



MOD™

Collection by SONESTA

**MODERN.
INVENTIVE.
DISTINCTIVE.
PLAYFUL.**

Consumer-focused Competitive Set

This set of hotel brands is tailored to how guests perceive and compare the MOD Collection by Sonesta brand in the market. It includes hotel brands that may consumers consider as direct alternatives based on factors like price, amenities, and experience. This competitive set helps shape guest-facing messaging, positioning, and service standards to remain compelling and relevant in the eyes of travelers.

Upscale

Target Markets

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



Lodging Development-focused Competitive Set

This set of hotel brands includes brands that compete with MOD Collection By Sonesta for market share based on location, target customers, ratings and reviews, room types, amenities, and market positioning. Competitive sets vary based on markets and other factors. Any development strategy should include independent research and analysis to identify the relevant competitive set for the specific opportunity.

Upscale

Target Markets

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

T A P E S T R Y
C O L L E C T I O N
by Hilton™

V O C O®
AN IHG HOTEL

T R I B U T E
P O R T F O L I O

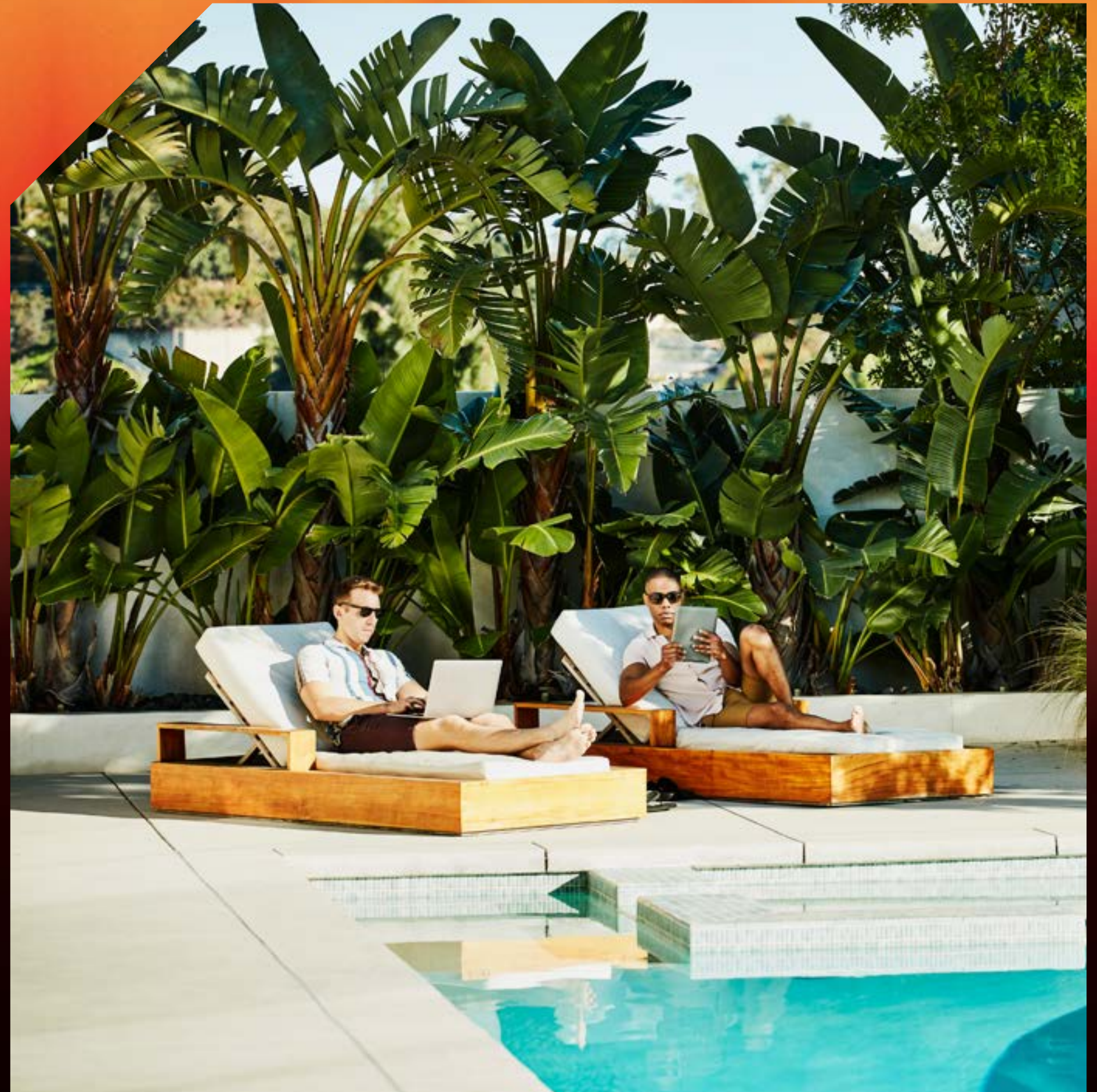
A S C E N D®
HOTEL COLLECTION

T M®
T R A D E M A R K
COLLECTION BY WYNDHAM

Unaffiliated
Hotels

Hospitality's (MOD)ern Flex

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



MOD

Collection Pillars

01



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.

02



ECLECTIC DÉCOR

Every MOD features fresh, playful and modern design, often embracing traits of the local market. The aesthetic vision is surprising and individual.

03



(MOD)ERN MOMENTS

Playful elements that provide social-post worthy surprise and delight moments for guests are activated in the MOD lobby. Each property features its own local touchpoints that can be personalized to enhance the guest experience.

MOD

Manifesto



Like people, hotels are individuals. They grow and evolve as time passes, discoveries are made, and society shifts. *MOD* is a collection of these individual hotels, inspired by the flexible lifestyles of the present and future. Built on the solid foundations of curated food & beverage and eclectic décor, *MOD* properties have space to surprise and delight guests, whether they're in search of something new or just trying to stick with their routine on the road.

