

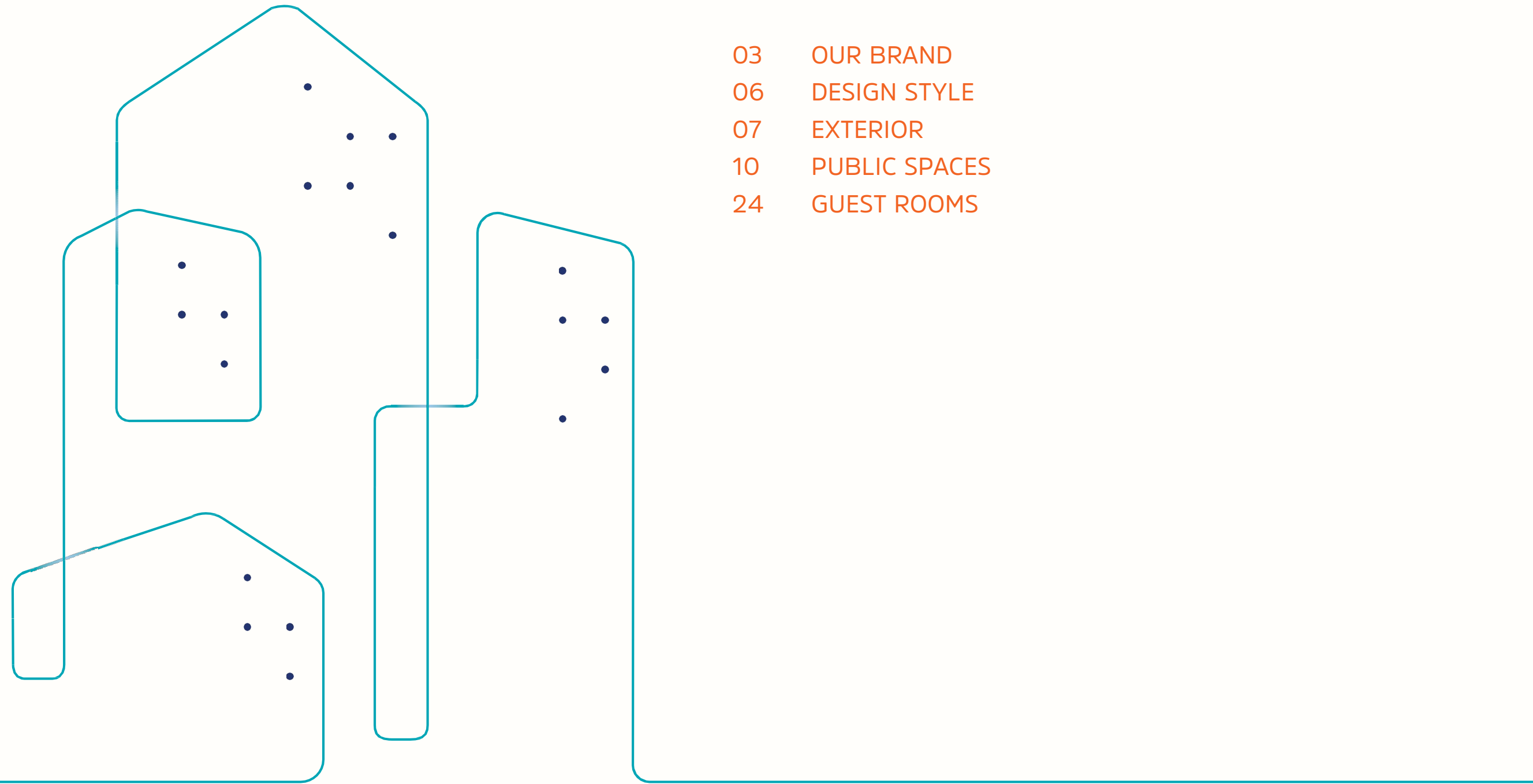
PROTOTYPE BOOK



December 2020

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OUR BRAND

The Holiday Inn Express brand launched in 1991 with the idea that practical-thinking travelers needed something very different in a hotel. These travelers weren't looking for amenities or services they wouldn't use. Informed and savvy, they were looking for an efficient stay in a place that felt fresh and focused only on the features and services they needed. We provided just that hotel.

The Holiday Inn Express brand quickly became a success, earning a reputation as the smart choice for business or leisure stays. It wasn't just because we offered free high-speed internet and free breakfast, but because we delivered the platform for self-sufficient and independently-minded guests so that they can better connect to a locality and enjoy the hotel on their own terms.

As part of the world's most recognized hotel brand family, the Holiday Inn Express brand is one of the largest and most successful limited-service brands in the industry. The Holiday Inn Express brand continues to grow due to its smart formula for success: to be guest preferred, operationally efficient, and a good investment for owners. That's why in 2014 we introduced Formula Blue™: Smart Design for Smart Travel. We are now launching the next evolution, Formula Blue 2.0 which will be closely related to the current look and feel of the design, while incorporating our Global Design Signatures.

OUR BRAND PROPOSITION

SIMPLE, SMART TRAVEL

When we think of Simple, Smart Travel, we have identified four key components that are most relevant to our guests and brand:

- Frictionless – always keeping our guest in their flow and in control
- Considered – thoughtfully designed with the guest in mind
- Transparent – a consistent and uncomplicated experience
- Value-Rich – offering more value





OUR GUEST

THE SMART TRAVELER

Smart Travelers stay with us for business and leisure, traveling globally and locally, as individuals and families.

What unites them is a common belief that travel should be practical, expedient, and yet have more to offer.

Their day to day has been transformed through products and services that empower them to live simpler, smarter lives; keeping them in motion and on mission, whilst also creating more moments that matter.

Because of this, their expectations of Holiday Inn Express® have evolved. For them, efficiency should now never have to mean basic, bland, or unsatisfying.

DESIGN STYLE

PURPOSEFUL CONTEMPORARY

We call our design style Purposeful Contemporary because it cleverly combines the practicalities our Smart Traveler requires with the fresh, thoughtful qualities they desire.

This is achieved through quality essentials, delivered with depth and highlighted through purposeful detail through the public space and guest room.

Our design style is made up of three layers, each articulating one element of our overall look and feel. Our base layer, flow, sets the scene as the foundation for every brand touch point. The contrast layer, depth, builds upon this foundation with the brand's unique personality and character. The dynamic layer, spark, completes our style through small, unexpected touches that make our brand distinct and memorable.



EXTERIOR

KEY DESIGN FEATURES

- 1** Illuminated **brand signage** is viewable from every angle
- 2** Holiday Inn Express® **blue lighting** is an iconic brand beacon that attracts guests as they approach the building
- 3** **Porte-cochere** provides a warm and welcoming entry to the hotel

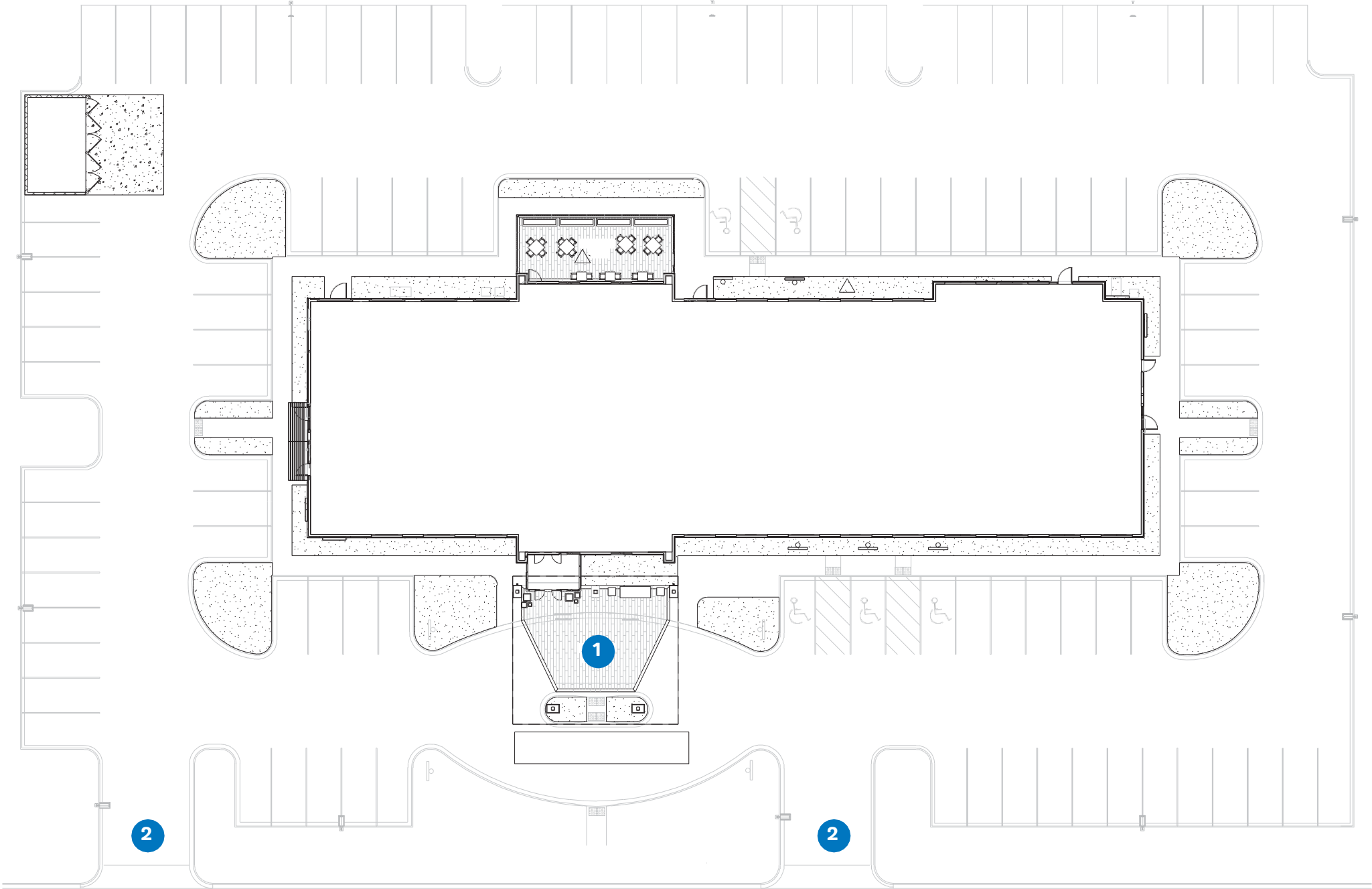


PROTOTYPICAL SITE PLAN

Prototype Site Plan Details

Size of Site	1.79 acres
Gross Building Area	52,383
Number of Floors	4
Total Room Count	93
Gross Building Area per Key	563
Parking Spaces	108
Pool	Indoor

