



- Brand Overview
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  - Site Plan Drawing
  - Ground Level Floorplan
  - Lobby Floorplan
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## Prototype Design

The avid™ hotels brand offers a modern design to appeal to the tastes of today's travelers and owners.

All avid hotels have been designed for new-build construction. The hotels are prototypical, ensuring consistency across the portfolio. Conversions are not being considered at this time.

The brand was designed with guidance from an owner advisory board to ensure that all hotels are simple to build, operate, and maintain. This advisory board has provided their expertise and feedback throughout all steps of the process, and will continue to be consulted as the first hotels open.

## Development Opportunities

IHG® has invested heavily in avid hotels brand development and prototype design. This mass-market brand appeals to a broad spectrum of locations and will be franchised by IHG with a focus on U.S. development.

## Modular Design

Modular prototype drawings for avid hotels have been developed and are available on [IHG Design Connect](#).



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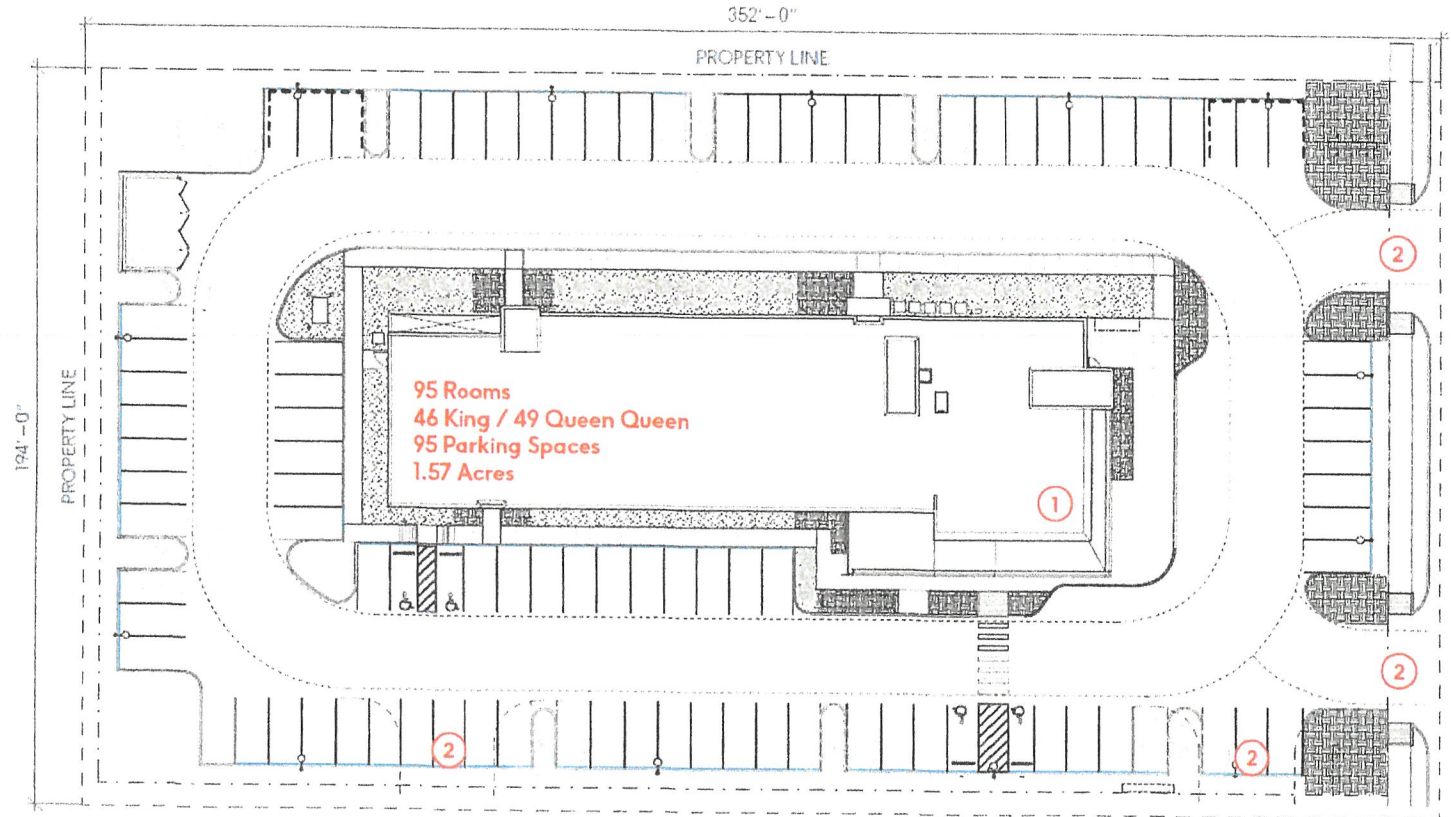
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## Site Plan Drawing



The site plan is efficient and allows for flexibility based on unique site requirements. Optional features: Porte Cochère and Pool.

