



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

MARKETPLACE

TARGET MARKETS:

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

SEGMENT:

Upscale

COMPETITIVE SET:

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

TRAVEL
PASS
SONESTA

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



SONESTA

INTERNATIONAL HOTELS

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



Hotel 11, MOD A Sonesta Collection

SONESTA FRANCHISE & DEVELOPMENT TEAM

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

SONESTA

TRAVEL
PASS
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ROYAL
SONESTA

THE JAMES™
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A SONESTA COLLECTION

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A SONESTA COLLECTION

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SONESTA
essential™

Sonesta
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SUITES

SONESTA
Simply
Suites™

SONESTA
POSADAS DEL INCA
PERU

SONESTA
CRUISE COLLECTION
NILE RIVER

RED
LION
HOTELS
(AND SUITES)

Signature
INN

AMERICAS
BEST VALUE INN

CANADAS
BEST VALUE INN

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