- 1 Porte Cochere
- 2 Multiple site entrances



BUILDING SUMMARY

SITE SUMMARY

Lot Size	1.79 Acres
Standard Parking Spaces	103
Accessible Parking Spaces	105
Total Spaces	108

TOTALS

	SF
Guest Rooms	31,316
Public Space - First Floor	6,761
Back of House – First Floor	2,733
Upper Floors (excl. Guest Rooms)	7,343
Total	48,153

GROSS BUILDING AREA

	SF
Level 1	13,374
Level 2	13,002
Level 3	13,005
Level 4	13,002
Total	52,383

563	Per Key
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GUESTROOMS

Guestroom Types	Totals	SF	Total SF
King Standard	41	320	13,120
King Accessible	1	329	329
King X-Wide	2	411	822
King X-Wide - alt	2	379	758
King X-Wide Accesible	1	411	411
King X-Wide Accesible - alt	1	384	384
King Suite	8	377	3,016
King Suite Accessible	1	377	377
QQ Standard	26	320	8,320
QQ Accessible	1	377	377
QQ Suite	8	377	3,016
QQ Suite Accessible 2-bay	1	386	386
TOTAL	93		31,316

PUBLIC SPACE - FIRST FLOOR

	SF
Breakfast Bar Room	318
Business Center / Perching Area	247
Registration Area	182
Corridor	1,398
Elevator Lobby	219
Entry Vestibule	122
Fitness Center	505
Guest Laundry	92
Lobby & Great Room	1,814
Market	77
Flex Meeting Space	346
Indoor Pool	1,165
Pool Vestibule	156
Toilet – Men's	60
Toilet – Women's	60
Total	6,761

BACK OF HOUSE - FIRST FLOOR

	SF
Electrical Closet @ Elevator Lobby	11
Elevator Equipment Room	105
Elevator Shaft	118
Employee Restroom	37
Engineering / Maintenance Room	86
General Manager Office	104
Laundry / Laundry Equip. / Break	443
Laundry Chute	16
Luggage Storage	34
Main Electrical Room	157
Mechanical Room	164
Pantry	339
Pool Equipment Room	123
Sales Office	109
Server Room	47
Stair 1	183
Stair 2	190
Storage Room (@ Back of House)	234
Storage Room (@ Lobby)	92
Work / Admin Area	141
Total	2,733

UPPER FLOORS (EXCLUDING GUESTROOMS)

	Per Floor	SF Per Floor	Total SF
Corridor	1	1743	5,229
Electrical Closet	1	11	33
Elevator Shaft	1	118	354
Housekeeping	1	147	441
Laundry Chute			
Closet	1	22	66
PBX-Level 2 only	-	82	82
Stair	2	168	1,008
Storage-Level 3 only	-	82	82
VTAC Closet	2	8	48
Total			7,343

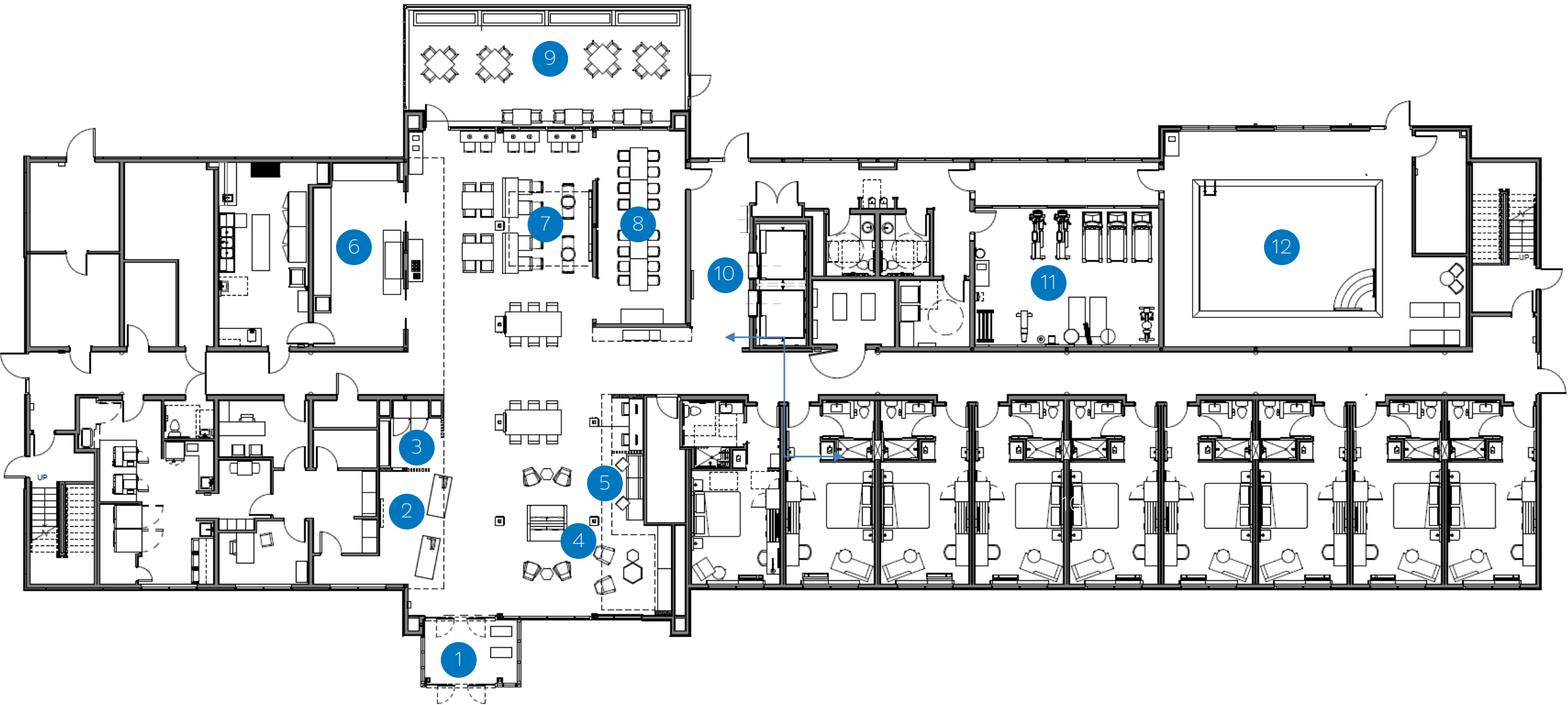


PUBLIC SPACE OVERVIEW

The Holiday Inn Express® public space is upbeat, dynamic, and friendly, with varying sightlines that ensure amenities are easily identifiable and accessible. This environment allows the Smart Traveler to control and tailor their experiences to meet their needs, whether interacting with an individual or group, working, or taking a break. Smart Travelers are self-drivers. They love the feeling of flow and control that comes from choosing their own path. The public spaces provide the right mix of flexible area and furnishings to accommodate a wide range of needs and functions simultaneously.

FIRST FLOOR

FLOOR PLAN



- 1

Entry Vestibule
- 2

Check-in
- 3

Market
- 4

Perching Area
- 5

Business Center
- 6

Breakfast Bar
- 7

Great Room
- 8

Flex Meeting Space
- 9

Patio
- 10

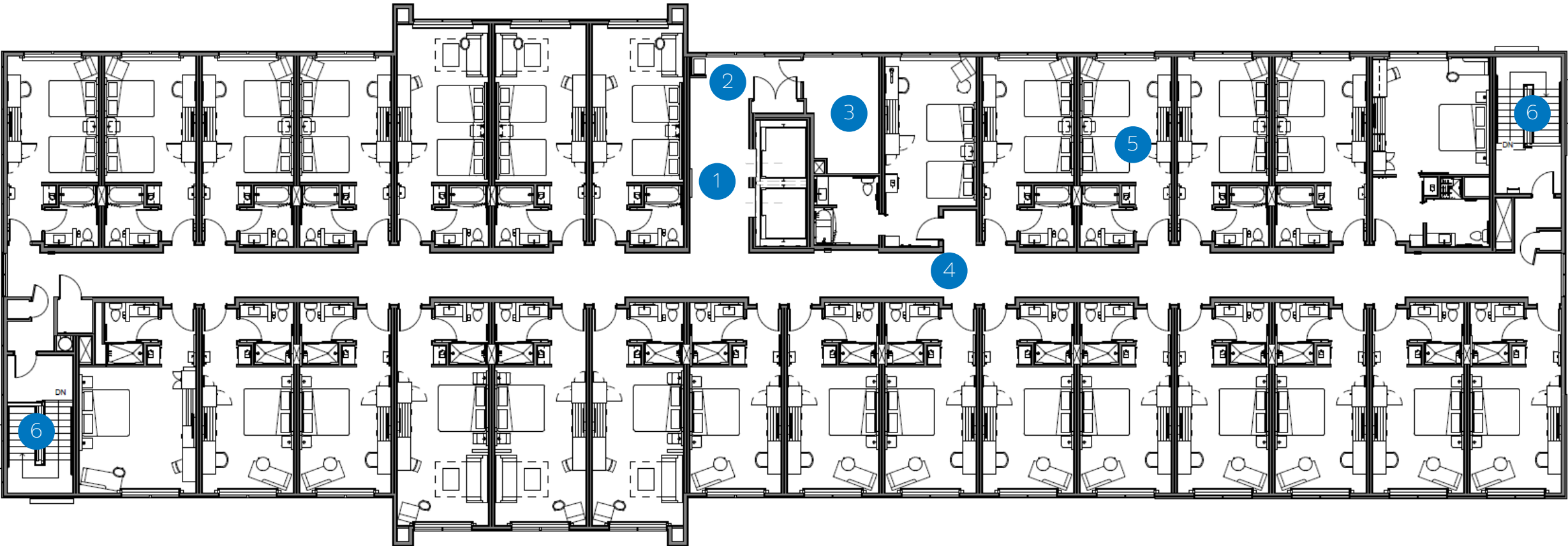
Elevator Lobby
- 11

Fitness Center
- 12

Indoor Pool

UPPER LEVELS

FLOOR PLAN



- 1 Elevator Lobby
- 2 Ice Machine
- 3 Storage
- 4 Corridor
- 5 Guest Room
- 6 Stairs

