

AS INVENTIVE AS THEY ARE DISTINCTIVE.

MOD

A SONESTA COLLECTION

Sonesta's creativity and attention to detail define this new brand that caters to the modern lifestyle. Inspired by the present and the future, the MOD portfolio is playful yet inviting for the contemporary traveler. MOD focuses on flexibility. With travel more accessible than ever, guests want to maintain their essential routines wherever they go. MOD exceeds this demand by augmenting hotels with curated F&B and eclectic design.

KEY ATTRIBUTES:

- Modern Lifestyle Brand
- Curated Food & Beverage
- Eclectic Decor



TARGET MARKETS:

- Primary and Lifestyle Markets
- Urban, Leisure, and **Resort Destinations**

SEGMENT:

Upscale

COMPETITIVE SET:

- Tribute
- Tapestry
- Ascend
- JDV by Hyatt
- Caption
- Voco





Here Today. Roam Tomorrow.

- 6 Million Travel Pass Loyalty Members
- Competitive earning structure helps guests achieve status faster
- Members spend more and stay more
- Drive direct bookings on brand.com
- Build awareness and engagement through robust email marketing exclusive offers

Learn more at sonesta.com/travel-pass

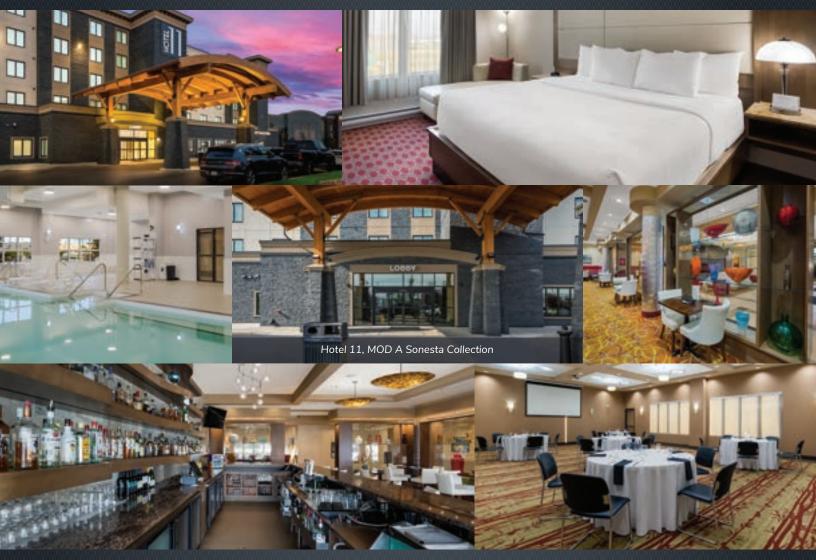






INTERNATIONAL HOTELS

15 brands | 1,100+ properties | 100,000+ rooms



SONESTA FRANCHISE & DEVELOPMENT TEAM

Call us at 866.437.4878 • Email us at development@sonesta.com • Learn more at franchise.sonesta.com



































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