand awareness.

## Eat & Drink

Breakfast and coffee programs during breakfast hours.



## Guestroom

Custom top sheet, high-quality terry, Cascadia amenities, and flat screen TV with HBO modernize each guestroom.







**DEFINING BRAND STANDARDS**

Our Defining Brand Standards are the touchpoints that are specific to the Americas Best Value Inn, Americas Best Value Inn & Suites, and Americas Best Value Studios brands and are what sets us apart within the marketplace. These are required touchpoints that are reflected throughout every aspect of these branded hotels.

**SIGNATURE MOMENTS**

Though optional, our Signature Moments are what elevates Americas Best Value Inn, Americas Best Value Inn & Suites, and Americas Best Value Studios beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVE



**MILITARY & VETERAN PARKING SPOTS**  
Designated premium parking spots with branded parking signage specifically for military and veterans.



**WELCOME MAT**  
Bringing a sense of welcome in front of every property.



**FRONT DESK LIVRY**  
Signage at the front desk increases brand recognition and awareness.



**PATRIOTIC ELEMENT**  
Show your American pride by featuring a patriotic element, like a flag, or artwork in the lobby.



**24/7 FRONT DESK**  
Front desk coverage assist guests day or night.

STAY



**TOP OF BED**  
Standardized bedding delivers comfort and consistency across every stay.



**FLAT-SCREEN TV WITH HBO**  
Entertainment is always on hand with 32" flat screen TVs and complimentary HBO programming.



**TERRY**  
High-quality towels show our commitment to guest comfort.



**BATH AMENITIES**  
Exclusive branded amenities feature refreshing botanical scents available in individual bottles or bulk dispensers.

EAT + DRINK



**IN-STUDIO KITCHENETTE**  
Every room features a kitchenette with a fridge, microwave, cooktop, and sink for added convenience during longer stays.



**GUEST LAUNDRY**  
On-site laundry facilities are available 24/7.



**BREAKFAST**  
Grab n' Go breakfast, full breakfast buffet, or voucher for complimentary breakfast on-site or nearby.



**COFFEE PROGRAM**  
Serve coffee during breakfast hours in the lobby for guests to enjoy.

CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Americas Best Value Inn brand hotels.



**SONESTA TRAVEL PASS LOYALTY PROGRAM**



**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 BASIC GUEST WI-FI**



**ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS**



**BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES**



**NON-SMOKING HOTEL**



**TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS**



**GUEST SAFETY AND SECURITY STANDARDS**

Defining Brand Standards and Signature Moments 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.





Americas Best Value Inn Aldine Westfield



Americas Best Value Inn Farmington



Americas Best Value Inn Monroeville



Americas Best Value Inn & Suites Clearlake Wine Country



Americas Best Value Inn Elk City



Americas Best Value Inn & Suites Katy



Americas Best Value Inn Houston at FM 1960 & I-45



## Sonesta Lodging Development Team

Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn more at [franchise.sonesta.com](http://franchise.sonesta.com)



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