

Prototype Book

Version 1

May 2019



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Guest Room

A man with a beard and a woman are standing in a modern hotel lobby, looking at a hotel employee who is holding a red folder. The employee is wearing a white shirt, a dark vest, and a green tie. The background features a wooden slat wall and a potted plant.

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

LEVEL 1	Area	Count	Sq ft
	Lobby	1	2150
	Back of House	1	2092
	Guest Room King	5	1613
	Guest Room Queen Queen	8	2580
	Guest Room Junior Suite ADA	1	496
	Fitness, Vestibule, & Restrooms	1	1337
	Vestibule	2	203
	Corridor / Circulation	1	965
	Stairs	2	431
	Meeting Space	1	1584
	Restaurant & Bar	1	1824
	Kitchen & Prep	1	834
	Public Restrooms	3	496
	Elevator Lobby	1	427
	Elevator	2	150
	Electrical & Mechanical	4	822
	Engineering	1	73
	Level 1 Net		18,077

Prototype Site Plan Details	
Size of Site	2.57 acres
Gross Building Area	73,461 sq ft
Number of Floors	4 stories
Total Room Count	125
Gross Building Area per Key	588 sq ft
Parking Spaces	127
Pool	Outdoor or Indoor

LEVEL 2	Area	Count	Sq ft
	Corridor	1	1967
	Data and Electrical	1	60
	Elevator Lobby	1	312
	Guest Room King	16	5161
	Guest Room King ADA	1	389
	Guest Room Queen Queen	15	4838
	Guest Room Queen Queen ADA	1	496
	Junior Suite	4	1670
	Housekeeping Storage	1	222
	Guest Laundry	1	75
	Ice	1	60
	Stairs	2	431
	Level 2 Net		15,681

Gross Building Area	
Level	Sq ft
Level 1	19,983
Level 2	17,826
Level 3	17,826
Level 4	17,826
Total	73,461

LEVEL 3 and 4	Area	Count	Sq ft
	Corridor	1	1967
	Electrical	1	74
	Elevator Lobby	1	312
	Guest Room King	16	5161
	Guest Room King ADA	1	389
	Guest Room Queen Queen	15	4838
	Guest Room Queen Queen ADA	1	496
	Junior Suite	4	1670
	Housekeeping Storage	1	296
	Ice	1	60
	Stairs	2	431
	Level Per Floor Net		15,694

Guest Room Sq ft	
Name	Sq ft
Guest Room King	18,262
Guest Room Queen Queen	18,583
Junior Suite	5506
Total	42,351

Guest Room Count	
Name	Count
Guest Room King	53
Guest Room King ADA	3
Guest Room Queen Queen	53
Guest Room Queen Queen ADA	3
Junior Suite	12
Junior Suite ADA	1
Total Guest Rooms	125
Level 1 Guest Rooms	14
Level 2 Guest Rooms	37
Level 3 Guest Rooms	37
Level 4 Guest Rooms	37

