

Brand Overview

Brand Design

- Prototype Design

Exterior

Site Plan Drawing

Ground Level Floorplan

Lobby Floorplan

Lobby

Front Desk & Market

Gym

Upper Level Floorplan

Guest Room Floorplans

Guest Room Overview

Guest Rooms

Guest Room Bird's Eye

Guest Room Alt. Views

Guest Room Bathroom

Revenue Delivery

Services & Support

Contact

## 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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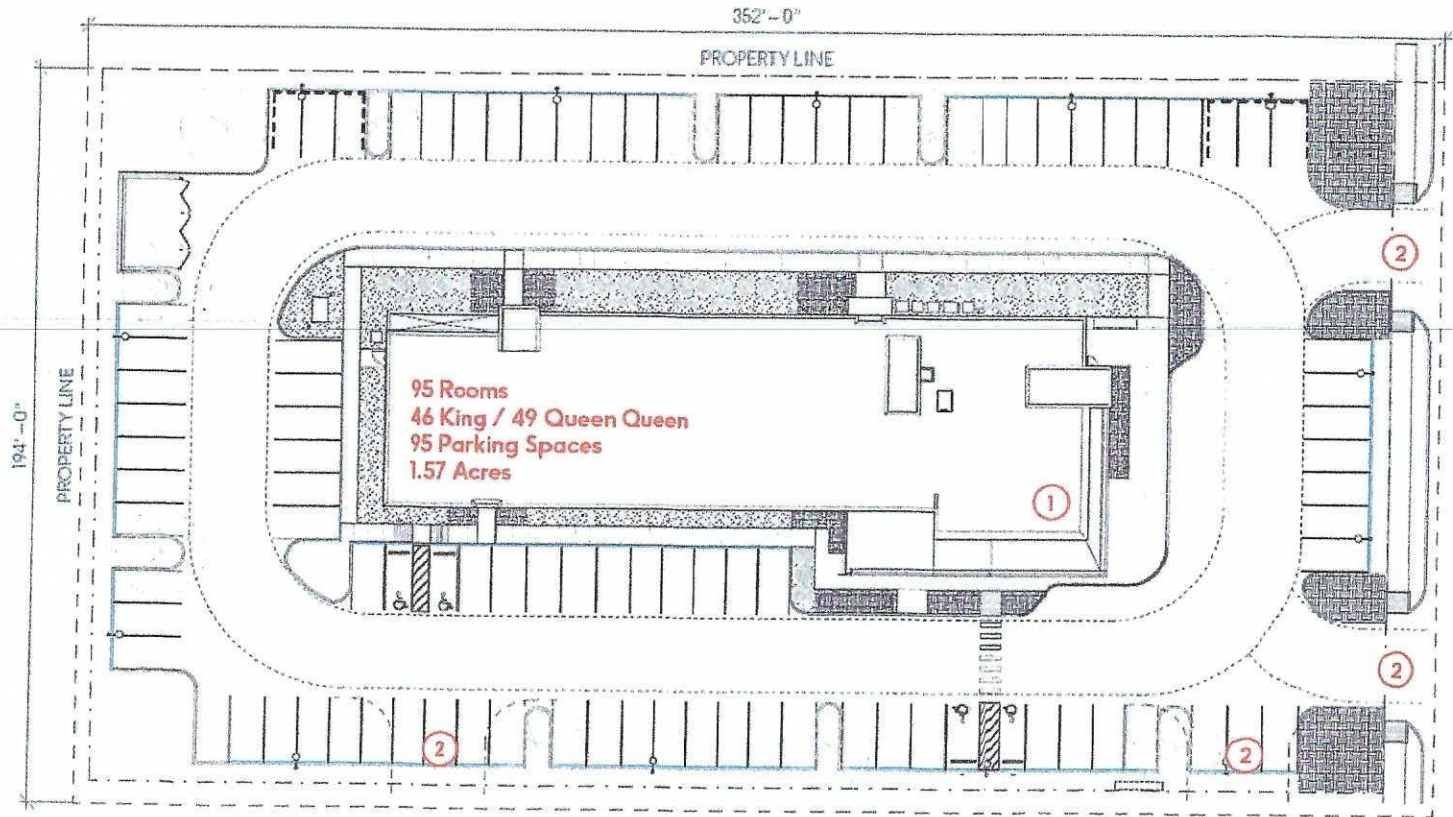
Contact