① Corner lobby works with both wide and narrow sites and provides visibility from the lobby to the parking lot and vice versa

② Multiple entrances designed for site development flexibility

Site plan details	
Acreage	1.57 acres
Square footage (Gross)	41,693 sf
Keys/room count	95
Parking spaces	95
Gross sq ft per key	438.87 sf

## Ground Level Floorplan

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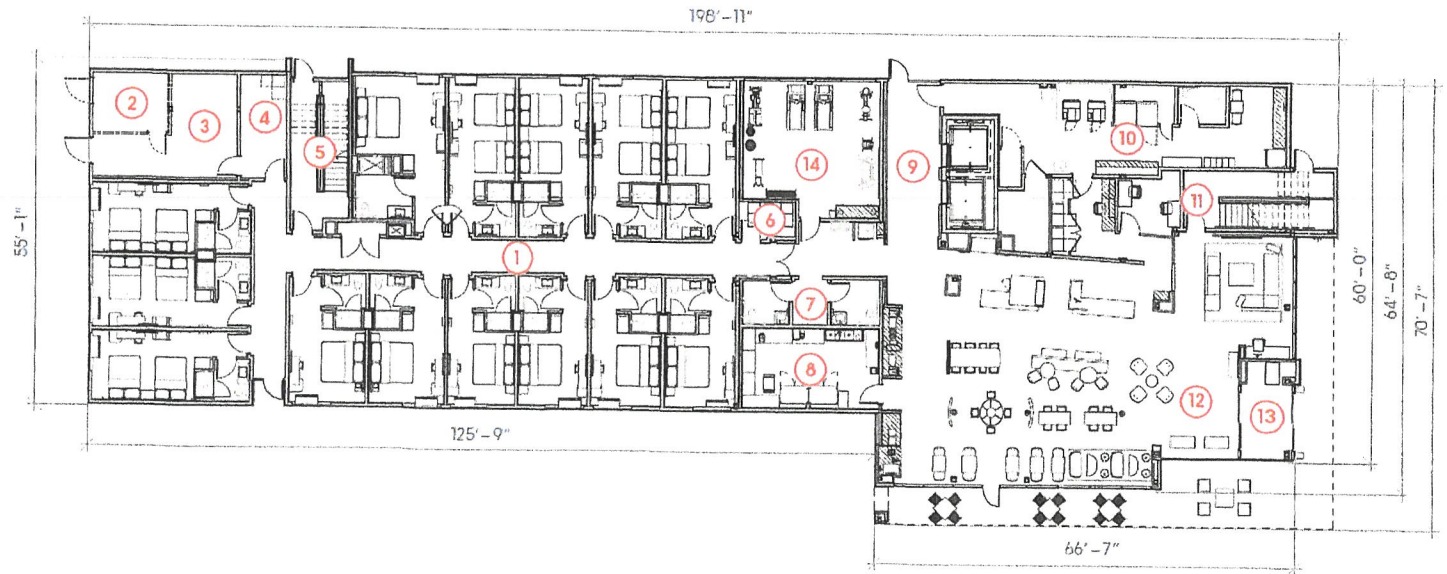
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① Guest corridor