Site plan

2.57	Acres
125	Rooms
53	King Standard Rooms
53	Queen/Queen Rooms
12	Junior Suites
7	ADA Rooms
127	Parking Spaces

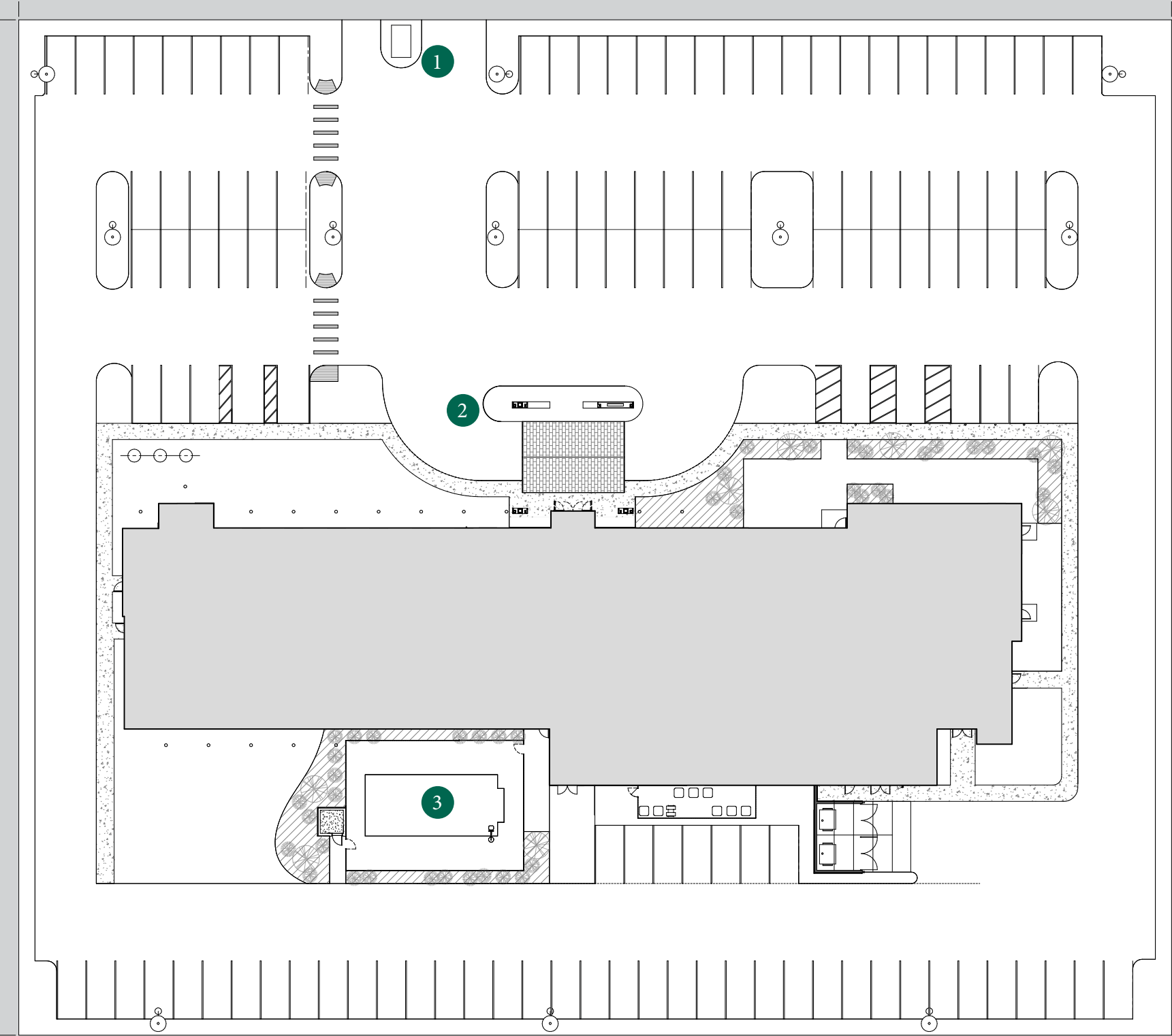
Building Enhancements

- 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



1 Site Entrance

2 Porte Cochere

3 Outdoor Pool



Our Brand



Always Welcome

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.

Our Guest

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



Exterior - Front View

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.



H Holiday Inn

Exterior - Night View

At night the hotel comes to life with white uplighting and a distinctive green LED strip.