## Site Plan Drawing

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

- Revenue Delivery
- Services & Support
- Contact

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



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Brand Design

Prototype Design

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Site Plan Drawing

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Lobby Floorplan

Lobby

Front Desk & Market

Gym

Upper Level Floorplan

Guest Room Floorplans

Guest Room Overview

Guest Rooms

Guest Room Bird's Eye

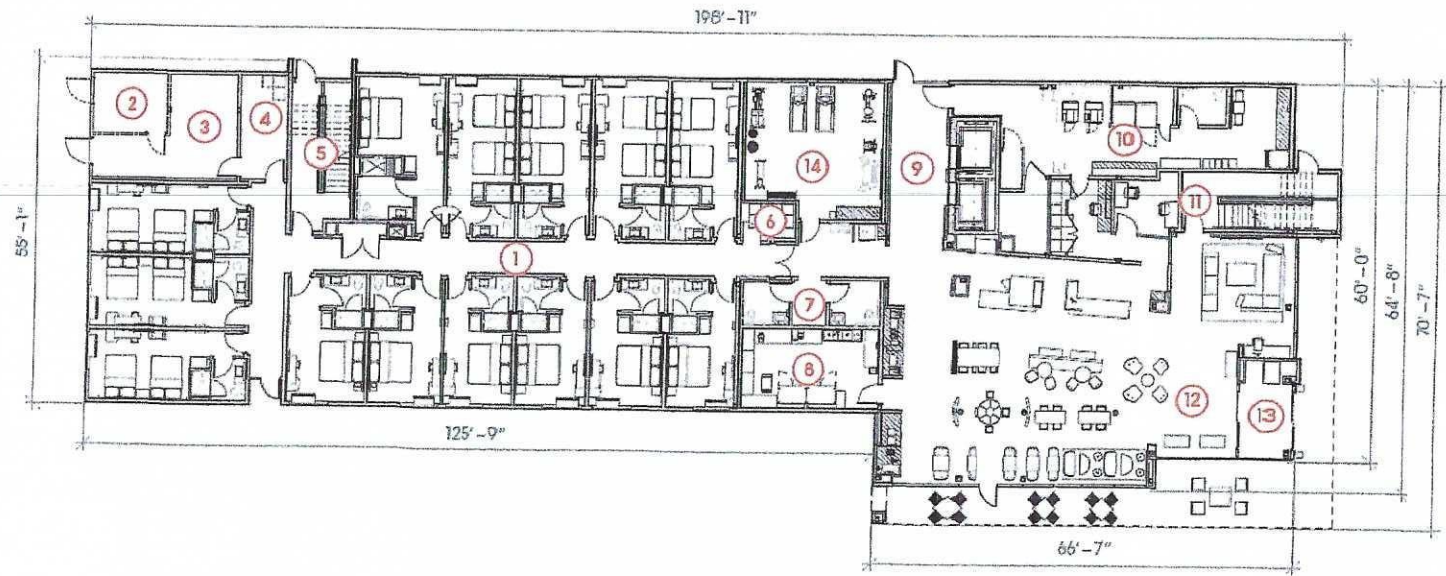
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Guest Room Bathroom

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Services & Support

Contact



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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Exterior

