

MOD™

A SONESTA COLLECTION



AS INVENTIVE AS
THEY ARE DISTINCTIVE.™



KEY HOTEL ATTRIBUTES

- **CRAFTY BREAKFAST; CURATED BAR**
MOD showcases unique culinary and mixology creations that break away from the typical hotel restaurant fare, sparking interest among guests and attracting locals with its distinct offerings.
- **ECLECTIC DÉCOR**
Every MOD features fresh, playful and modern design, often embracing traits of the local market. The aesthetic vision is surprising and individual.
- **(MOD)ERN MOMENTS**
Playful elements that provide social-post worthy surprise and delight moments for our guests are activated in the MOD lobby. Each property features its own local touchpoints that can be personalized to enhance the guest experience.

MARKETPLACE

TARGET MARKETS:
Urban large and small cities, Lifestyle developments, College towns, Destination leisure areas

SEGMENT: Upscale

- COMPETITIVE SET:**
- Tapestry Collection by Hilton™
 - Voco® an IHG Hotel
 - Tribute Portfolio
 - Ascend® Hotel Collection
 - Trademark Collection by Wyndham

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.



ACP Hotel Houston Westchase, MOD A Sonesta Collection



Hotel 11, MOD A Sonesta Collection





MOD

A SONESTA COLLECTION

MODERN.
INVENTIVE.
DISTINCTIVE.
PLAYFUL.

Hospitality's (MOD)ern Flex

A collection of individual hotels inspired by the flexible lifestyles of the present and the future.



CRAFTY BREAKFAST; CURATED BAR

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ECLECTIC DÉCOR

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(MOD)ERN MOMENTS

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■ Design & Construction

DESIGN/AD&C	Individual hotel designer/design support recommend; Follow Sonesta AD&C Standards; Curated/eclectic décor package required; Non-smoking hotel
RESTAURANT + BAR	Daily breakfast offering and evening bar required. Full-service restaurant required only when nearby dining options are limited or not easily accessible.
OTHER OUTLETS	Recommended based on hotel size and positioning (e.g. pool, grill, coffee cart, second bar, etc.)
MEETING SPACE	Optional; When present must include upscale FFE
GYM	Updated equipment and sizing for an upscale hotel or arrangements with a local gym for complimentary guest passes.
GUEST ROOMS	Upscale FFE; Well-appointed bathroom
TECHNOLOGY	Align to all Sonesta Tech specs and minimums for upscale; 50” TV; Powerful Wi-Fi available; Integrated PMS/POS; Electronic door locks
SIGNAGE	Co-brand, non-illuminated plaques at entry and front desk

■ Operations

CRM & LOYALTY	Loyalty program participation required; Provide guest benefits, recognition, and complete enrollments; Use of loyalty key cards and packets optional; PAWS Program participation required
PROCUREMENT AND PURCHASING	Access to all Sonesta Supplier Alliance (SSA) Procurement Platform systems/franchised hotel support options and discounts
BATH AMENITIES	Approved upscale local bath amenity package, or Archive
ADDITIONAL ROOM AMENITIES	Upscale offer, such as hairdryer, mini-fridge, iron & board, in-room coffee, etc.
SIGNAGE	Co-branded desktop loyalty sign on front desk
OS&E	Use of co-branded OS&E from style guide, or local individual brand OS&E

■ Marketing

LOGO	Co-branded logo created and used in all digital and printed materials
STYLE GUIDE	Co-branded style guide created and required for use in digital and print materials; Locally created materials should follow guide
MARKETING SUPPORT	Initial discovery meeting to review marketing channels, photography, OTA usage, booking channels, paid search, style guide and additional strategies; Joint agreement on road map for each hotel
MARKETING TEMPLATES	Marketing template materials (sales, brochures, additional OSE, etc.) provided by Sonesta upon request
WEBSITE	Primary traffic to position to Sonesta channels; Local websites permitted following guidelines
SOCIAL & EMAIL CHANNELS	Sonesta Social Media Guidelines and Best Practices are provided in the Social Media Playbook; Inclusion in broader Sonesta co-branded, destination and STP messaging; Hotels are recommended to maintain local social channels

■ 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



Hotel 11, MOD A Sonesta Collection



ACP Hotel Houston Westchase, MOD A Sonesta Collection



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Sonesta Lodging Development Team

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



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HOTELS, INNS & SUITES

Sonesta ES
SUITES

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SONESTA
essential



Signature
INN

SONESTA
TRAVEL PASS

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document in compliance with applicable law. Franchises are offered in the U.S. through Sonesta RL Hotels Franchising Inc., and in Canada through Sonesta RL Hotels Canada Franchising Inc. MN#F-10822. 400 Centre Street, Newton, Massachusetts, 02458.
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