

The ROYAL[®]

SONESTA

LONG LIVE THE GUEST.™



The Yorkville Royal Sonesta Toronto





LONG LIVE THE GUEST.™

Welcome to The Royal Sonesta, a portfolio of distinctive, memorable hotels in coveted resort destinations and the heart of city centers. Locations are ideally suited for exploration, cocktails and cuisine are artistically crafted and meeting and event spaces are noteworthy, fit for a variety of personal and professional occasions.

The Royal Sonesta hotels are as unique as our destinations, yet each one provides consistently warm, unscripted service delivered with an elevated wit. We make guests feel like new age royalty. It's upscale travel redefined for the modern era.

KEY HOTEL ATTRIBUTES

- Hotels in or outside of urban markets
- 30% group, 70% transient
- Strong local sales team with great relationships for repeat business
- Strategy for paid room upgrades at check in helps drive rate in the week for the week

MARKETPLACE

TARGET MARKETS:
City-center urban within primary markets and resort destinations

SEGMENT:
Upper-Upscale

COMPETITIVE SET:

- JW Marriott®
- Hyatt Regency®
- InterContinental® Hotels & Resorts
- Sofitel Luxury Hotels

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

*As of July 2025.

The Royal Sonesta Kaua'i Resort Lihue



The Royal Sonesta New Orleans

The Royal Sonesta Washington DC, Capitol Hill



The Yorkville Royal Sonesta Hotel





THE ROYAL SONESTA IS A COLLECTIVE OF UNIQUE, MEMORABLE HOTELS IN SOME OF THE WORLD’S MOST EXCITING TRAVEL DESTINATIONS. THROUGH WARM, UNSCRIPTED SERVICE AND ELEVATED WIT, THE ROYAL SONESTA IS REDEFINING THE EXPERIENCE OF UPSCALE TRAVEL.

BRAND PILLARS											
	LOCALIZED INDIVIDUALITY		UNSCRIPTED WARMTH		“HA”–INSPIRING CHARM		BIG DAY KNOW–HOW				
	Creating an upscale environment as authentically and individually surprising as the destination itself		Being genuine and friendly to create a lasting connection with guests		Aiming for a sophisticated wit that isn’t laugh-out-loud funny, but is silent-chuckle entertaining		Using our deep expertise to stage life’s important personal and professional moments with flair				



LONG LIVE THE GUEST.™



The royal treatment is changing. It’s warming up from aloof to approachable. Opening up from red rope to red carpet. Loosening up from stuffy to witty. The Royal Sonesta began in opulence, sure, with museum-quality art on its walls, yet always with an heir —*pardon the pun*— of levity. Always with a seal of authenticity. From San Juan to San Francisco, every destination is sovereign.

The Royal Family: loyal guests —*sorry, guests*— who travel on official business, on vacation, or both. Who journey alone, with their beloved, or with their gang. Who renounce the commoner experience in favor of a singularly extraordinary experience—one of noble service and supreme localization. From the hearts of our great cities, to the splendor of our grand oceans, to the majesty of the Nile river, the royal “We” announce a new era in hospitality.



PROMISE

We deliver an experience that makes guests feel like new age Royalty.

MISSION + VISION

We aim to redefine stuffy traditional luxury travel. We do this through delivering warm and witty upscale travel experiences; each with their own distinctive local and brand-relevant narrative.

THE NEW AGE GROUP

From meeting spaces that seamlessly merge technology to elevated amenities, these guests value a hospitality experience that does it all. For The New Age Group, travel is about productivity and connecting with others.

THE EXPLORER

This guest is passionate about discovering new places, whether it’s bustling city streets, serene natural landscapes, or hidden gems off the beaten path. This guest is traveling for pleasure - whether on a solo trip, enjoying weekend getaway with friends or immersing in a romantic moment, The Explorer values in-the-know guidance that makes their stay memorable.

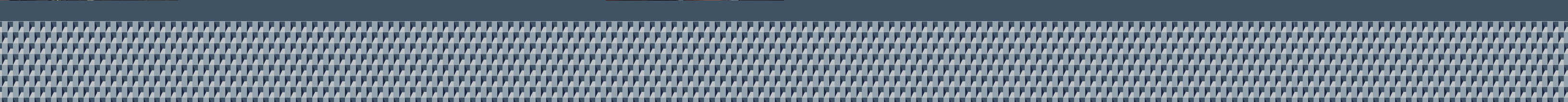
TARGET GUESTS

THE ROYAL FAMILY

The Royal Family knows conventional opulence can be boring, so when searching for the perfect vacation destination they look for accommodations that hit the sweet spot—refined enough for the adults, and fun enough for the kids. From design to programming, this target audience group values a sense of imagination.

THE NOT-BORED MEMBER

Business travel doesn’t have to be a chore. The Not Bored Member seeks out moments of relaxation and indulgence that contribute to overall well-being and productivity. They rely on The Royal Sonesta’s inspiring spaces in which to work and delicious localized F&B to refuel.



ONCE UPON THEIR TIME,
The Royal Sonesta crowns guests with **new age royalty**.