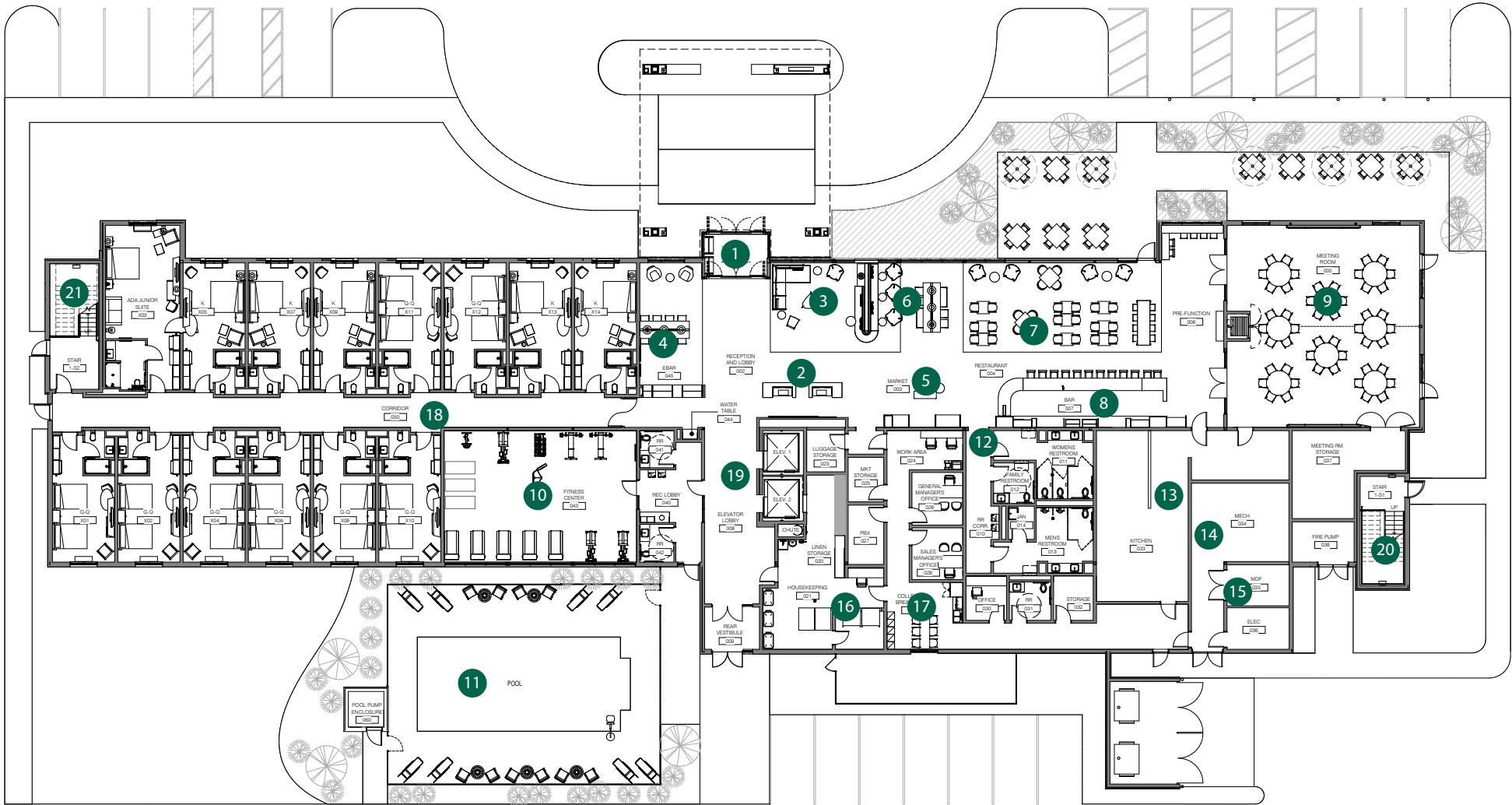
Exterior - Rear View

The prototype was developed with the ability to execute an outdoor or indoor pool.