④ Maintenance

⑦ Public restrooms

⑩ Back of house

⑬ Entry vestibule

② Electrical

⑤ Stair 2

⑧ Pantry

⑪ Stair 1

⑭ Gym

③ Mechanical

⑥ Storage

⑨ Elevators

⑫ Lobby

## Lobby Floorplan

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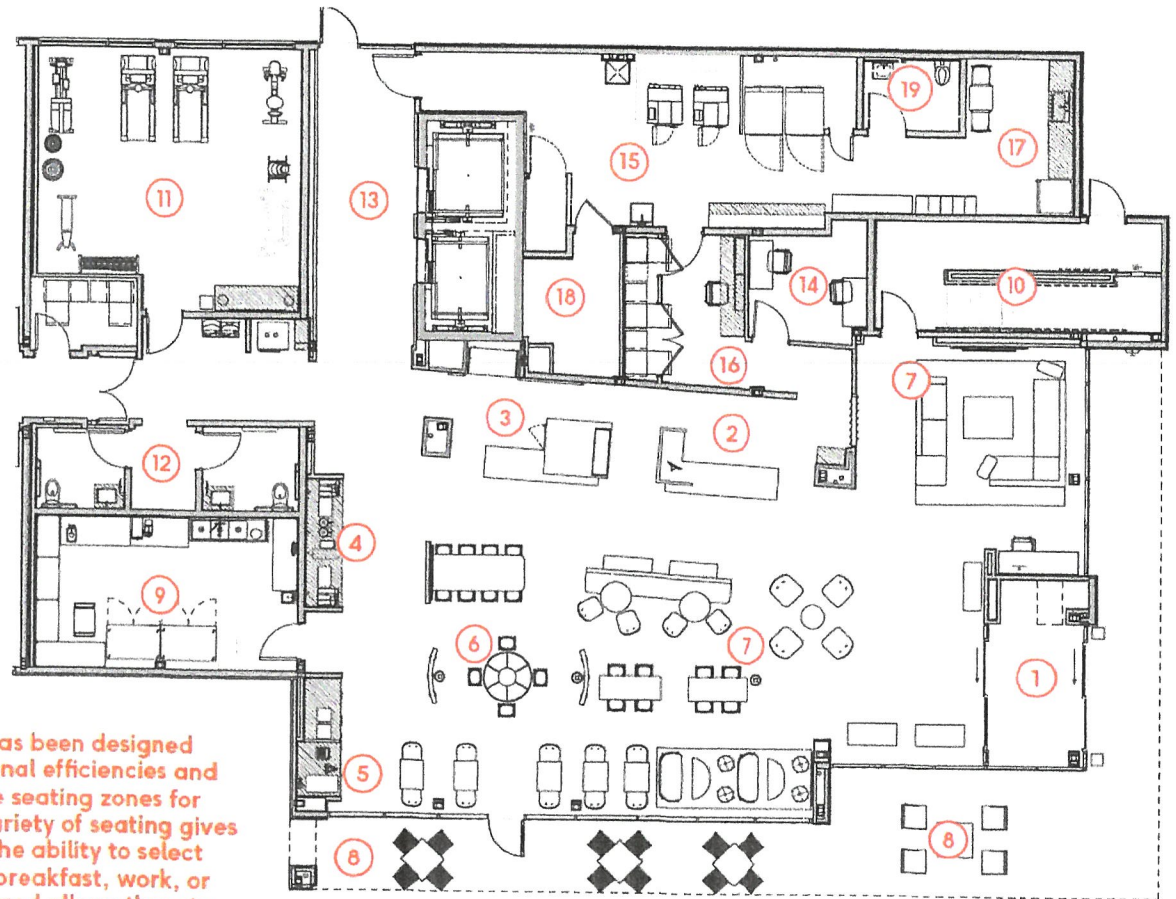
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The lobby has been designed for operational efficiencies and comfortable seating zones for guests. A variety of seating gives our guests the ability to select seating for breakfast, work, or socializing, and allows them to use the space however they need to throughout the day.

① Luggage cart storage

② Front desk

③ Market

④ Beverage counter

⑤ Breakfast counter

⑥ Breakfast beacon

⑦ Versatile seating

⑧ Outdoor patio seating

(optional)

