

Home > Hotels

## HOTELS

### Advaya Hospitality to launch music hotel brand MODO

Thursday, January 27, 2011, 14:00 Hrs [IST]

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](http://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.

### PROJECTWATCH



Ongoing Hospitality Projects:  
June 2011

[» more](#)

▲ COVERSTORY

▲ ANALYSIS

### CLUBPREMIERE

- ▾ Special Offers
- ▾ Project Watch

### INTERIOR&DESIGN

➤ Architecture

Le Sutra: First Indian Art Hotel

SEARCH

### Weekly e-Newsletter

Receive the best of Hospitality content in your mailbox.  
Weekly e-Newsletter

### EVENTSCALEDAR

### PEOPLE

- INTERVIEWS [»](#)
- NEWAPPOINTMENTS [»](#)
- DAYINTHELIFE OF [»](#)
- EXPERTSPEAK [»](#)