Interiors

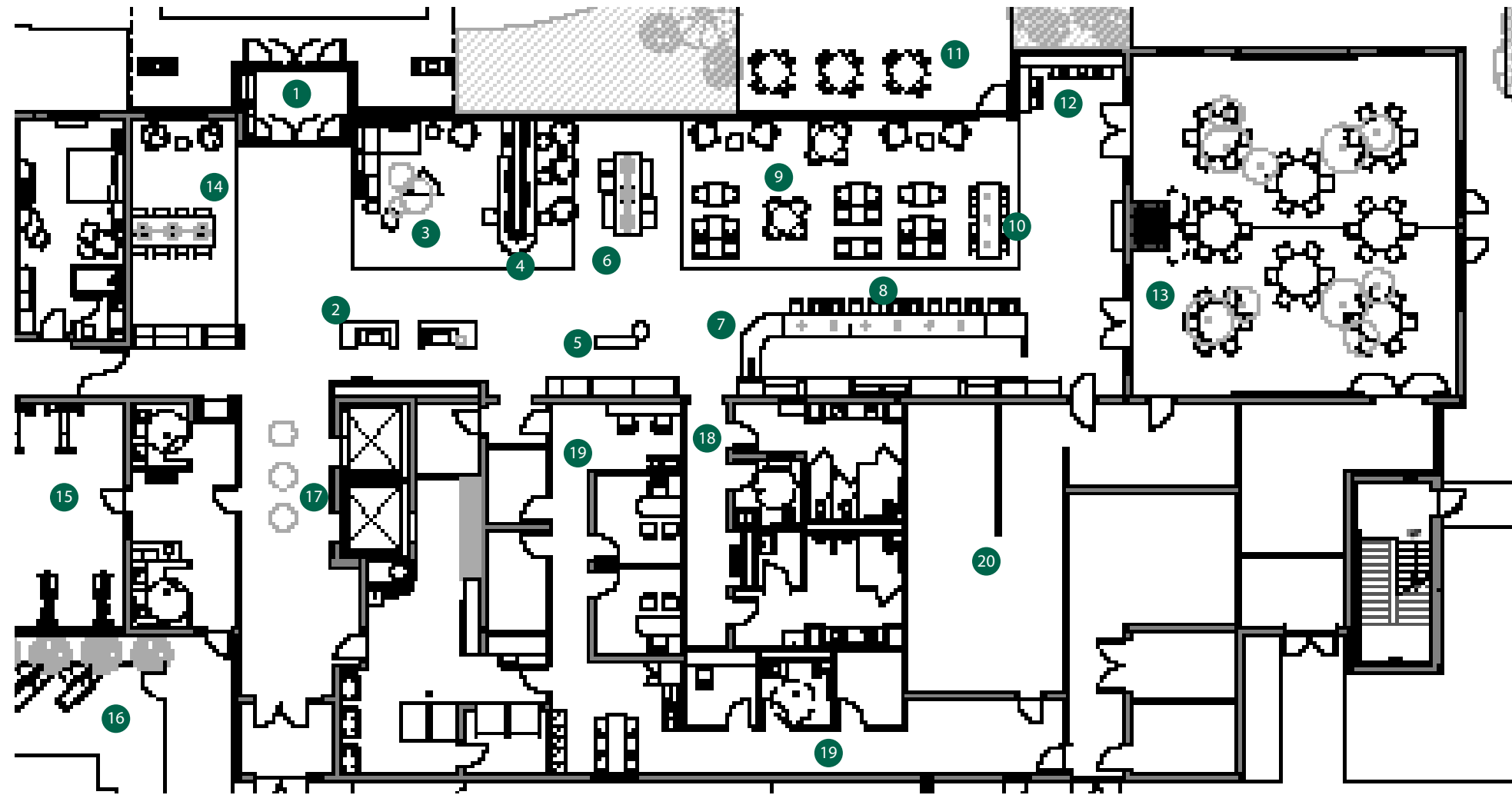
First Floor



- | | | | | |
|-------------------|-----------------|---------------------|-----------------|------------------------|
| 1 Entry Vestibule | 5 Market 24 | 9 Meeting Room | 13 Kitchen | 17 Colleague Breakroom |
| 2 Front desk | 6 Social Lounge | 10 Fitness Center | 14 Mechanical | 18 Guest Corridor |
| 3 Arrival Lounge | 7 Restaurant | 11 Outdoor Pool | 15 Electrical | 19 Elevators |
| 4 eBar | 8 Bar | 12 Public Restrooms | 16 Housekeeping | 20 Stair 1 |
| | | | | 21 Stair 2 |

