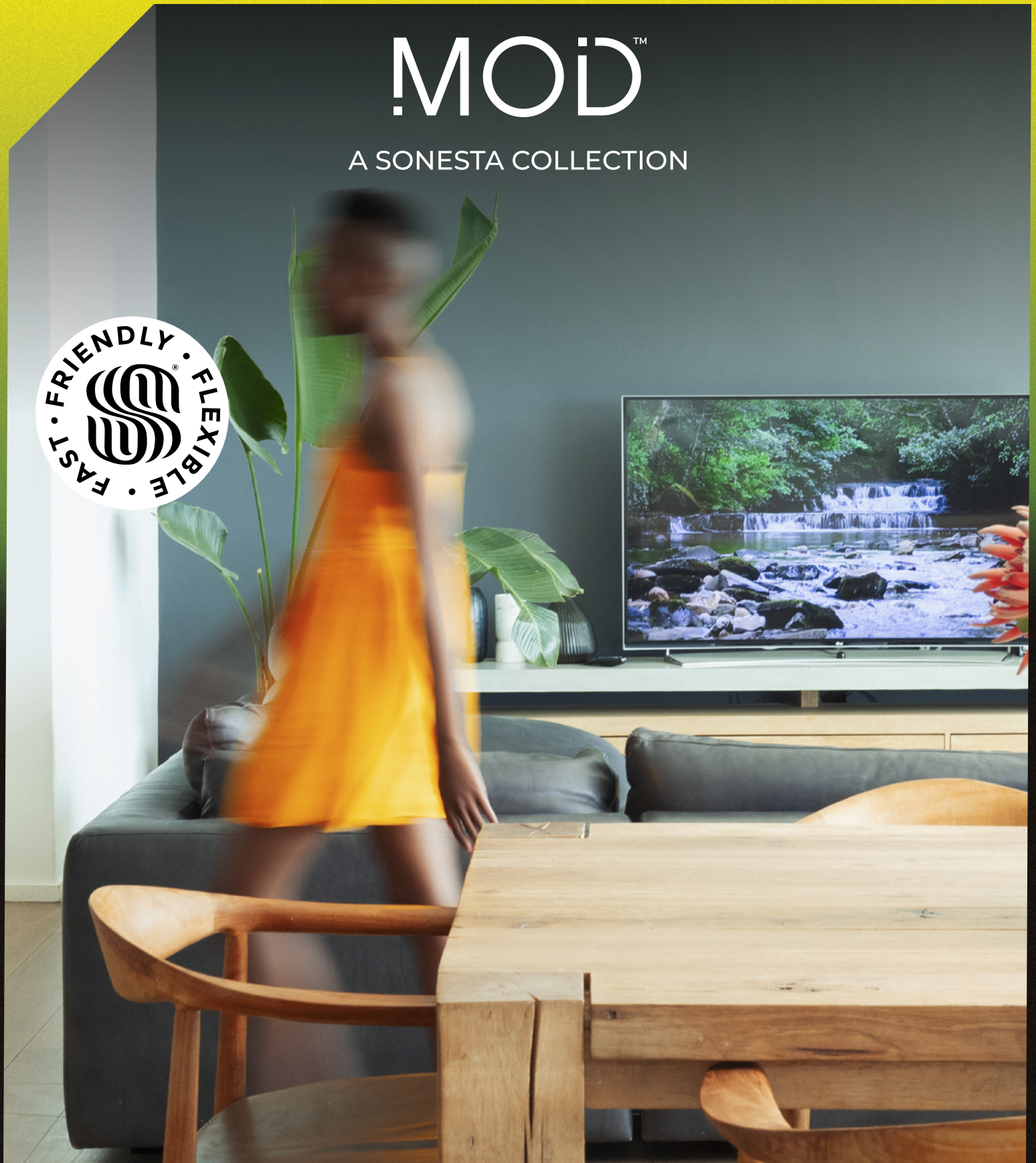


# MOD™

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.™

- 6.9 million members and growing<sup>1</sup>
- Travel Pass members are more likely to convert on Sonesta.com than non members
- For full-year 2024, Travel Pass Members were responsible for 76% of brand.com bookings<sup>2</sup>

## AWARD WINNING PROGRAM

- Ranked #5 in 10 Best Hotel Loyalty Programs, USA Today 2024 – Top 10 for 7 consecutive years
- Ranked #3 in Best Hotel Loyalty Value, WalletHub, 2024
- 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](https://sonesta.com/travel-pass)

1. Includes addition of Hello Rewards members in 2024.  
2. On average, across all brands, franchised and managed, for all members. Americas Best Value Inn, Canadas Best Value Inn, Red Lion/I&S and Signature Inn joined the Travel Pass program in April 2024.

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.



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

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.



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 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





**8<sup>th</sup> LARGEST** hotel company in the US | **1,100+** properties | **13** brands | **1 POWERFUL** loyalty program  
**100,000+** rooms | **9** countries



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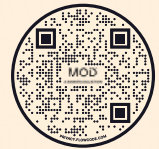
ACP Hotel Houston Westchase, MOD A Sonesta Collection



Hotel 11, MOD A Sonesta Collection

## Sonesta Lodging Development Team

Email us at [development@sonesta.com](mailto:development@sonesta.com) • Learn more at [franchise.sonesta.com](http://franchise.sonesta.com)



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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