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Building Summary
The Brand
Exterior
Interior
Guest Room
Opportunities Await

The Holiday Inn® brand is an enduring icon with unmatched history and recognition. That legacy shapes our present and informs our future as we continue to offer the services and amenities that enable real, human connections.
## Building Summary

### Prototype Site Plan Details

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size of Site</td>
<td>2.57 acres</td>
</tr>
<tr>
<td>Gross Building Area</td>
<td>73,461 sq ft</td>
</tr>
<tr>
<td>Number of Floors</td>
<td>4 stories</td>
</tr>
<tr>
<td>Total Room Count</td>
<td>125</td>
</tr>
<tr>
<td>Gross Building Area per Key</td>
<td>588 sq ft</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>127</td>
</tr>
<tr>
<td>Pool</td>
<td>Outdoor or Indoor</td>
</tr>
</tbody>
</table>

### Gross Building Area

<table>
<thead>
<tr>
<th>Level</th>
<th>Sq ft</th>
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</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>19,983</td>
</tr>
<tr>
<td>Level 2</td>
<td>17,826</td>
</tr>
<tr>
<td>Level 3</td>
<td>17,826</td>
</tr>
<tr>
<td>Level 4</td>
<td>17,826</td>
</tr>
<tr>
<td>Total</td>
<td>73,461</td>
</tr>
</tbody>
</table>

### Guest Room Sq ft

<table>
<thead>
<tr>
<th>Name</th>
<th>Sq ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest Room King</td>
<td>18,262</td>
</tr>
<tr>
<td>Guest Room Queen Queen</td>
<td>18,583</td>
</tr>
<tr>
<td>Junior Suite</td>
<td>5506</td>
</tr>
<tr>
<td>Total</td>
<td>42,351</td>
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</table>

### Guest Room Count

<table>
<thead>
<tr>
<th>Area</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Corridor</td>
<td>1</td>
</tr>
<tr>
<td>Data and Electrical</td>
<td>1</td>
</tr>
<tr>
<td>Elevator Lobby</td>
<td>1</td>
</tr>
<tr>
<td>Guest Room King</td>
<td>16</td>
</tr>
<tr>
<td>Guest Room King ADA</td>
<td>1</td>
</tr>
<tr>
<td>Guest Room Queen Queen</td>
<td>15</td>
</tr>
<tr>
<td>Guest Room Queen Queen ADA</td>
<td>1</td>
</tr>
<tr>
<td>Junior Suite</td>
<td>4</td>
</tr>
<tr>
<td>Housekeeping Storage</td>
<td>1</td>
</tr>
<tr>
<td>Guest Laundry</td>
<td>1</td>
</tr>
<tr>
<td>Ice</td>
<td>1</td>
</tr>
<tr>
<td>Stairs</td>
<td>2</td>
</tr>
<tr>
<td>Level 1 Net</td>
<td>18,077</td>
</tr>
<tr>
<td>Level 2 Net</td>
<td>15,681</td>
</tr>
<tr>
<td>Level 2 and 3 and 4</td>
<td>15,694</td>
</tr>
<tr>
<td>Total Guest Rooms</td>
<td>125</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corridor</td>
<td>1</td>
</tr>
<tr>
<td>Electrical</td>
<td>1</td>
</tr>
<tr>
<td>Elevator Lobby</td>
<td>1</td>
</tr>
<tr>
<td>Guest Room King</td>
<td>16</td>
</tr>
<tr>
<td>Guest Room King ADA</td>
<td>1</td>
</tr>
<tr>
<td>Guest Room Queen Queen</td>
<td>15</td>
</tr>
<tr>
<td>Guest Room Queen Queen ADA</td>
<td>1</td>
</tr>
<tr>
<td>Junior Suite</td>
<td>4</td>
</tr>
<tr>
<td>Housekeeping Storage</td>
<td>1</td>
</tr>
<tr>
<td>Ice</td>
<td>1</td>
</tr>
<tr>
<td>Stairs</td>
<td>2</td>
</tr>
<tr>
<td>Level 1 Guest Rooms</td>
<td>14</td>
</tr>
<tr>
<td>Level 2 Guest Rooms</td>
<td>37</td>
</tr>
<tr>
<td>Level 3 Guest Rooms</td>
<td>37</td>
</tr>
<tr>
<td>Level 4 Guest Rooms</td>
<td>37</td>
</tr>
</tbody>
</table>
The prototype was developed with a more streamlined, efficient building that offers a flexible set of components to best suit specific market needs or site plan.

- Restaurant & Bar
- 4 or 5 stories
- Meeting Spaces
- Indoor vs. Outdoor Pool

**Building Enhancements**
- Unified room bays allow for flexibility within room mix
- Evolved guest room and public space schemes allow for customization based on markets
- 4-story building to allow for cost-effective construction methods
- Smaller site requirements (2.57 acres)
- Integrated back of house for staff and leadership efficiencies

**Market Flexibility**

The prototype was developed with a more streamlined, efficient building that offers a flexible set of components to best suit specific market needs or site plan.

- Restaurant & Bar
- 4 or 5 stories
- Meeting Spaces
- Indoor vs. Outdoor Pool
Our Brand
To design a better tomorrow, we must first understand who we’re designing for. Our guests desire an honest, unpretentious, and genuine lifestyle. With a deep appreciation for both substance and style, they seek authentic travel experiences that provide real and human connections for both themselves and their families.

