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Advaya Hospitality to launch music hotel brand MODO

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By HBI Staff | Mumbai

Advaya Hospitality will launch a global lifestyle hotel brand known as MODO, inspired by music. MODO Hotel, will debut in major markets worldwide, starting with a minimum of five properties in India and another five in Brazil. Advaya is also in the early stages of establishing a fund to acquire strategic assets and build new hotels, targeting major US markets like New York, Kansas City and Miami.

According to a report in www.hoteliermiddleeast.com, through a partnership with Downtown Music, LLC, MODO will offer guests access to thousands of tracks from independent artists worldwide. Guests will be able to peruse the custom-curated collection and download free music.

Full-service MODO hotels will house 100 or more rooms, a restaurant-lounge, courtyard, pool, meeting and event space, library, retail shop and gym. Rates will range from USD 90 to USD 150 per night except in some larger gateway cities.

The building costs for a full-service MODO hotel will be approximately USD 110,000 per key.

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