First Floor

Public Area



1 Entry Vestibule

2 Front desk

3 Arrival Lounge

4 Powered banquette

5 Market

6 Social Lounge

7 Toast to Toast Order Counter

8 Bar

9 Dining Area

10 Communal Table

11 Optional Outdoor Dining

12 Pre-function

13 Meeting Space

14 eBar

15 Fitness Center

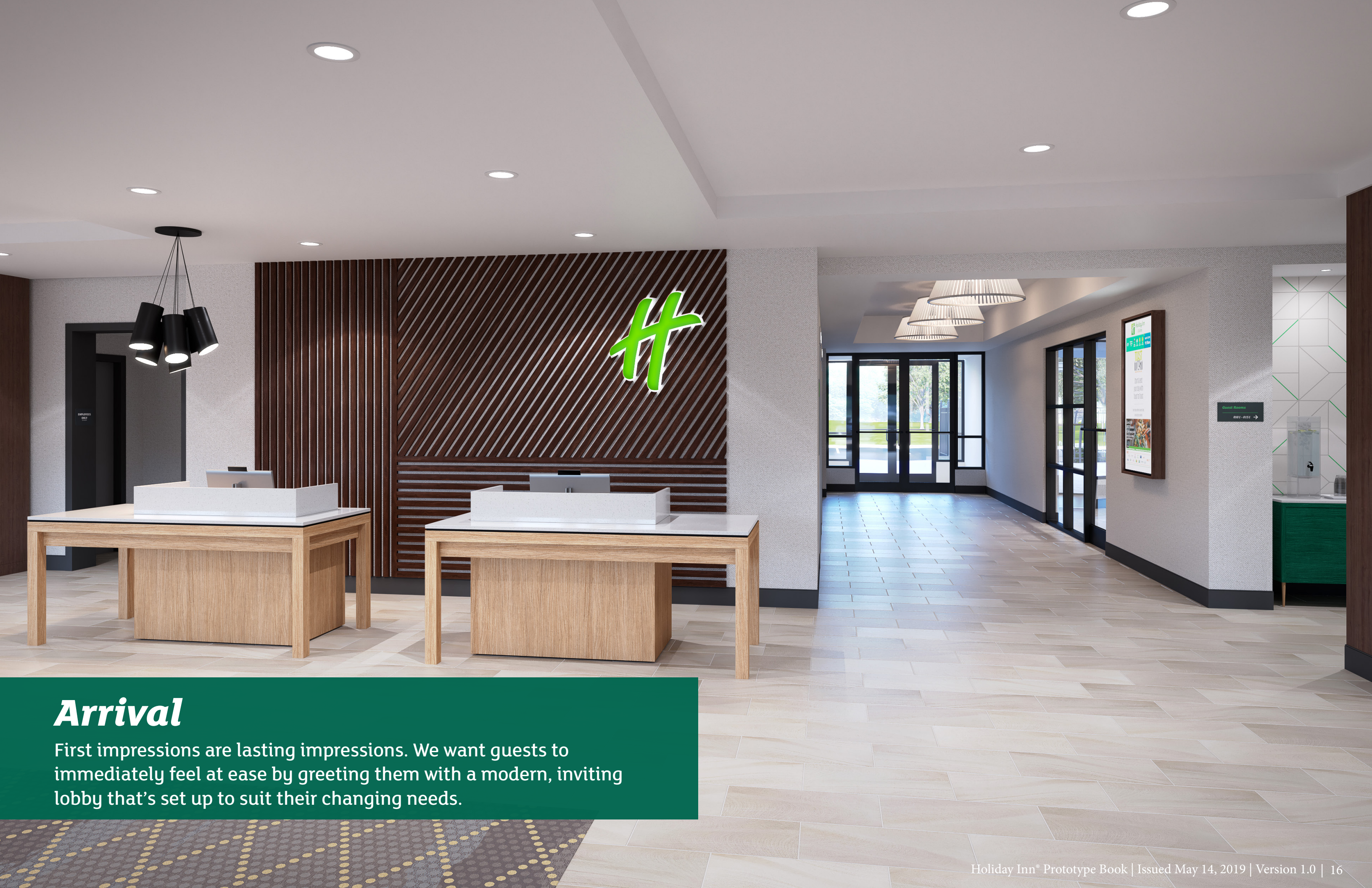
16 Pool

17 Elevators

18 Public Restrooms

19 Back of House

20 Kitchen



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.

The image shows a bright, modern hotel arrival lounge. Large floor-to-ceiling windows on the left and back walls offer a view of a green street with trees and parked cars. The interior features a mix of seating: a grey modular sofa on the left, a yellow armchair near the window, and a long, curved olive-green sofa with a dark wood base and backrest on the right. Several small, round coffee tables in different styles (wood, black metal, and a wire mesh) are scattered throughout. The floor is covered in a grey carpet with a yellow geometric pattern. Three large, black, cylindrical pendant lights hang from the ceiling. In the background, a dining area with tables and chairs is visible through an open space.