No matter the occasion, age group, or time of year, our doors are always open. A friendly “hello” upon arrival, a thoughtful note in the guest room, or a delicious meal any time of day.

We design our experience to ensure that we are enabling real and human connections. Where guests feel welcome, always.

To design a better tomorrow, we must first understand who we’re designing for. Our guests desire an honest, unpretentious, and genuine lifestyle.

With a deep appreciation for both substance and style, they seek authentic travel experiences that provide real and human connections for both themselves and their families.
Purposeful Design
underpinned by
Genuine Hospitality

Holiday Inn distinguishes itself in the full service landscape by fully meeting the needs and expectations of its guests not only through service, but with a thoughtful array of amenities and facilities.

As we look to the future, we have developed a modern, efficient, and flexible building to meet your market needs.
Exterior
Our guests are immediately greeted by the familiar and iconic Holiday Inn sign as they approach the entrance. They arrive to a bright and contemporary hotel.
At night the hotel comes to life with white uplighting and a distinctive green LED strip.

Exterior - Night View
The prototype was developed with the ability to execute an outdoor or indoor pool.
First Floor

1. Entry Vestibule
2. Front desk
3. Arrival Lounge
4. eBar
5. Market 24
6. Social Lounge
7. Restaurant
8. Bar
9. Meeting Room
10. Fitness Center
11. Outdoor Pool
12. Public Restrooms
13. Kitchen
14. Mechanical
15. Electrical
16. Housekeeping
17. Colleague Breakroom
18. Guest Corridor
19. Elevators
20. Stair 1
21. Stair 2
First impressions are lasting impressions. We want guests to immediately feel at ease by greeting them with a modern, inviting lobby that’s set up to suit their changing needs.

**Arrival**

First impressions are lasting impressions. We want guests to immediately feel at ease by greeting them with a modern, inviting lobby that’s set up to suit their changing needs.
Arrival lounge

This area provides guests transitional seating near the reception desk to be used by those waiting to check-in, depart or regroup.
Market
The open market is there to make our guests’ lives easier, efficiently meeting their travel needs with an inviting atmosphere, including a range of familiar grab-and-go items.
Social Lounge

Whether socializing or getting down to business, this common area gives guests a flexible space to convene. Its proximity to the Market, Restaurant, and Bar anchors this space as a social hub within the lobby.
A fresh take on what you've come to expect from Holiday Inn Food and Beverage offerings. Toast to Toast provides a variety of good food and a curated bar menu, all in a space designed to welcome our guests.
**Toast to Toast - Night View**

This space creates opportunities for people to get together in a relaxed and unpretentious atmosphere using food and drinks as the social glue.
The E-Bar is an informal area for guests to work, collaborate, and be productive. Flexible and open, this space offers productivity while maintaining its connection to the wider social environment.
Meeting Spaces

Designed with a range of guests in mind, this space provides a flexible environment that is quickly and easily adapted to the needs of either business meetings or social gatherings.
The Fitness Center was designed and enlarged to provide a balanced atmosphere of energy, positivity, and motivation.
The pool is a place to play, socialize and enjoy water activities. Whether it’s for fitness or recreation, the pool delivers a welcoming, energizing and bright environment. *Indoor pool option available.*
Corridor

A continuation of the public areas, this space ensures a smooth transition from the lobby as the guests near their room.
A great night’s sleep delivered through blackout rollershades and our *Winning in Sleep bedding program*

Mobile table and *multi-functional storage* allows guests to make the space their own

*Integrated power outlets* offer power within reach

*The Welcome Nook* creates a familiar arrival moment

*Spacious* bathroom with a modern, backlit mirror

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**King Standard**
323 Sq Ft

**Queen / Queen**
323 Sq Ft
Designed with purpose

Given no two markets are alike, our program is designed with a variety of casegood configurations, color palettes and décor options to allow for more choice and personalization.

1. Welcome Zone
   Welcome Nook
   Closet
   Carpet (not shown)
   Kitchenette
   LVT Flooring

2. Living Zone
   Soft seating
   Side Table with Lighting
   Coffee Table (not shown)
   TV Ledge
   Dresser
   Movable Table
   Lighting & Artwork
   Task chair
   Carpet
   Hospitality unit (not shown)
   Divider Wall / Partition

3. Sleep Zone
   Headboard
   Nightstand (with integrated power in each)
   Lighting & Artwork
   Blackout Sheer Window Coverings
   Wall base, Paint & Flooring

4. Refresh Zone
   Vanity
   Showerhead
   Tub/Shower Surround
   Flooring & Paint
   Backlit mirror

Grey: Required all room types
Green: Required items for Junior Suite only

Junior Suite
417 Sq Ft
As guests enter their room, there is a familiar feeling of walking through a home’s back door. The Welcome Nook provides the guest a place to store their belongings, charge their devices, and settle in.
The guest rooms are designed to deliver a warm, comforting, and familiar environment. Where guests feel relaxed and empowered to make the space their own to suit their needs.

**King Standard**

The guest rooms are designed to deliver a warm, comforting, and familiar environment. Where guests feel relaxed and empowered to make the space their own to suit their needs.
Thoughtful touches deliver a great night’s sleep. Along with a curated furniture solution and a statement headboard, the Sleeping Zone has a familiar feeling like a home.
King Comfort Hideaway

This new room type offers a flexible space that responds to the different needs of both business and leisure travelers. *Optional room type shown.*
Bathroom

Bright, stylish, and more spacious; the new bathroom has easy to clean fixtures to deliver a great guest experience.
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