CHECK-IN

KEY DESIGN FEATURES

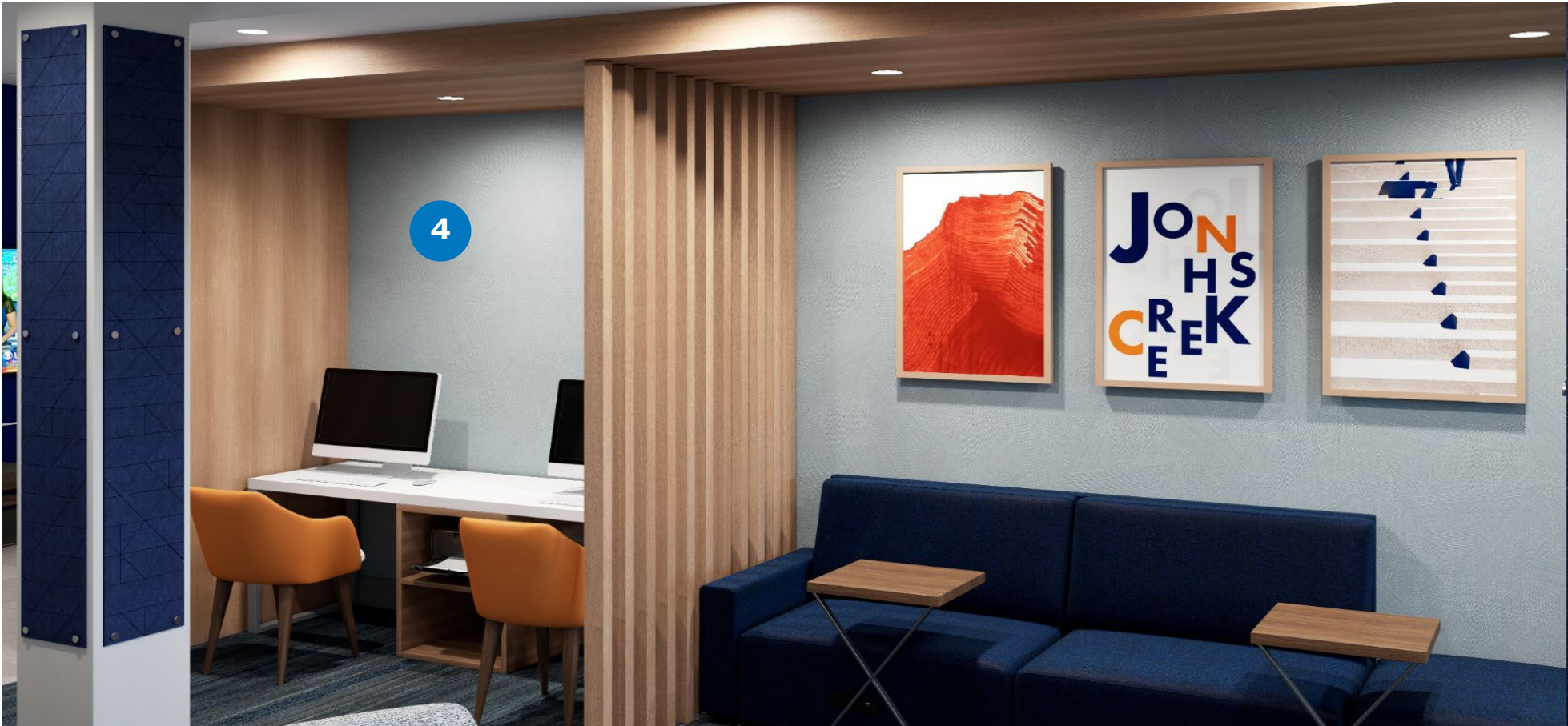
- 1 Design signature element** presents the brand that guests know and trust
- 2 Hidden storage** is functional without sacrificing the feature wall
- 3 Open check-in** enhances interaction between hotel staff and guests



PERCHING AREA & BUSINESS CENTER

KEY DESIGN FEATURES

- 1 The **branded lobby wall** is a hallmark and provides consistency across all hotels. It can include an integrated TV which provides a convenient place for guests to receive local news and weather
- 2 **Perching area** with regional wall map provides guests with a sense of place
- 3 A **mix of seating styles**, color and patterns, provides a welcoming, comfortable and energetic spot to wait, work or relax
- 4 A dedicated **Business Center** opens to the lobby and great room while the sectional sofa offers convenient power outlets



MARKET

KEY DESIGN FEATURES

- 1 Adjacency to check-in allows **clear visibility** for staff to monitor both areas
- 2 Full-size refrigerator and freezer allow for a **variety of items** and the highly visible location ensures every guest sees product offerings
- 3 Base cabinets used for **storing overstock** product can be locked for security



GREAT ROOM

KEY DESIGN FEATURES

- 1** **Storefront windows** provide ample natural light
- 2** The Great Room provides **comfortable and flexible seating**
- 3** **TV feature wall** brings texture to the space and creates comfort and intimacy



BREAKFAST BAR

KEY DESIGN FEATURES

- 1 **Coffee and tea** placement outside the main breakfast space reduces congestion
- 2 **Operable doors at breakfast area** close off the space when not in use, allowing for prep and cleanup out of view of guests
- 3 **Express Start® breakfast bar** provides the Smart Traveler with a delicious variety of hot and cold breakfast favorites



FLEX MEETING SPACE

(OPTIONAL IN RENOVATION)

KEY DESIGN FEATURES

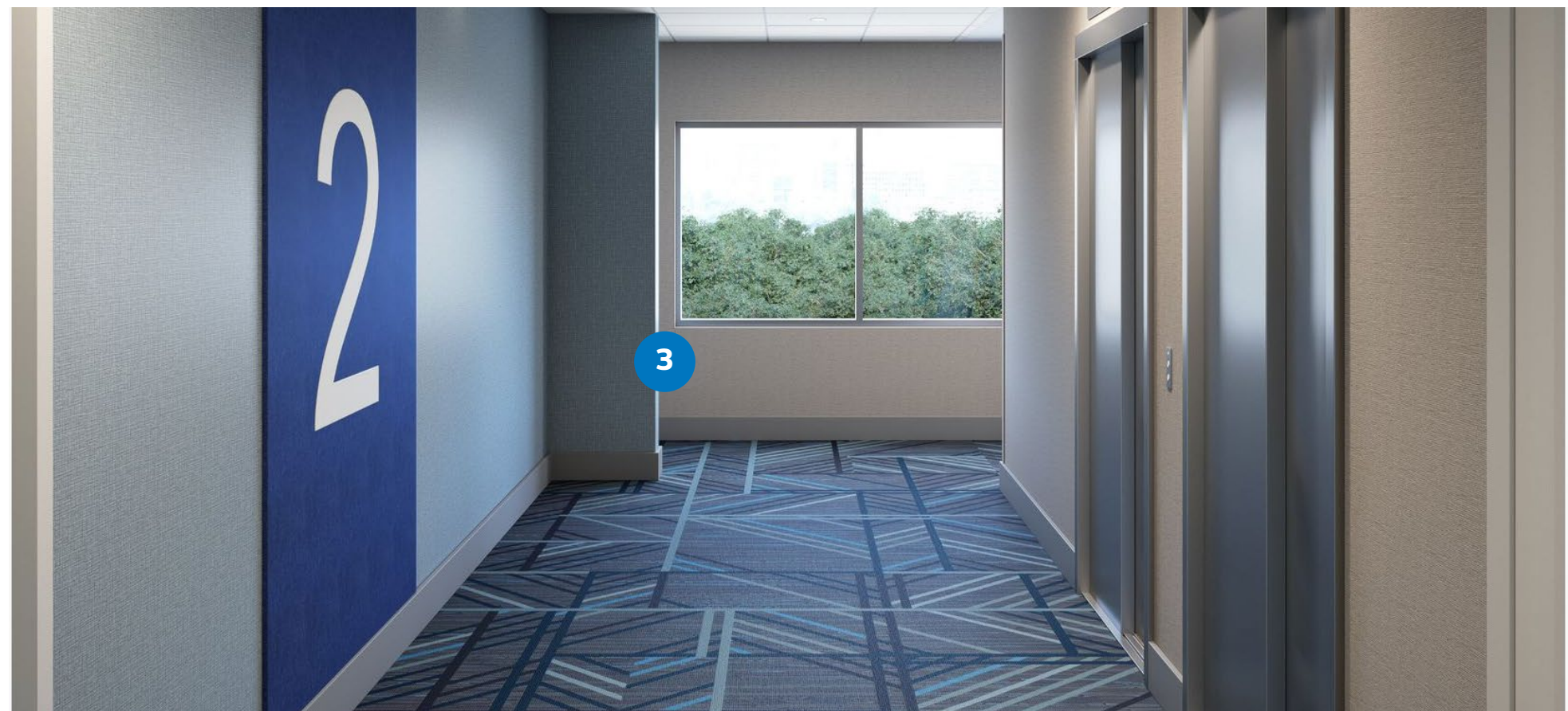
- 1 Sliding doors** allow the space to be used as extended Great Room seating during busy breakfast hours
- 2 Modular design** of meeting room chairs allow them to be stacked and stored easily



ELEVATOR LOBBY

KEY DESIGN FEATURES

- 1** An **oversized number graphic** differentiates each floor with bold navigation
- 2** **Amenities corridor** for guest access to fitness center and indoor pool minimizes traffic and noise at guest corridor
- 3** **Convenient ice machine** placement away from guestrooms on upper floors (floors 2-4)



FITNESS CENTER

KEY DESIGN FEATURES

- 1 Branded **tone-of-voice** wall graphic inspires action
- 2 Natural light creates a bright and **energetic space** for exercising
- 3 Varying options of **state-of-the-art** equipment provide the best workout environment for guests



POOL

KEY DESIGN FEATURES

- 1 Natural lighting and accent wall colors **brighten up** the pool space to create a welcoming environment for guests
- 2 Bright colors and tones bring the pool to life while reminding the guest of the **clean** Holiday Inn Express® experience
- 3 Brand-specified pool furniture allows for **consistent** product delivery



PATIO (OPTIONAL)

