

Musically Inspired Lifestyle Hotel MODO Debuts Internationally



MODO Hotel - Main Elevation Dusk



MODO Hotel - Double Room

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From the floors of the Americas Lodging Investment Summit in San Diego, Advaya Hospitality unveiled a global lifestyle hotel brand today to an audience of industry insiders.



The brand, MODO Hotel, will make its debut in major markets around the world, starting with a minimum of five properties in India and another five in Brazil. Advaya also is in the early stages of establishing a fund to acquire strategic assets and build new hotels, targeting major U.S. markets like New York, Kansas City and Miami.

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MODO presents a new take on hospitality that's stylish, affordable and musically inspired. The brand will feature a striking urban, Bauhaus loft design. With its vast collection of vinyl records, CDs and MP3 content, MODO will showcase independent artists around the globe, promising a unique and entertaining travel experience.

Full-service MODO hotels will house 100 or more rooms, a lively restaurant-lounge, courtyard, pool, meeting and event space, library, retail shop and gym. Nightly rates will be in sync with today's value-conscious travelers and the local markets. In the U.S., rates at full-service properties are targeted to range from \$90 – \$150 per night with the exception of some larger gateway cities. Additionally, a line of budget lifestyle lodgings will launch in international markets this year, creating a new niche of budget lifestyle hotels.

During the next three years, MODO will roll out in major metropolitan markets in Brazil. Five to ten 150-room hotels will be strategically located in the fastest growing cities of Sao Paulo, Campinas, Curitiba, Vitoria and Manaus. MODO in Brazil will be developed by the newly formed ABR Brazil LLC, a joint venture between MODO and BridgeRock Capital Management LLC.

Additionally, during the second half of this year, a MODO sister brand will premier in India, creating a new market niche of budget lifestyle hotels. Over the next three years, a minimum of five budget lifestyle hotels will launch in India under the MODO sister brand. The 60- to 80-room lodgings will have limited food and beverage offerings and small meeting rooms. They will be located in the cities of Chennai, Tuticorin, Kakinada, Vizag and Vellore.

Building costs for a full-service MODO hotel will be approximately \$110,000 per key, including average land cost, with variations in major gateway cities. "That's at least 20 percent less than those for other hotels in the same class," says **John Russell**, CEO for MODO and Advaya.

Franchising is slated to begin later this year. Additional expansion is planned through a combination of acquisitions, new development and conversions of existing properties. Among the target countries are China, Thailand, Malaysia, Singapore and Sri Lanka.

The Hotel, Remixed.

"'MODO' means 'the way' in Spanish, and we think of it as 'THE way to stay,'" Russell explains. "The name captures our brand's personality – Music-centric, Original, Design-focused and On-track with the way people travel today."

Russell says MODO will appeal to tech-savvy business travelers who enjoy new and entertaining experiences. The brand will have a wide demographic and psychographic reach, including business and leisure travelers with an interest in music, design, art and fashion.

Lively MODO marches to a different beat, serving up a refreshing, music- and design-centric travel experience. The brand's striking Bauhaus loft design features a concrete-and-glass construction with exposed beams and polished concrete walls. Inside, RPM restaurant-lounge will be the main event. Located on the ground floor right near the entrance, RPM will draw people in with its soaring 14-foot ceilings, innovative lighting, and long comfortable couches.

Here, music will be center stage. Through a partnership with Downtown Music, LLC, MODO will offer guests access to thousands of tracks from independent marquee and emergent artists worldwide. Music will be available in vinyl, CD and MP3 formats. Using headphones and a terrific sound system, guests will peruse the custom-curated collection and download free music amid books on art and music that will appeal to people across generations.

"In music and design, MODO will have a huge international focus – the U.S., Brazil, India, China and Europe, among other countries," says Chris Jones, Chief Development Officer for MODO and Advaya. "The language of music is universal. It cuts across borders, providing a way for people to do more fun things together. That makes music a perfect fit for our new global brand."

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In full-service MODO hotels, fans will gather for the music, cool bars and live entertainment. The high-energy venue will offer a mix of dining options from sit-down meals featuring fresh, local ingredients with international flair to tasty fare available 24/7 for guests eating on the run. With good spirits and cuisine, MODO will have a fun and casual vibe that will spill out onto the courtyard, where guests will find a lap pool, large patios and plush contemporary furnishings.

"While all properties will share design and music icons, MODO will be global in scope with the flexibility to scale up or down depending on the demands of the site and the local market," Jones explains. "Our unique F&B concept will have a range of options, from a fullservice restaurant with a vibrant bar scene to a cozy bar with a limited food and beverage menu."

Breakout Design

Throughout the hotels, music will be a subtle but recurring motif. The intent is to engage guests with musical references that they will be surprised to recognize. MODO's logo, for instance, evokes sound waves. The restaurant-lounge gets its name from "revolutions per minute," the measurement for record rotation. In RPM lounge, dramatic pendant lighting will feature a series of long, slender lines, recalling the strings of a violin or guitar.

Cool and comfortable guest lofts and suites will have an open, airy look with 10-foot ceilings and large windows or glass walls. The light-filled rooms will feature earth-friendly materials, such as polished concrete, brick, stained cork and distressed wood.

Lofts will be homey and restful with a soft neutral color palette and rich fabrics. Custom lighting and furnishings will include large desks with ergonomic chairs and ottomans. The beds will be decked out with the MODO SNOOZE™ bedding system featuring luxurious linens. Offering the comforts of home, all lofts will have free Wi-Fi, iPod docks and 26- to 32-inch flat-screen high-definition televisions. For additional entertainment, MODO's music will be always on hand, with remote for guests who want to explore new sounds or enjoy the quiet of a peaceful night's sleep.

Playlist

Among the other full-service amenities, MODO will have innovative meeting and event space, an open-floor-plan business center and high-tech gym. Located on the ground floor, meeting rooms will present a lofty space with large windows and 11-foot ceilings. Spanning 550 square feet, the rooms will accommodate groups of up to 50 people and offer state-of-the-art audio-visual equipment and free Wi-Fi throughout. For weddings, receptions, private parties and events, the adjacent RPM lounge and courtyard will serve up creative cocktails and cuisine and plenty of space for mixing and mingling.

Nearby, the informal business center will be open round-the-clock, offering complimentary use of the latest Apple computers, printer and fax. Also on the ground floor, the MODO gym will be sunny and bright with 11-foot ceilings and floor-to-ceiling windows. Using creative murals and wall textures, the 550-square-foot space will showcase regionally inspired décor. Along with carefully culled MODO music, guests will find state-of-the-art cardio equipment, free weights and a large flatscreen television.

MODO was developed by Advaya Hospitality, an advisory company providing services across the full hospitality spectrum, including brand development, franchising, land acquisition, design, construction, hotel management and tech support.

About MODO Hotel | MODO is a new global lifestyle hotel brand that's stylish, affordable and musically inspired. The brand will feature a striking urban Bauhaus loft design. Full-service MODO hotels will each house 100 or more guest lofts, a restaurant, bar-lounge, courtyard with pool, meeting space, business center, library, sundries/gift shop and high-tech gym. In the high-energy RPM restaurant-lounge, the MODO Music Center will take center stage. Here, guests will discover new music and create their own playlists from a vast and carefully culled collection featuring independent artists around the globe. MODO will make its debut in India and Brazil. Future development is planned for gateway cities in the U.S. and elsewhere around the globe.

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