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.

Toast to Toast - Day View

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.

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Toast to Toast - Day View

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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.

E-Bar

The E-Bar is an informal area for guest 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.



Fitness Center

The Fitness Center was designed and enlarged to provide a balanced atmosphere of energy, positivity, and motivation.



Outdoor Pool

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 enviroment. *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.



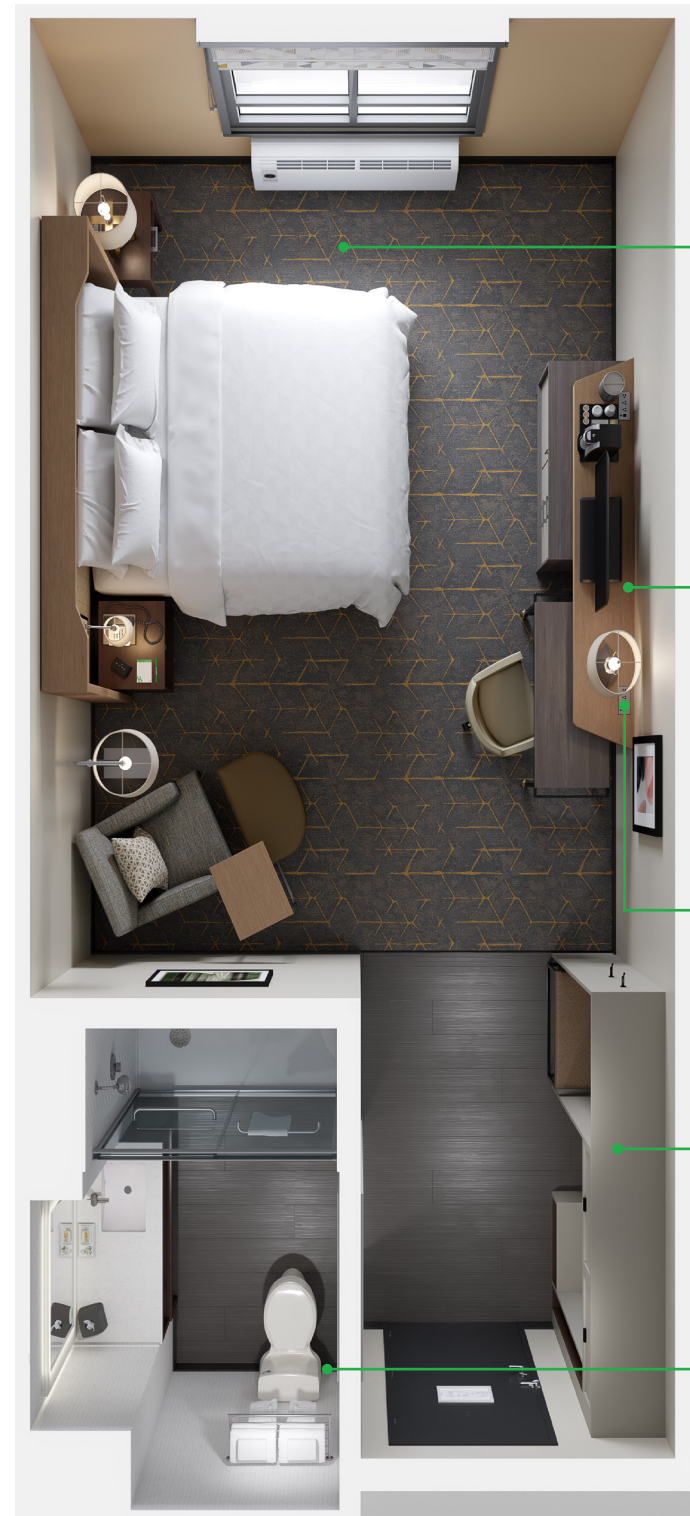
Guest Room

Typical Floorplan



- 1 Guest Corridor
- 2 Elevator Lobby
- 3 Housekeeping
- 4 Stair 1
- 5 Stair 2
- 6 Guest Laundry (at 2nd Floor)

H4 Guest Rooms



King Standard
323 Sq Ft

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



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



The Welcome Zone

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.



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.



Queen Queen

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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