KEY DESIGN FEATURES

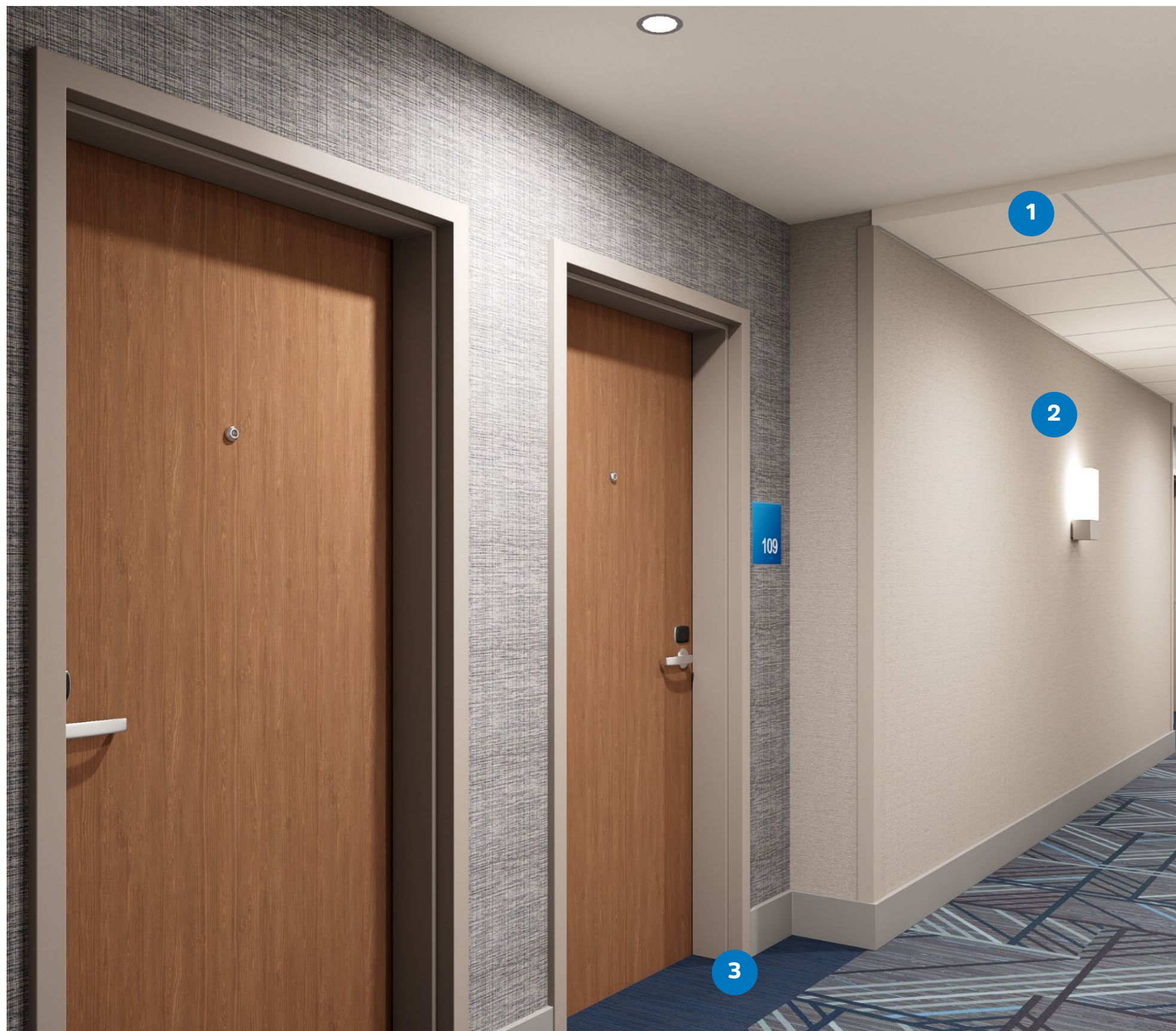
- 1 The patio **extends the great room space** for guests to collaborate or socialize
- 2 **Exterior seating** options can be incorporated into a variety of patio layouts
- 3 Patio tables and chairs provide **overflow** for busy breakfast mornings



CORRIDORS

KEY DESIGN FEATURES

- 1** Acoustic ceiling tiles help keep corridors **quiet** and allow access into the ceiling for maintenance
- 2** **Corridor lighting** is functional in a streamlined design, brightening the space
- 3** The blue carpet door drop reinforces the Holiday Inn Express® brand by providing a **pop of blue** and acts as a contemporary welcome mat before the guest enters their hotel room





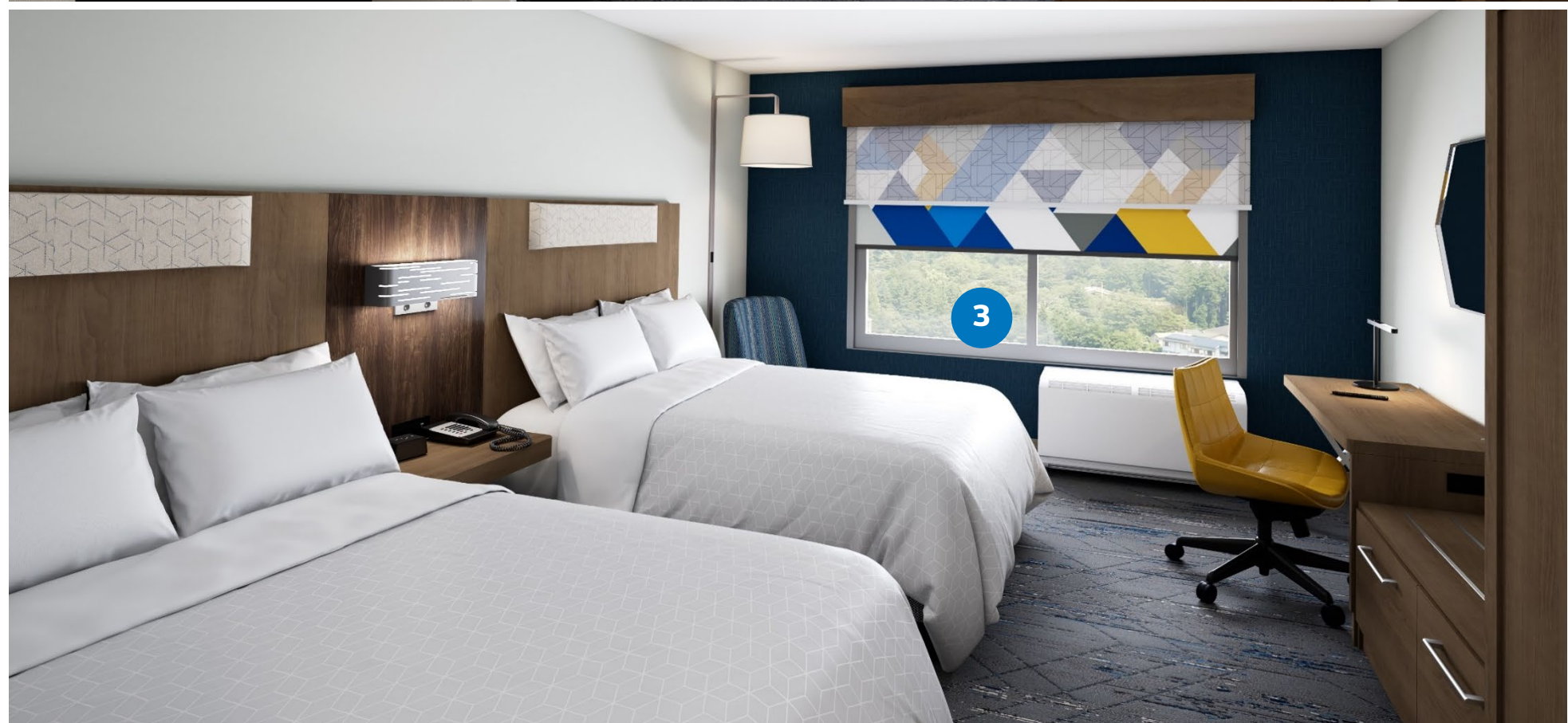
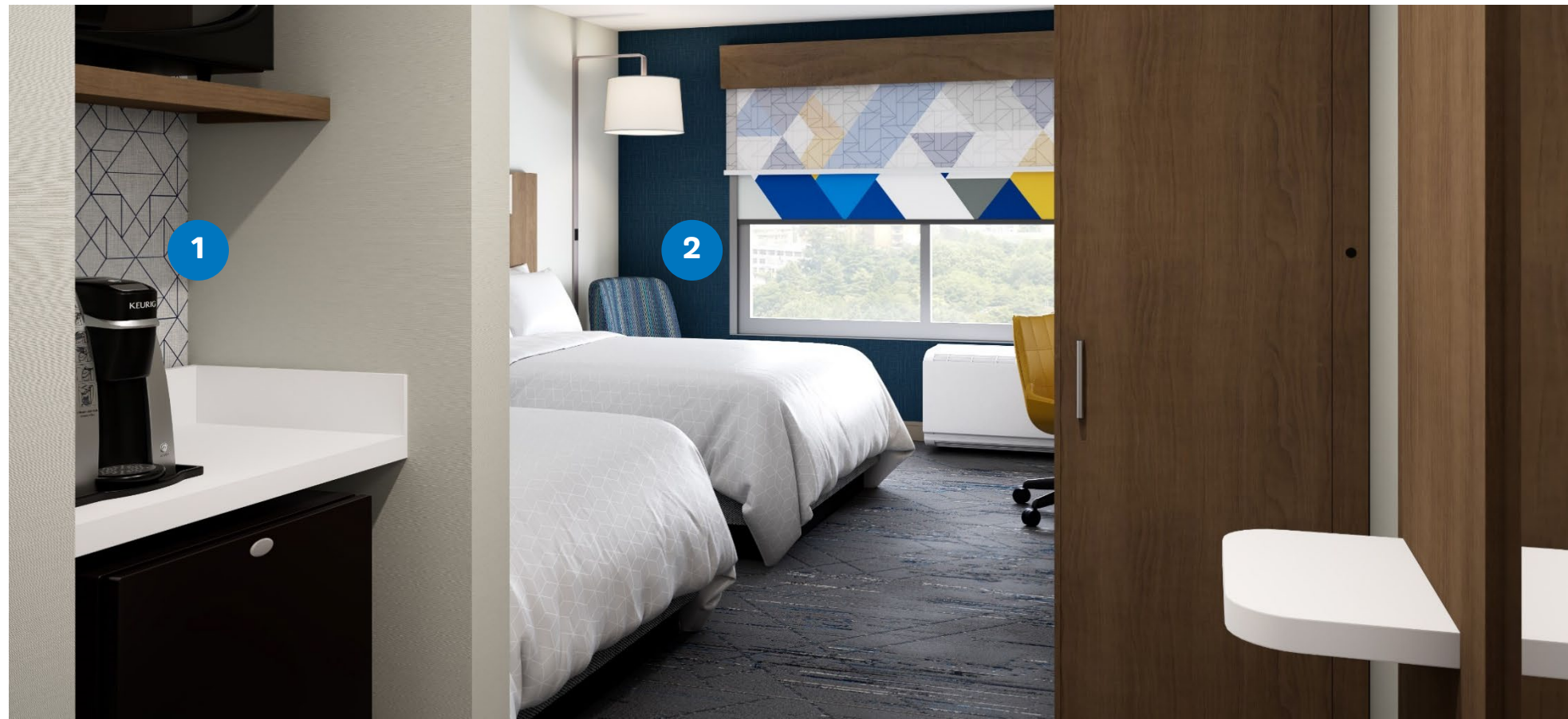
GUEST ROOM OVERVIEW

The Holiday Inn Express® guest room provides a fresh, clean, and contemporary space with features that allow guests to be productive during their stay and have a great night's sleep.