⑨ Pantry

⑩ Stair

⑪ Gym

⑫ Public restrooms

⑬ Elevator lobby

⑭ Manager's office

⑮ Back of house

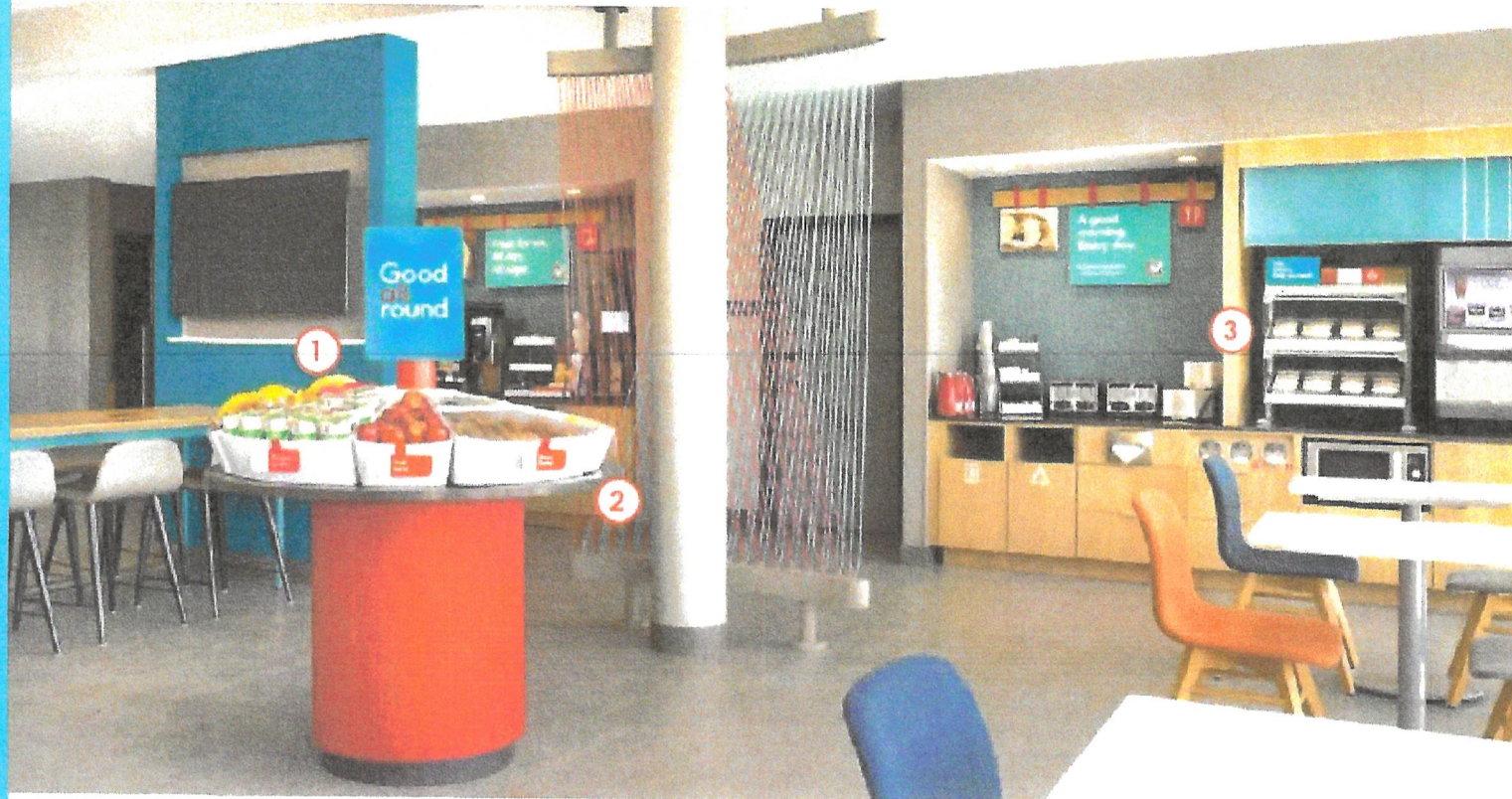
⑯ Employee work area

⑰ Employee break area

⑱ Linen storage

⑲ Employee restroom

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**Guests will find our Good all round breakfast offered in the breakfast beacon every morning. For guests that need a boost, the self-serve coffee will provide them with a perfect way to start the day.**

① The breakfast beacon includes a selection of fresh fruit, baked goods, cereal, oatmeal, and yogurt to provide guests with all they need to get going

② Breakfast items in the beacon are displayed in removable food bins that can be taken away for easy restocking and cleaning. This unique design also allows the beacon to transform into a seating/power station outside of breakfast hours

③ Each day, guests will find a rotating selection of 'Hot and Hearty' breakfast items, such as breakfast sandwiches. Additional beverage offerings, breakfast condiments, and ways to customize coffee can be found on the breakfast and beverage bars

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## Front Desk & Market



**The Front Desk will offer guests an inviting welcome and if they are looking for a refreshing beverage or quick snack, they will find some of their favorite selections in our Market.**

① The Front Desk offers an easy check-in and check-out process, saving guests time and providing staff easy access to the Lobby and guests

② Guests will find a variety of beverages and snacks to satisfy every craving, from healthy staples to indulgent treats, at our Market

③ A beverage cooler presents refreshing selections for guests to grab on the go, with the proximity to the Front Desk creating a seamless purchase experience

