

Traditionally CONTEMPORARY.™



KEY HOTEL ATTRIBUTES

. SIGNATURE CUISINE

Classico delights with a dining and bar experience founded on signature, local cuisine, whether exquisitely traditional or surprisingly contemporary.

. HIGH TOUCH SERVICE

At Classico, team members celebrate the individuality of their hotel's story and design in all they do. From local amenities, content and touchpoints, to warm, anticipatory interactions, we create memorable experiences through service.

. REFINED INTERIORS

Classico charms guests with a cultivated aesthetic sensibility, inviting them into atmospheres at once irresistibly warm and inspirationally sophisticated.



TARGET MARKETS:

Urban, Destination Leisure, and Resorts

SEGMENT:

Upper-Upscale

COMPETITIVE SET:

- Curio A Collection by Hilton®
- Trademark Collection by Wyndham
- Autograph Collection[™]
- Vignette Collection™
- The Unbound Collection By Hyatt®



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

*As of July 2025









A Charming, Cultivated Experience

THEY DON'T MAKE THEM LIKE THEY USED TO, THE SAYING GOES...
CLASSICO WAS THOUGHTFULLY CONCEIVED AND ARTFULLY CRAFTED TO
OFFER OLD-WORLD CHARM TO CONTEMPORARY TRAVELERS. THE BRAND
DELIGHTS WITH REFINED, INVITING INTERIORS AND SIGNATURE, EXQUISITE
CUISINE, COMBINING THE BEST OF OLD AND NEW. THAT MEANS MAKING
HOTELS NOT LIKE THEY USED TO, BUT LIKE THEY NEVER HAVE BEFORE.



Old-world charm IS REIMAGINED WITH EACH PROPERTY IN THE COLLECTION which activates its own design and hotel story

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Design & Construction

DESIGN /AD&C

OTHER OUTLETS

GUEST ROOMS

TECHNOLOGY

CRM & LOYALTY

BATH AMENITIES

AMENITIES

STYLE GUIDE

WEBSITE

MARKETING SUPPORT

MARKETING TEMPLATES

SOCIAL & EMAIL CHANNELS

SIGNAGE

PROCUREMENT AND

ADDITIONAL ROOM

required

PURCHASING hotel support options and discounts

for each hotel

upon request

guidelines

Operations

Marketing

CORE COLLECTION STANDARDS

Follow Sonesta AD&C Standards; Non-smoking hotel

Recommended based on hotel size and positioning (e.g.

Updated equipment and spatial design; Align to local hotel story

RESTAURANT + BAR Stand-alone bar or bar integrated into primary restaurant

pool, grill, coffee cart, second bar, etc.)

MEETING SPACE Optional; When present must include upper-upscale FFE

Upper-upscale FFE; Well-appointed bathroom

SIGNAGE Co-brand, non-illuminated plaques at entry and front desk

Co-branded desktop loyalty sign on front desk

created materials should follow guide

recommended to maintain local social channels

available; Integrated PMS/POS; Electronic door locks

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

Specific hotel brand & design story, either existing or newly created by third-party firm;

Align to all Sonesta Tech specs and minimums for upper-upscale; 55" TV; Powerful Wi-Fi

Loyalty program participation required; Provide guest benefits, recognition and complete

enrollments; Use of loyalty key cards and packets optional; PAWS Program participation is

Access to all Sonesta Supplier Alliance (SSA) Procurement Platform systems/franchised

Co-branded style guide created and required for use in digital and print materials; Locally

Initial discovery meeting to review marketing channels, photography, OTA usage, booking

channels, paid search, style guide, and additional strategies; Joint agreement on road map

Marketing template materials (sales, brochures, additional OSE, etc.) provided by Sonesta

Sonesta Social Media Guidelines and Best Practices are provided in the Social Media Play-

book; Inclusion in broader Sonesta co-branded, destination and STP messaging; Hotels are

Primary traffic to position to Sonesta channels; Local websites permitted following

Approved upper-upscale local bath amenity package, or Archive; Dry bath amenities

Upper-upscale offer, including robes, hairdryer, slippers, luggage rack, etc.

OS&E Use of co-branded OS&E from style guide, or local individual brand OS&E

LOGO Co-branded logo created and used in all digital and printed materials

CLASSICO"
Collection by SONESTA

CORE COLLECTION STANDARDS

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_	PROGRAMS

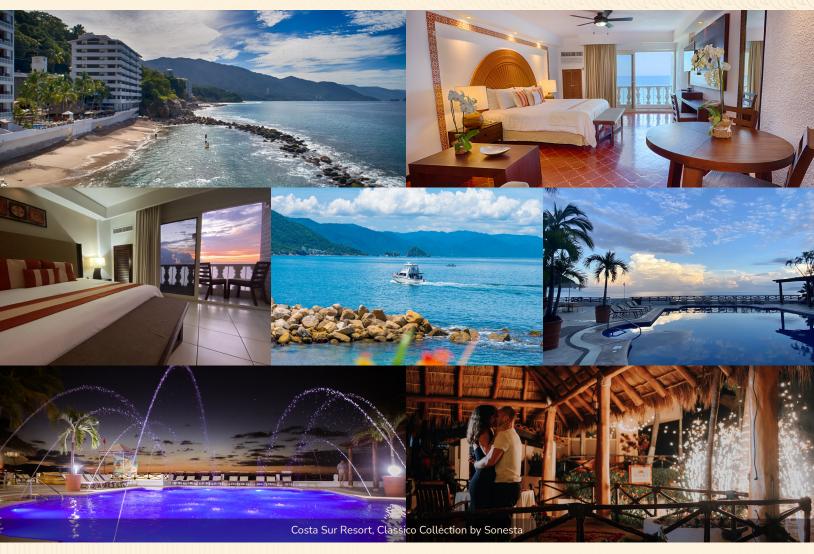
- Sonesta Travel Pass Loyalty Program
- PAWS: Pet Welcoming Program
- Guest Satisfaction and Reputation Management Platforms
- Quality Assurance Program
- Sonesta Revenue and Distribution Programs
- Learning, Development and Brand Guidance Platforms
- Sonesta Supplier Alliance (SSA) Procurement Platforms
- 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.







Sonesta Lodging Development Team

Email us at development@sonesta.com • Learn more at franchise.sonesta.com































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