GUESTROOM

KEY DESIGN FEATURES

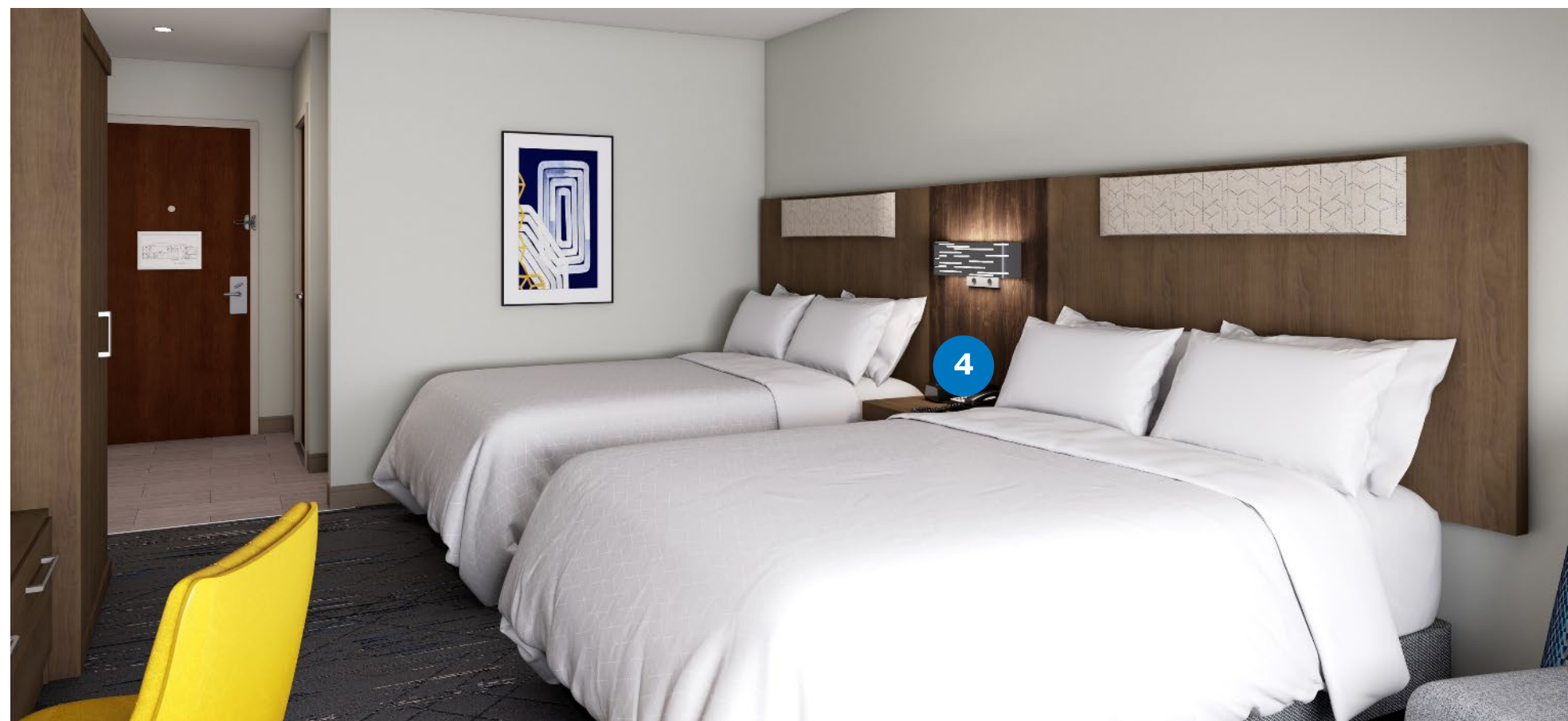
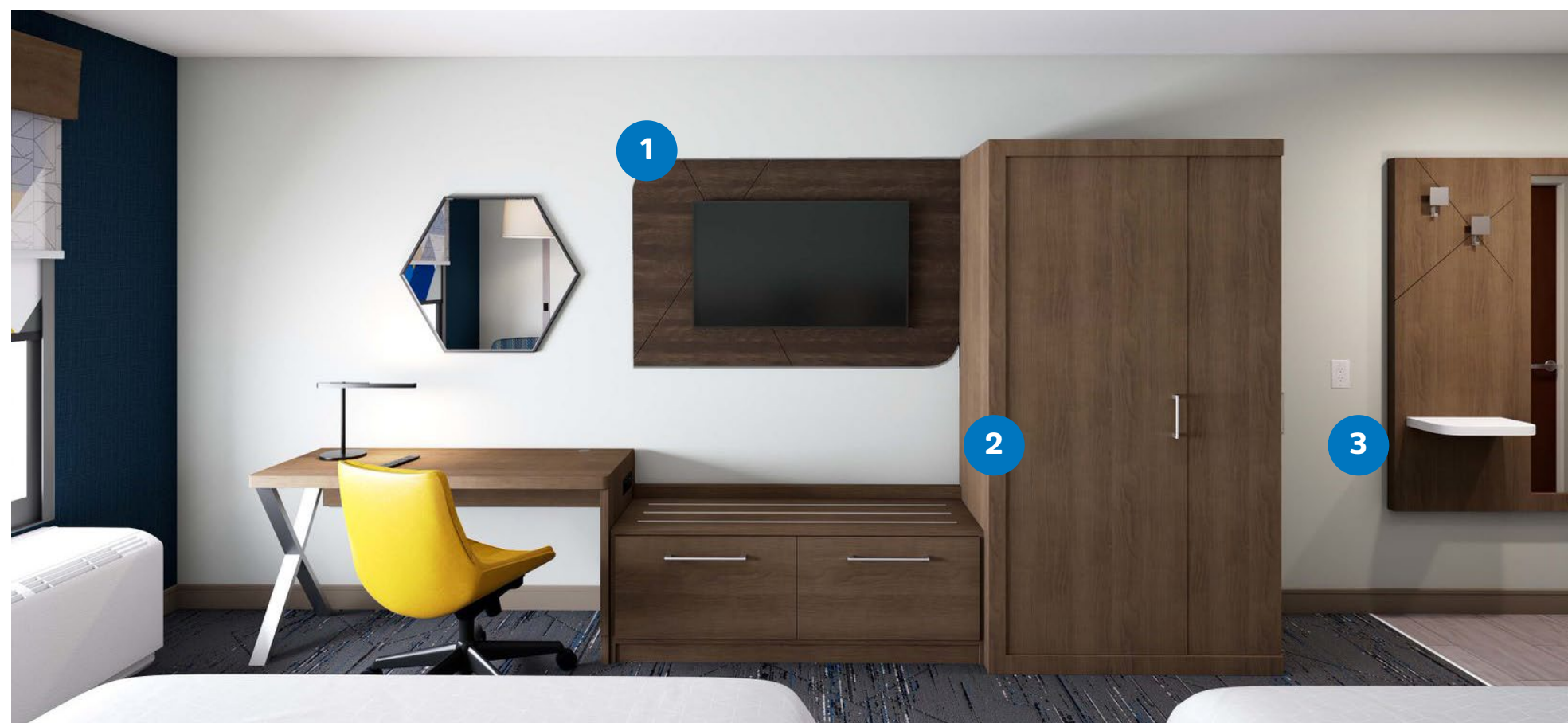
- 1 Refreshment Zone** — a built-in niche houses the under-counter refrigerator, microwave, coffee maker, and extra supplies in one central location
- 2 Room lighting** strategically placed to provide fresh illumination that is both welcoming and functional
- 3 Large window maximizes natural light.** If the sunlight is unwanted, the blackout shade with channels provides a completely dark and private room



GUESTROOM

KEY DESIGN FEATURES

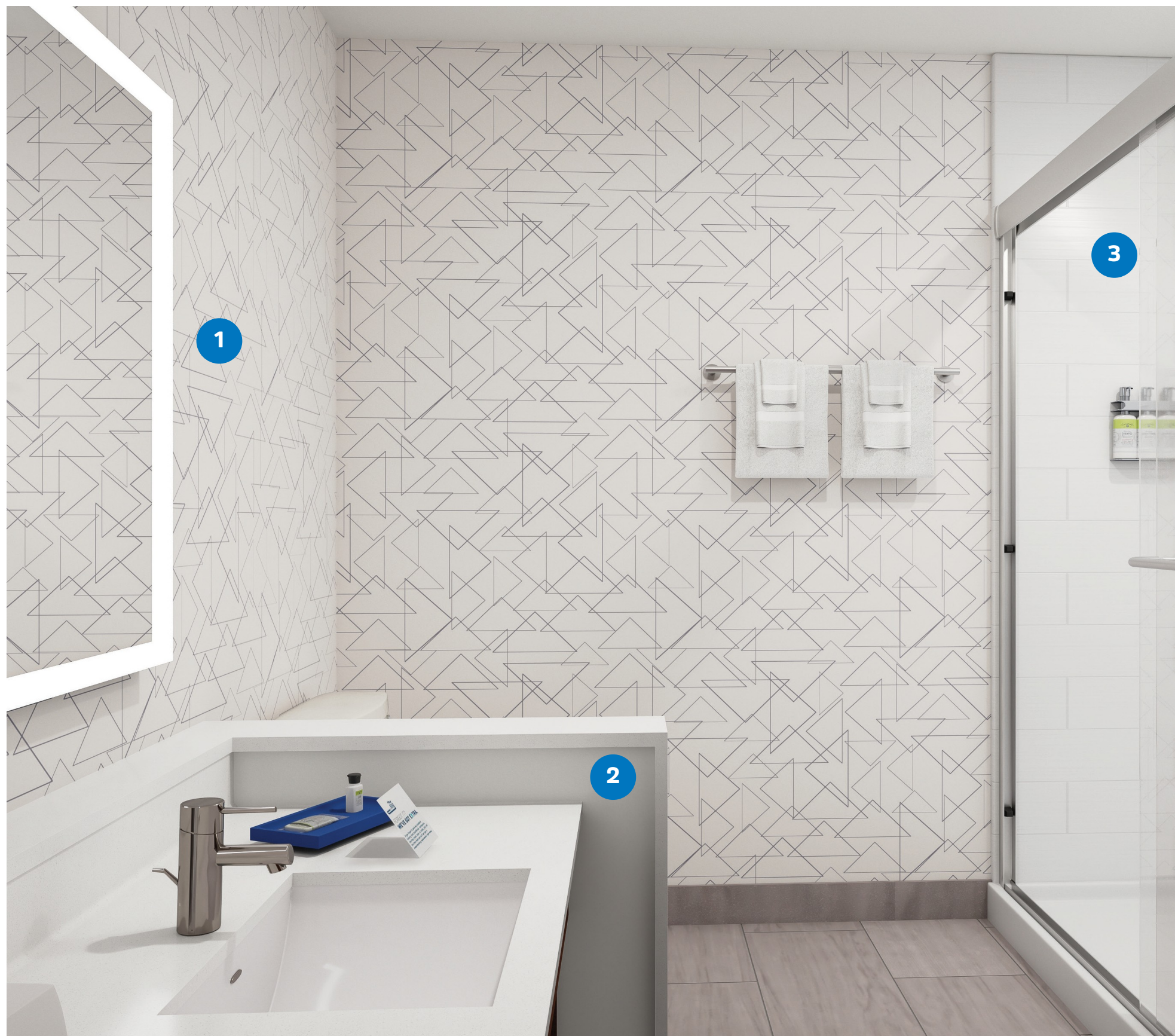
- 1 Decorative panel **reduces TV noise vibration** to adjacent rooms and can accommodate up to a 55" television (43" TV shown in render)
- 2 **Smart components** give guests the freedom to live out of their suitcase or unpack into a variety of options including wardrobe, drawers, and open hanging
- 3 Conveniently located, the **Smart Shelf** provides a landing zone at guest arrival and additional counter space near the bathroom and full-length mirror
- 4 **Headboards with integrated power.** The headboard functions as a key noise reduction piece in the room. The night stands with integrated power allow the Smart Traveler to stay plugged in