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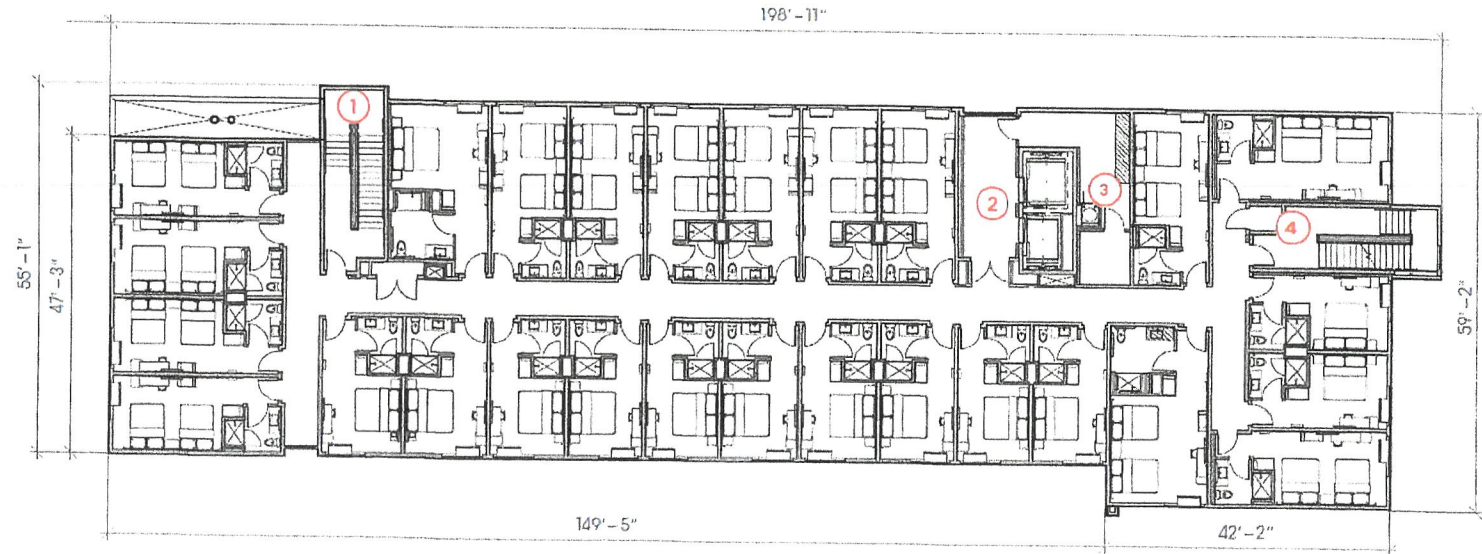
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## Upper Level Floorplan



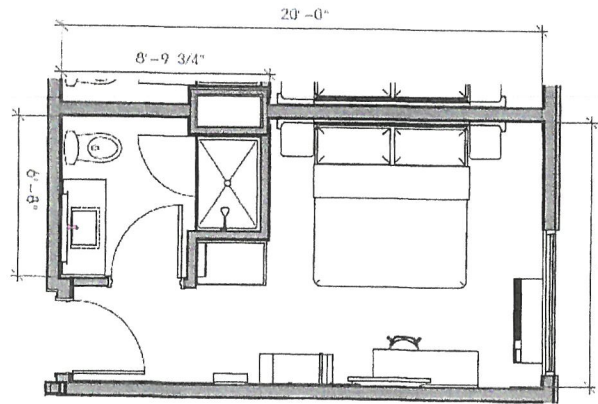
- ① Stair 2
- ② Elevator lobby
- ③ Housekeeping
- ④ Stair 1



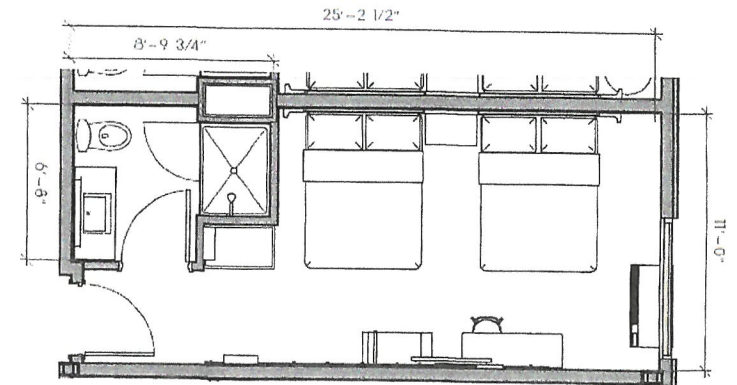
## Guest Room Floorplans

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King Floorplan  
220 sf



Double Queen Floorplan  
275 sf



### Room breakdown

Queen rooms	52%
King rooms	48%