Visual Identity

Logo



Typography

Aa

Figtree Light Bold | Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Aa

Figtree Light Regular | Sub Headline & Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Aa

Gloock Regular | Emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#S%&()

Tagline

As Inventive As They Are Distinctive.™

Layout Example

MOD CARES ABOUT WHAT ITS GUESTS CARE ABOUT.

Curated Food & Beverage
MOD delights visitors with surprising, individual culinary and mixology offerings that attract both locals and guests in search of memorable experiences.

Eclectic Décor
Every MOD property distinguishes itself and entices guests with a distinct, playful design experience. From the rooms to the restaurant to common spaces, the aesthetic vision is clear and individual.

MOD
Collection by SONESTA

PROPERTY NAME
+1 760 452 3500 | 125 E 50TH ST, NEW YORK, NY 10022

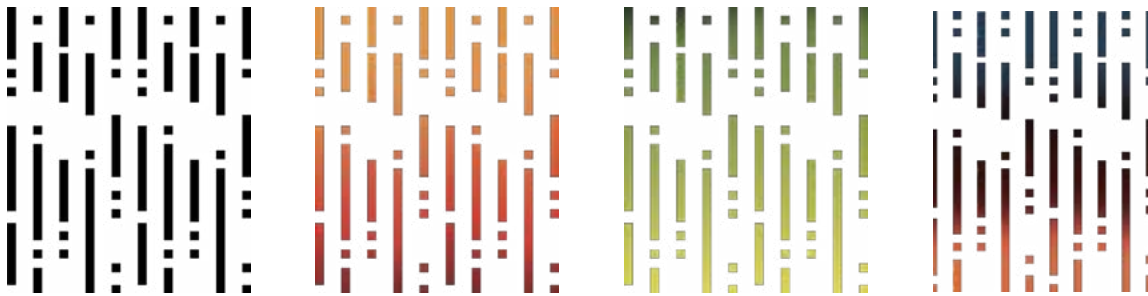
Color Palette

Primary Colors



<p>BLACK CMYK: 0/0/0/100 RGB: 0/0/0 HEX: 000000</p>	<p>WHITE CMYK: 0/0/0/0 RGB: 255/255/255 HEX: FFFFFFFF</p>
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Patterns



MOD Requirements*

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	Full service restaurant space/kitchen to support breakfast required; Full bar required; Full service space/kitchen to support dinner required when upscale walking-distance restaurants are not available
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
GUEST ROOMS	Upscale FFE; Well appointed bathroom
TECHNOLOGY	Align to all Sonesta Tech specs and minimums for upscale; 50" TV; Powerful Wi-Fi; Integrated PMS/POS; Electronic door locks
SIGNAGE	Co-brand non-illuminated plaques at entry and front desk

*This Summary is not a complete statement of requirements associated with operating a MOD Collection by Sonesta hotel. Please see our current Franchise Disclosure Document, Brand Standards and any supplements thereto for complete details.

MOD Requirements*

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

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MOD Requirements*

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

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MOD™

Collection by **SONESTA**

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