GUEST BATHROOM

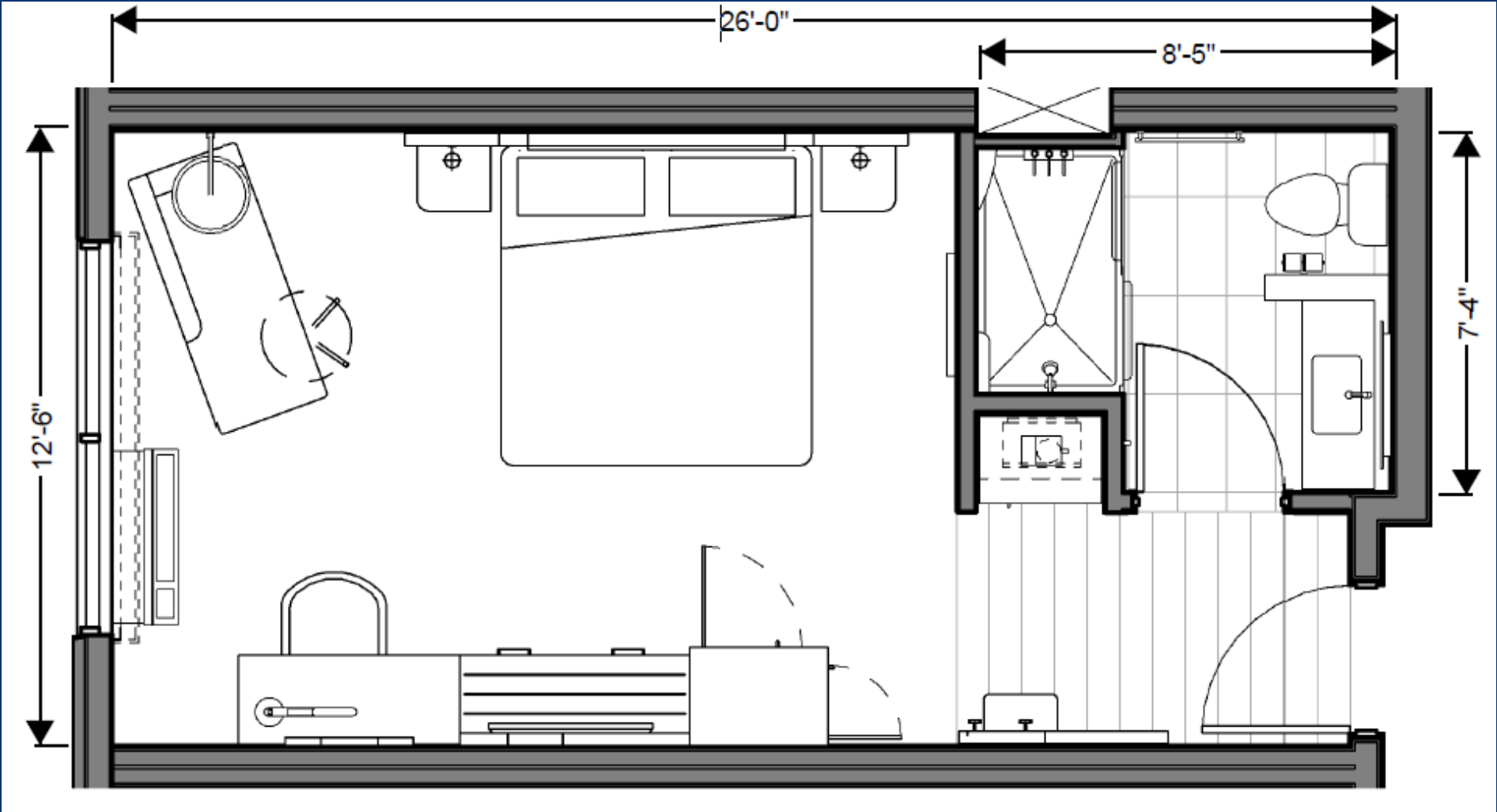
KEY DESIGN FEATURES

- 1 Lit mirror provides **fresh illumination** that is both welcoming and functional
- 2 Materials are all light in color so guests can see that **it is clean**
- 3 Grout-less shower/tub surrounds are **easy to clean and maintain**