We warmly welcome guests with our wit and charm from the moment they walk through the door

2

Experience a seamless check-in and be inspired with what our newsletter unfolds

4

"It's Tea Time" DND, "LONG LIVE THE GUEST" postcard, mascot pillows and whimsical amenities continue the brand narrative

6

Large or small, you can count on our "Big Day Know How" to make your day happy and memorable

ARRIVAL

LOBBY

FRONT
DESK

COMMON
SPACES JOURNEY

GUEST ROOM

SIP & DINE

MEETINGS

1

Sound, scent and lighting provide a sense of place

3

Unique mascot artwork introduces you to the House of Royal whether on your way to your room or headed for a workout

5

Chuckle as the mascot beverage is delivered or sip our branded tea; Our cuisine is localized, authentic and there when you need it

7





DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to The Royal Sonesta brand and are what sets us apart within the marketplace. These are also required touchpoints that are reflected throughout every aspect of The Royal Sonesta hotels.



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 The Royal Sonesta brand hotels.

THE BRAND EXPERIENCE BEGINS WITH A ROYAL WELCOME



ARRIVAL

Living Royally begins with a moment and a warm greeting at the door. The doormat, bell cart with LONG LIVE THE GUEST share our brand messages beginning at the arrival.



LOBBY

The signature scent, woody and warm, floats through the air, a curated playlist, with undertones distinctive to the brand and layered lighting are consistent through every hotel.



FRONT DESK

Team members welcome every guest with genuine warmth, while The Royal Report at check-in showcases key features, local character, and signature brand moments that enrich the stay.

MASCOTS EMBODY THE ROYAL SONESTA BRAND



HOTEL SPECIFIC MASCOT

The mascot portrait is bespoke artwork created exclusively for each property. Designed to elicit a chuckle while compelling guests to snap a picture.



ELEVATOR MOMENT

The mascot's personality comes alive in the elevator by introducing services offered by the hotel in a clever, witty tone.



MASCOT KEYS & KEY PACKET

Mascot key cards are a hallmark of a Royal Sonesta stay—an iconic touch guests collect, treasure, and take with them long after checkout.

OS&E AND AMENITIES SHOWCASE THE BRAND PERSONALITY



IN-ROOM COLLATERAL

Each element of the guest room is carefully crafted to showcase the brand personality and uniqueness.



AMENITIES

Anatomical bath amenities are provided for guests along with branded dry amenities.



COAT OF ARMS

Each hotel has a unique digital asset which incorporates the local identity and mascot to be able to use on OS&E.

BRANDING IN F&B OUTLETS



MASCOTS WITH FOOD

Mascot toothpicks add a whimsical touch that often brings a smile. They create a small but charming moment of delight for guests.



MASCOTS WITH BEVERAGE

The mascot cocktail is a signature beverage found exclusively at Royal Sonesta. It offers a playful, memorable taste of the brand and a Royal cocktail program weaves the hotels together.



MASCOTS FOR KIDS

Young Royals enjoy thoughtfully programmed kids' menus designed just for them.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



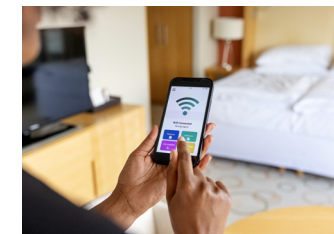
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE HOTEL



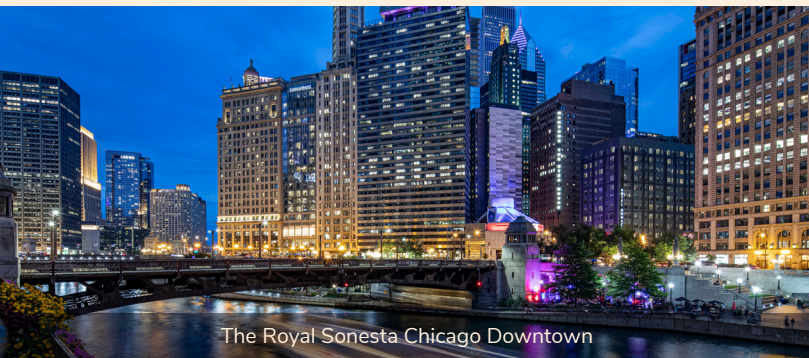
TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



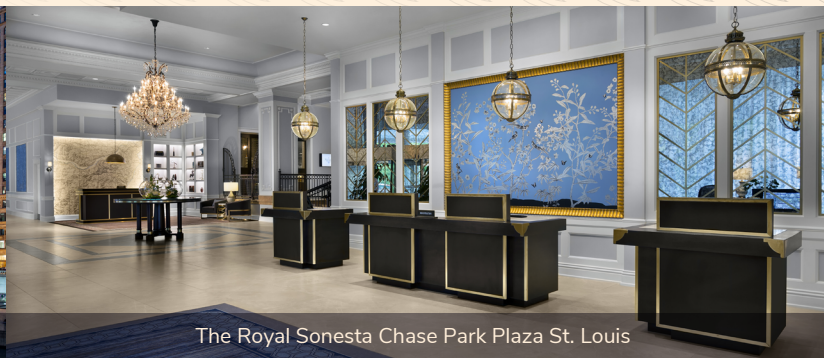
GUEST SAFETY AND SECURITY STANDARDS



Required Brand Standards and Optional 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 and Brand Hub.



The Royal Sonesta Chicago Downtown



The Royal Sonesta Chase Park Plaza St. Louis



The Royal Sonesta Portland Downtown



The Benjamin Royal Sonesta New York



The Royal Sonesta San Juan



The Royal Sonesta New Orleans

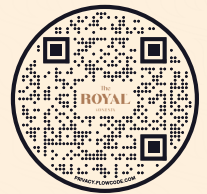


The Royal Sonesta Boston



Sonesta Lodging Development Team

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



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