



**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.

- Program relaunch in Q2 2023 with enhanced benefits and programming for members
 - » Additional benefits planned for Q3 & Q4
- ~3 Million Travel Pass members
- Members drove 30.7% of total room revenue in 2022
- Member engagement +7% YOY

Learn more at
sonesta.com/travel-pass



SONESTA

INTERNATIONAL HOTELS

17 BRANDS | 1200+ PROPERTIES | 100,000+ ROOMS



The Royal Sonesta Chicago River North



The Royal Sonesta San Juan



Sonesta Posadas del Inca - Sacred Valley - Yucay



Sonesta Bee Cave Austin



The Clift Royal Sonesta San Francisco



Sonesta Columbus Downtown



Sonesta Ocean Point Resort - Sint Maarten

Sonesta Franchise & Development Team

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