GUESTROOM FLOOR PLANS

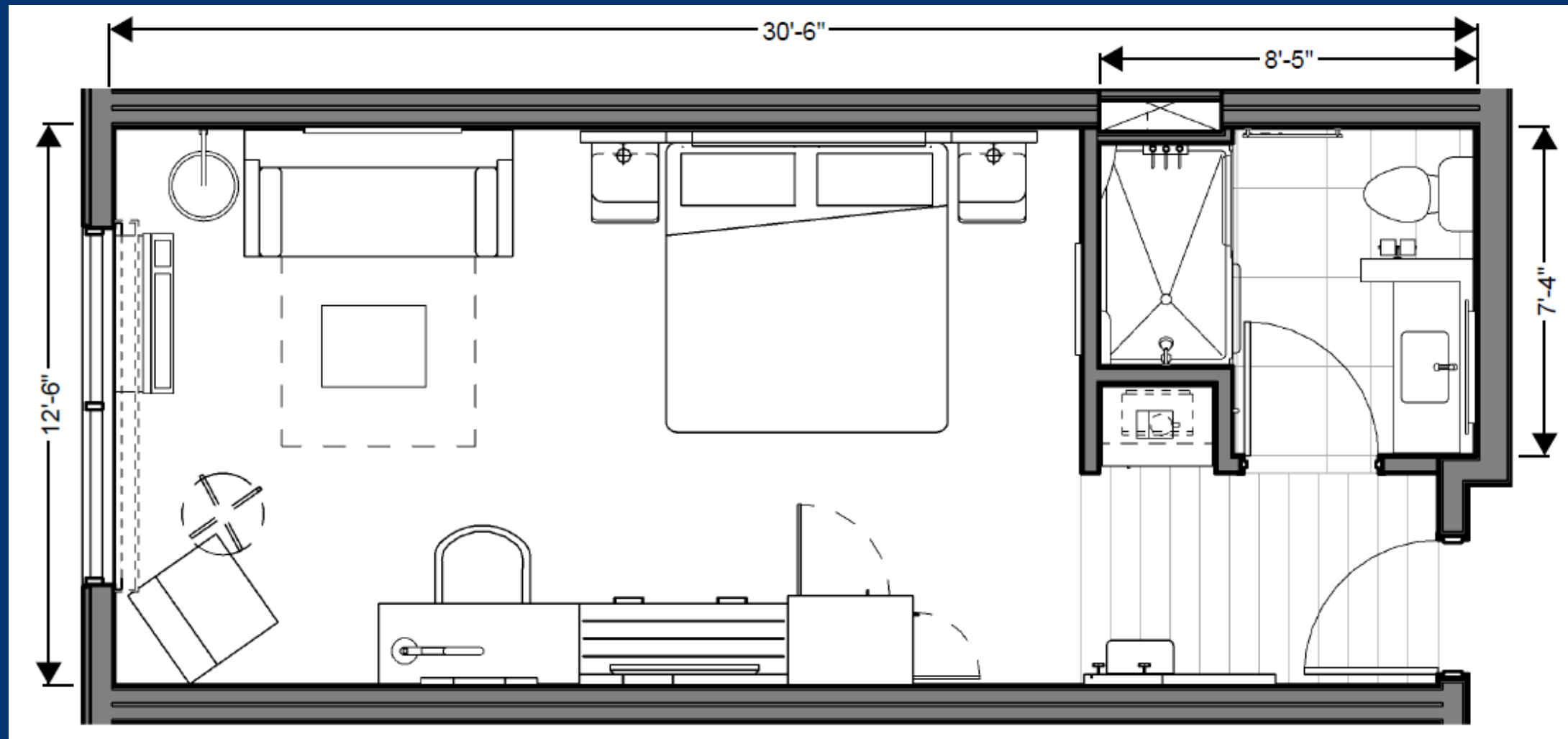
STANDARD KING



*Mobile table shown in King Guestroom is optional

GUESTROOM FLOOR PLANS

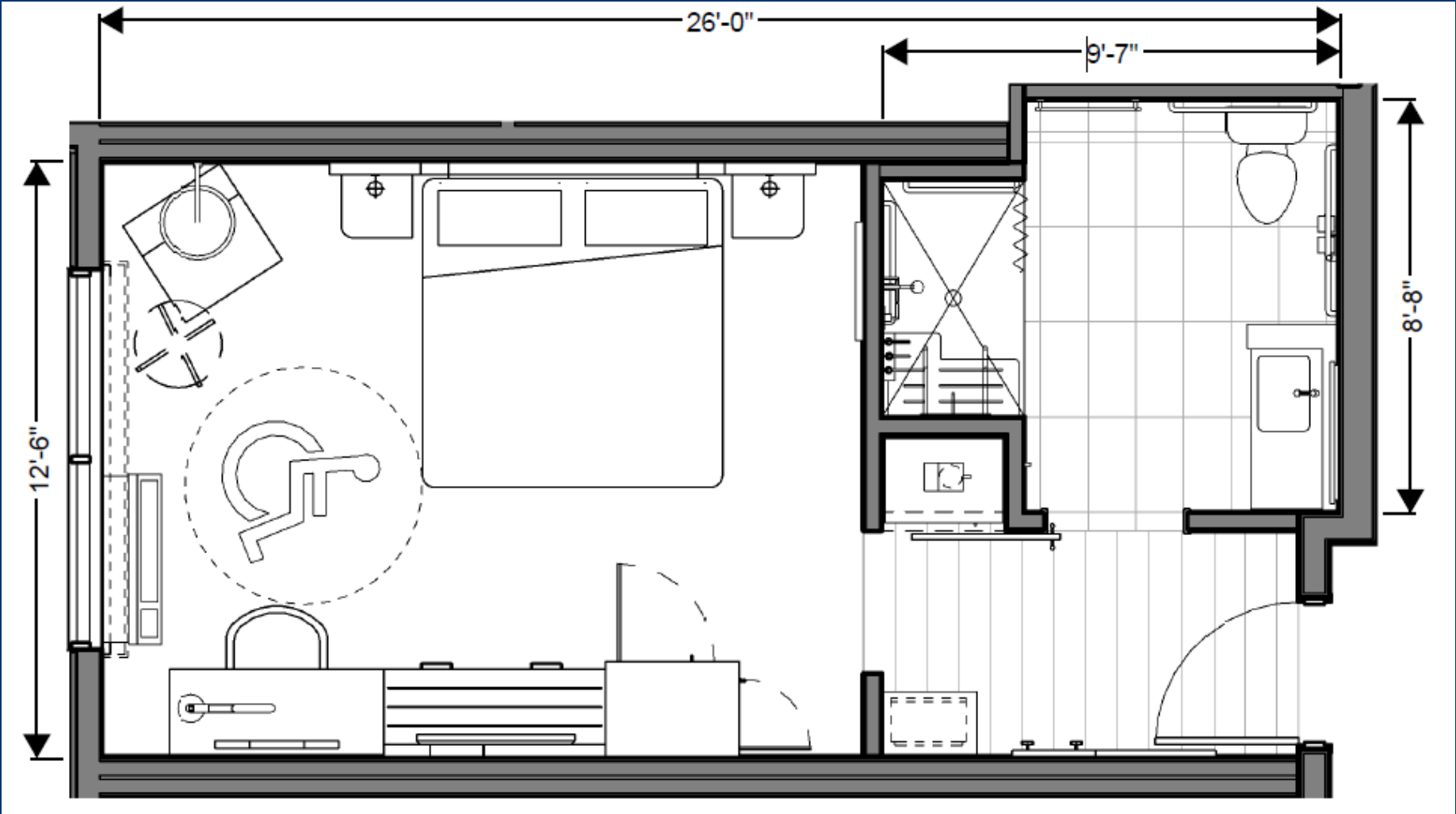
KING SUITE



*Mobile table shown in King Guestroom is optional

GUESTROOM FLOOR PLANS

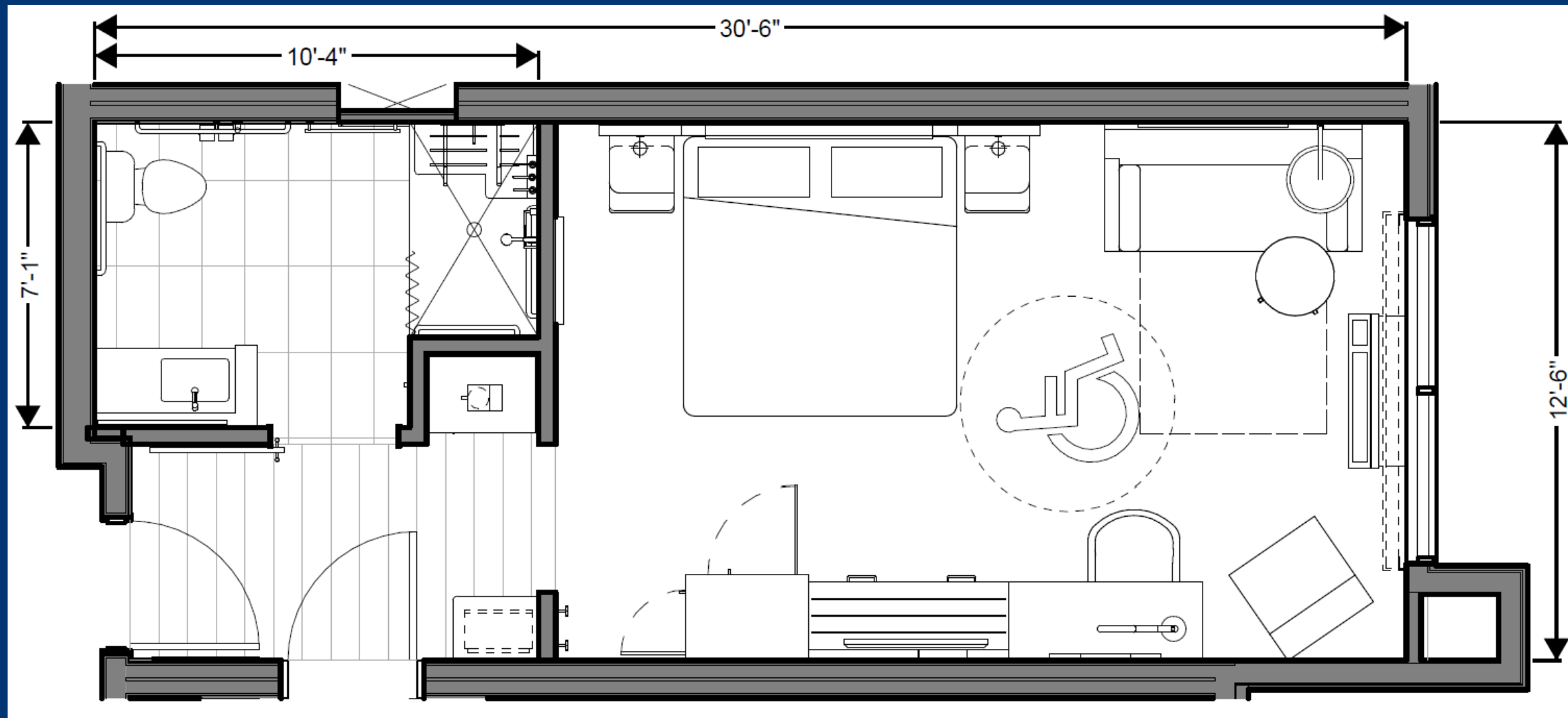
KING ACCESSIBLE



*Mobile table shown in King Guestroom is optional

GUESTROOM FLOOR PLANS

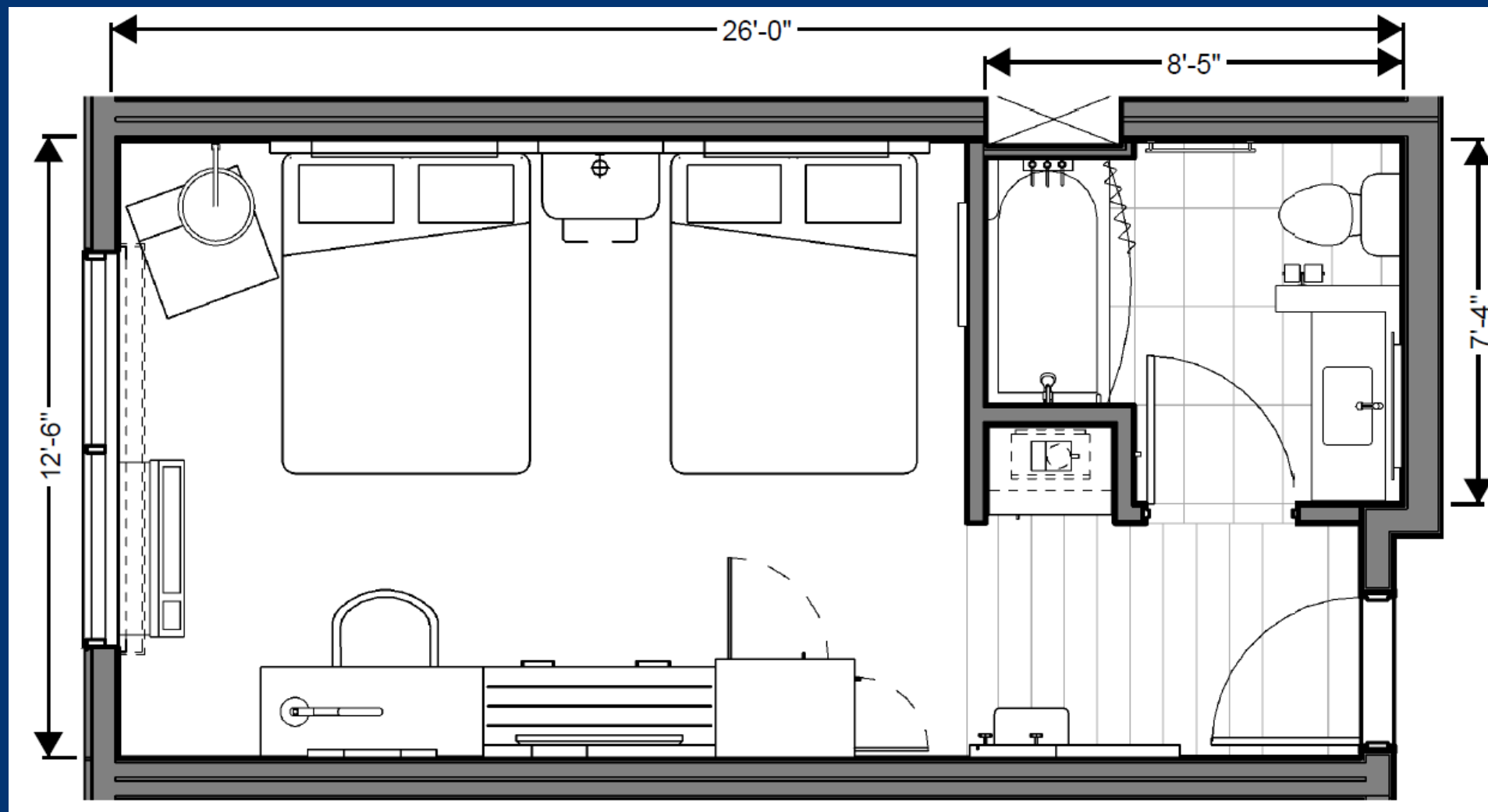
KING SUITE ACCESSIBLE



*Mobile table, instead of coffee table, is required in King Suite Accessible Guestroom