Site Plan Drawing

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Lobby

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Gym

Upper Level Floorplan

Guest Room Floorplans

Guest Room Overview

Guest Rooms

Guest Room Bird's Eye

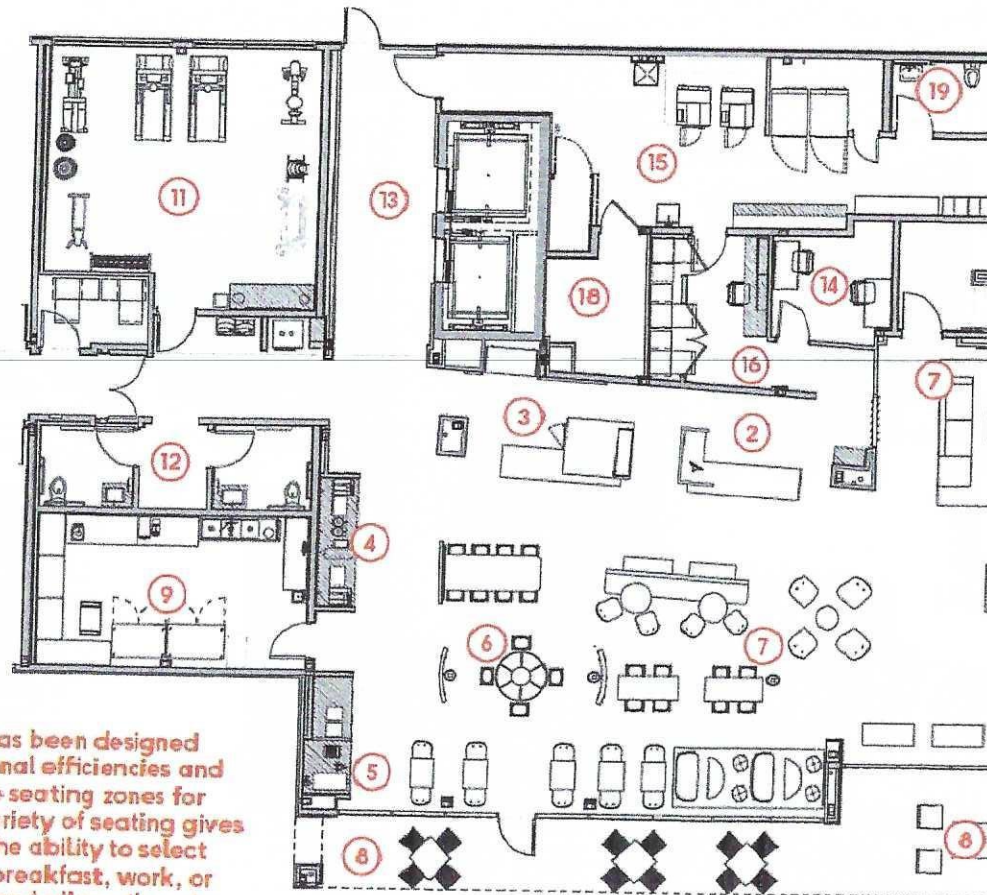
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The lobby has been designed for operational efficiencies and comfortable seating zones for guests. A variety of seating gives our guests the ability to select seating for breakfast, work, or socializing, and allows them to use the space however they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

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## Upper Level Floorplan

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Brand Design

Prototype Design

Exterior

Site Plan Drawing

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Gym

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Guest Room Floorplans

Guest Room Overview

Guest Rooms

Guest Room Bird's Eye

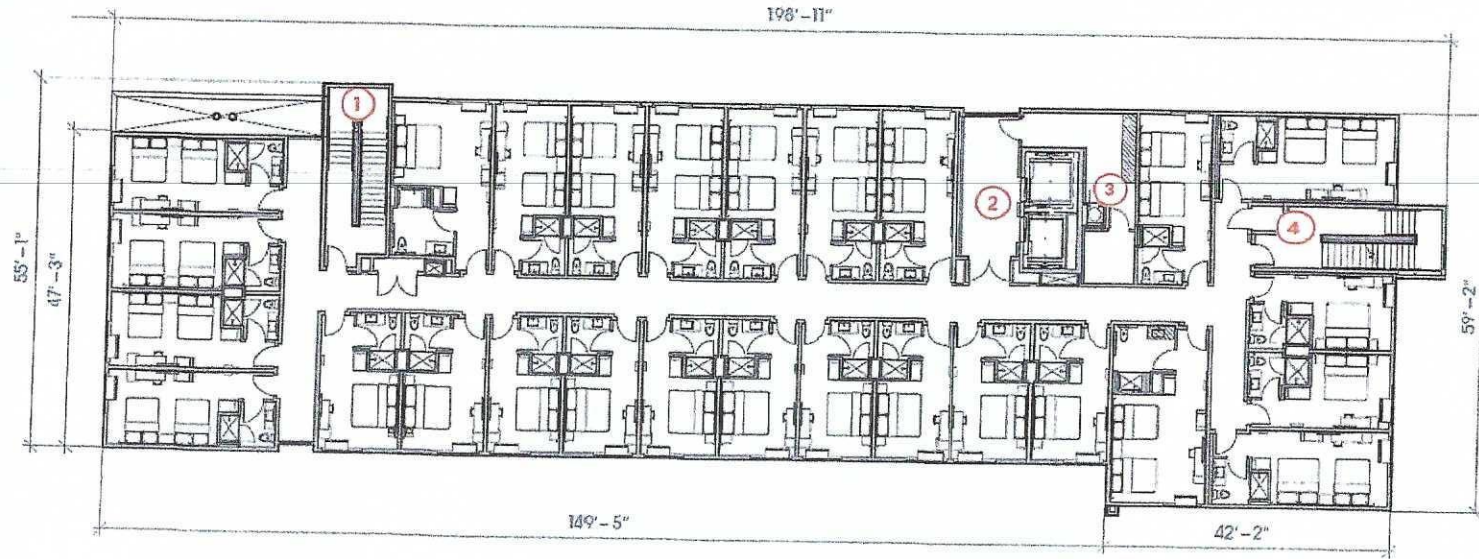
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- ① Stair 2
- ② Elevator lobby
- ③ Housekeeping
- ④ Stair 1