GUESTROOM FLOOR PLANS

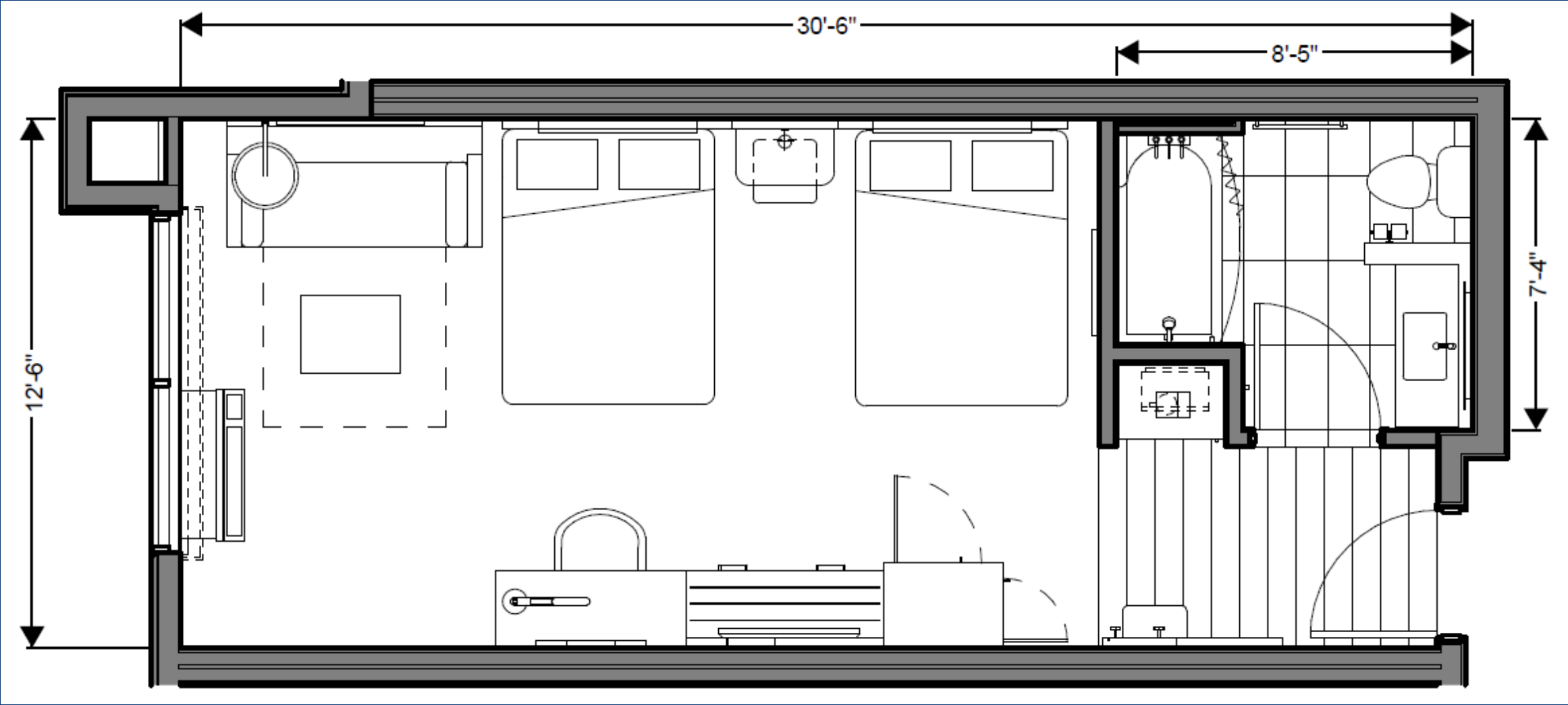
STANDARD DOUBLE QUEEN



*Cube ottoman shown in QQ Guestroom is optional

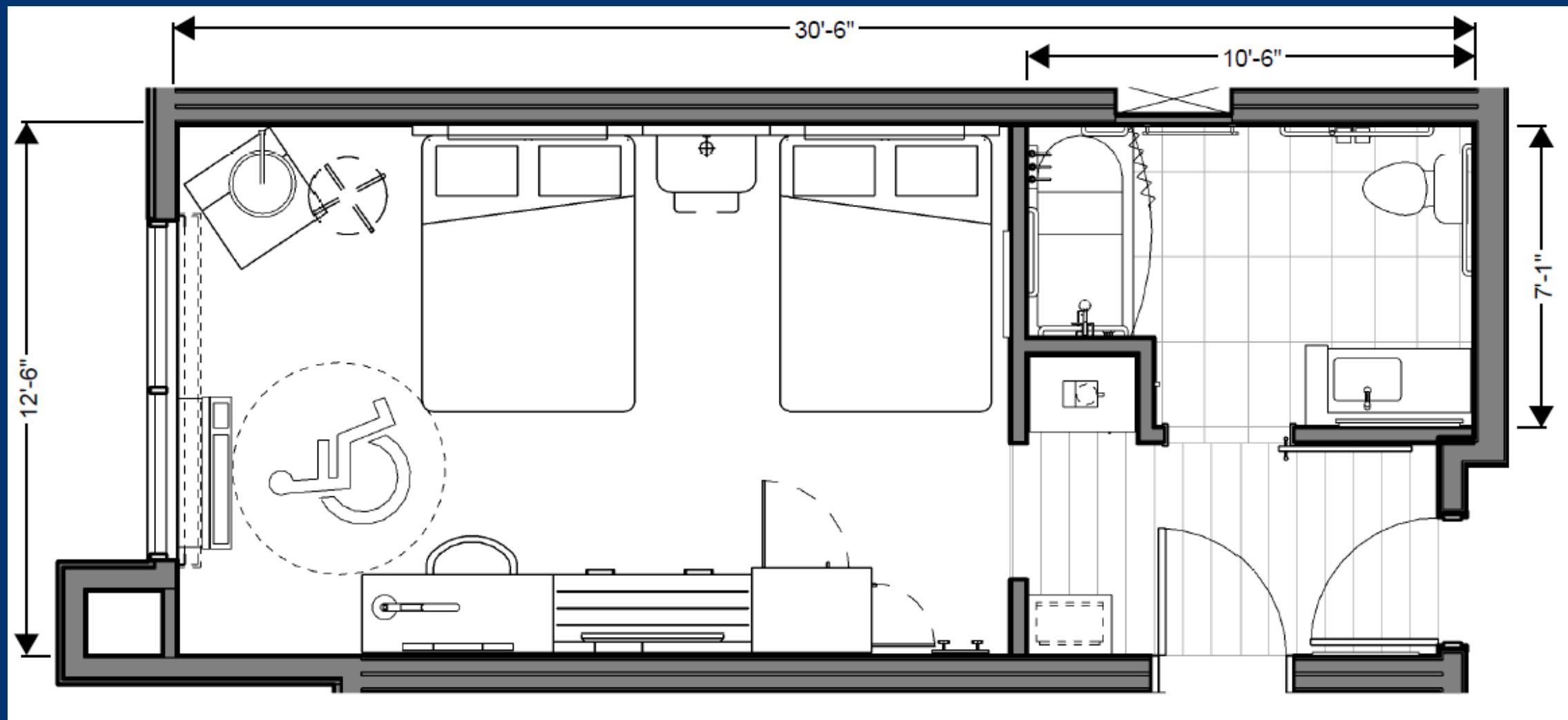
GUESTROOM FLOOR PLANS

DOUBLE QUEEN SUITE



GUESTROOM FLOOR PLANS

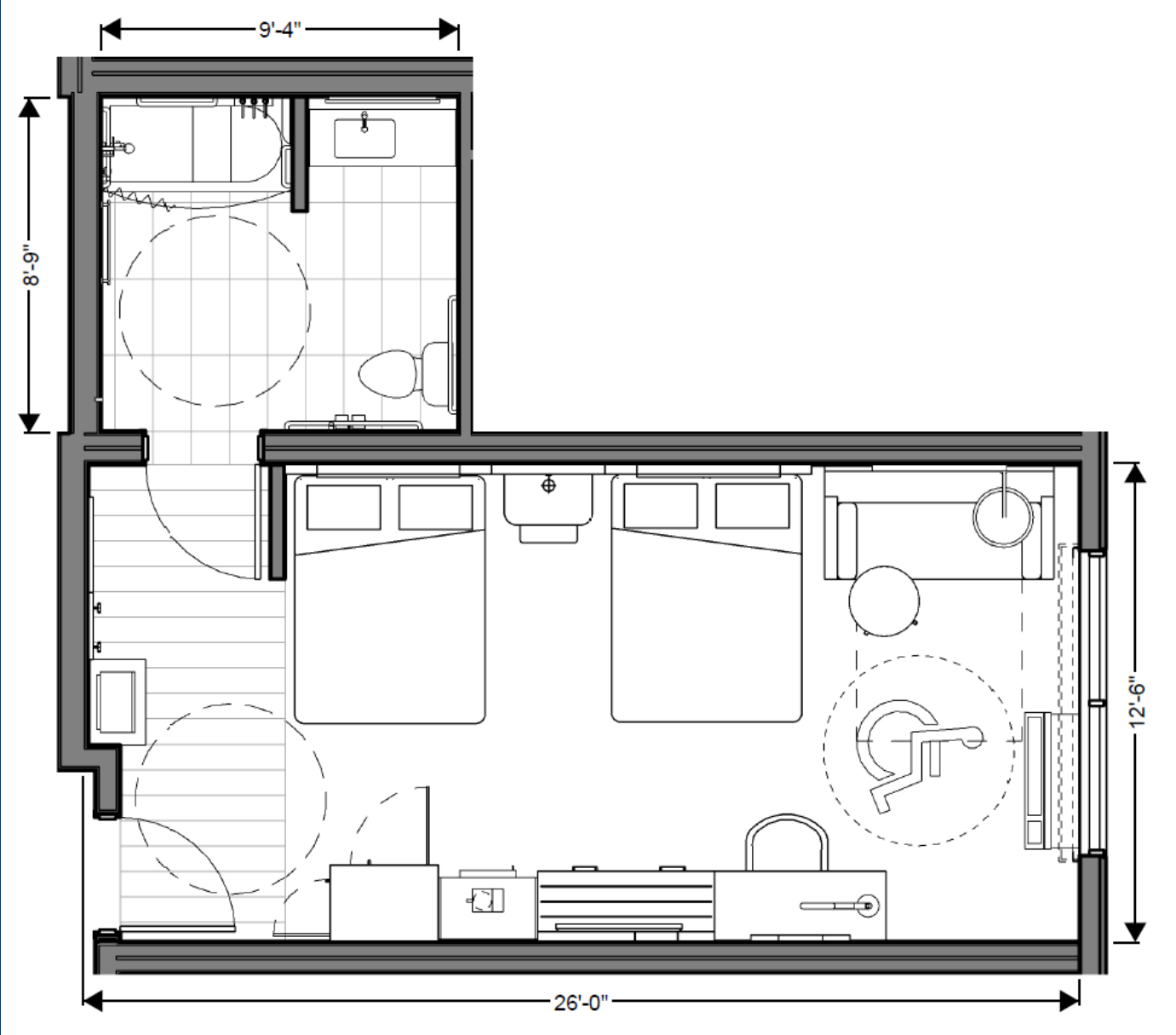
DOUBLE QUEEN ACCESSIBLE



*Cube ottoman shown in QQ Guestroom is optional

GUESTROOM FLOOR PLANS

DOUBLE QUEEN ACCESSIBLE 2-BAY





AN IHG® HOTEL

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