



Own the future of
everyday travel.

avid[®]
AN IHG[®] HOTEL

Welcome to the future of everyday travel.



Meet avid™ hotels

avid™ hotels is a fresh, new brand from IHG® designed for the underserved Principled Everyday Traveler. Our insights, expertise, and scale have been applied to deliver an experience that is 'just right' at an excellent value. From the inviting lobby to best-in-class sleep experience, the interiors create unique, welcoming spaces that are practical and distinctive. The brand's design and operating model was developed in partnership with owners, ensuring that avid hotels are simple to build, operate, and maintain.

Designed for a different mindset.



A straightforward hotel for straightforward people

With 14 million potential guests, avid™ hotels fills a gap in mainstream travel and fits perfectly in IHG®'s portfolio as a midscale, limited service brand. The target guests are looking for a hotel to provide a rest they can rely on. They want a hotel that finds a balance between quality and price and respects their wallet just as much as they do.

IHG has invested heavily in the avid hotels brand development and prototype design, ensuring this mass-market brand appeals to a broad spectrum of locations.

Brand values

Fresh

Taking a new approach to designing everyday travel.

Fair

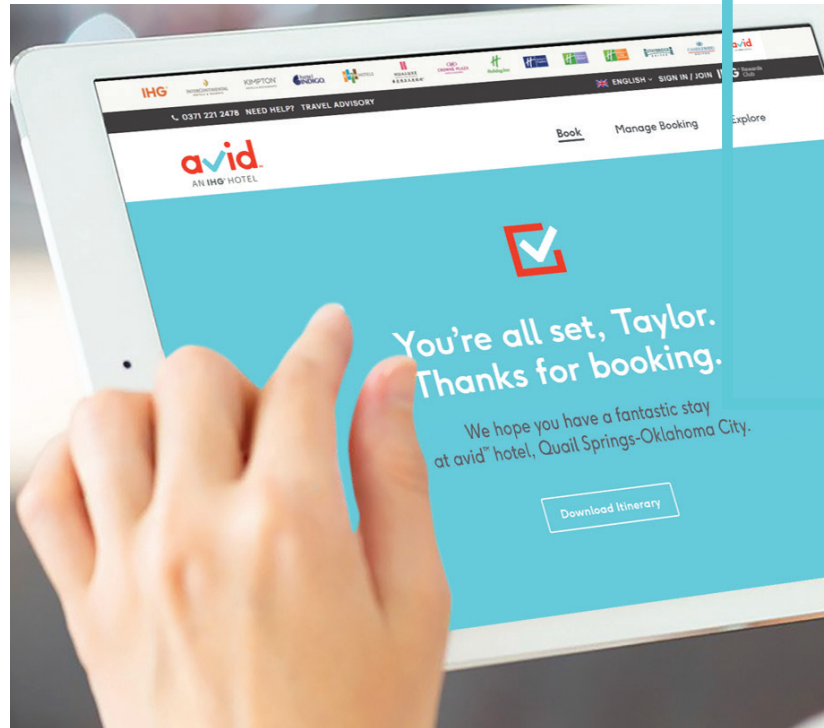
Always direct, honest and clear.

Frank

Appreciating the value of every hard-earned dollar.



What sets avid™ hotels apart.



Clear and simple booking

With technology designed around guests' needs, avid™ hotels is making booking straightforward, and respecting every minute of their time.



Good all round breakfast

The avid™ hotels breakfast features high quality brand name favorites and 'Hot and hearty' items. Guests can grab-and-go or enjoy in the lobby alongside a freshly ground and brewed by-the-cup coffee to start the day off right.

Rooms designed for sound sleep

Rest easy with a high-quality mattress, fluffy duvet and linens, firm and soft pillows, blackout roller shades, and a noise-reducing headboard.



avid™ hotels guarantee

We take great care and employ a 50-point cleaning checklist to ensure everything in the room will be 'just right' for the guest upon check-in. If it's not, we will make it right. Guaranteed.





Target guest. The Principled Everyday Traveler.

Principled Everyday Travelers are self-reliant and practical, and they know the value of a hard-earned dollar. They're looking for a hotel that finds a balance between quality and price, and provides an experience that feels 'just right.' As a champion for everyday travel, avid™ hotels delivers on this need.



Guest mix

52% male **48%** female

Average annual household income

\$96k



Average age

48 years old

L. Average within range tested: 15-75
Note: Incomes of \$30K below were not tested given lack of relevance
Source: Project Horizon Discovery Phase Consumer Survey (N=4,336)



Food and beverage. Good all round breakfast.

avid™ hotels take a completely fresh approach to the complimentary hotel breakfast experience that both delights guests and accommodates the brand's midscale model. The focused offering includes a variety of high-quality, brand-name items that guests can grab and go or enjoy in the comfortable lobby. Guests can kick-start their day with a 'Hot and hearty' item, breakfast bars, muffins, bagels, yogurts, fruits, oatmeal, cereal, hard-boiled eggs, plus freshly ground and brewed by-the-cup coffee.



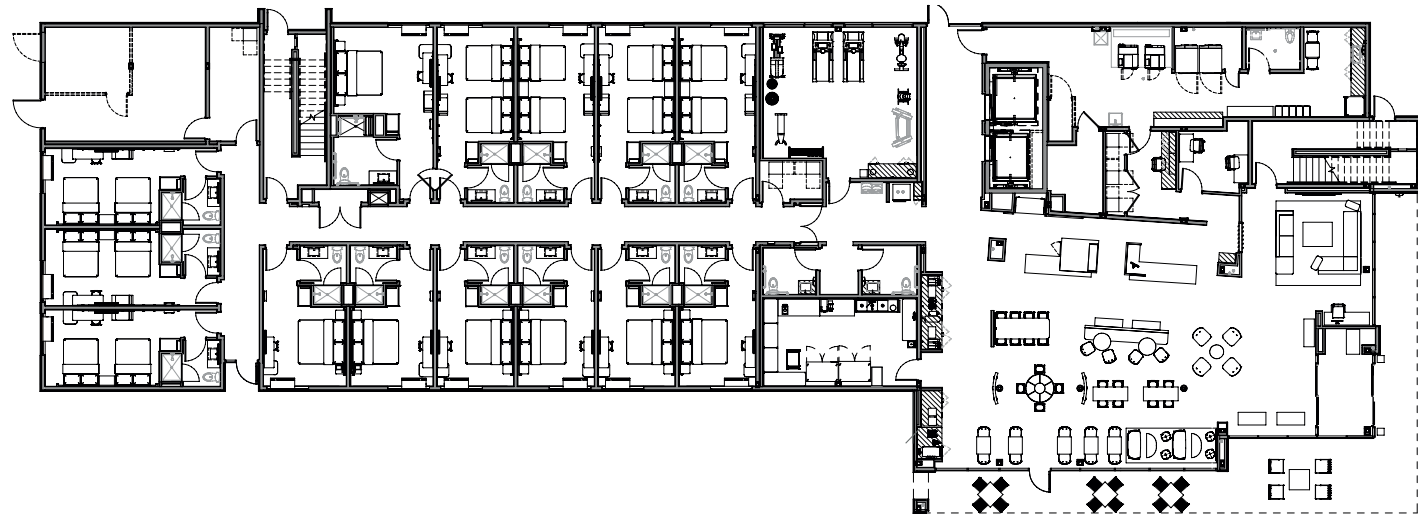
Our prototype design.

All new-build construction.

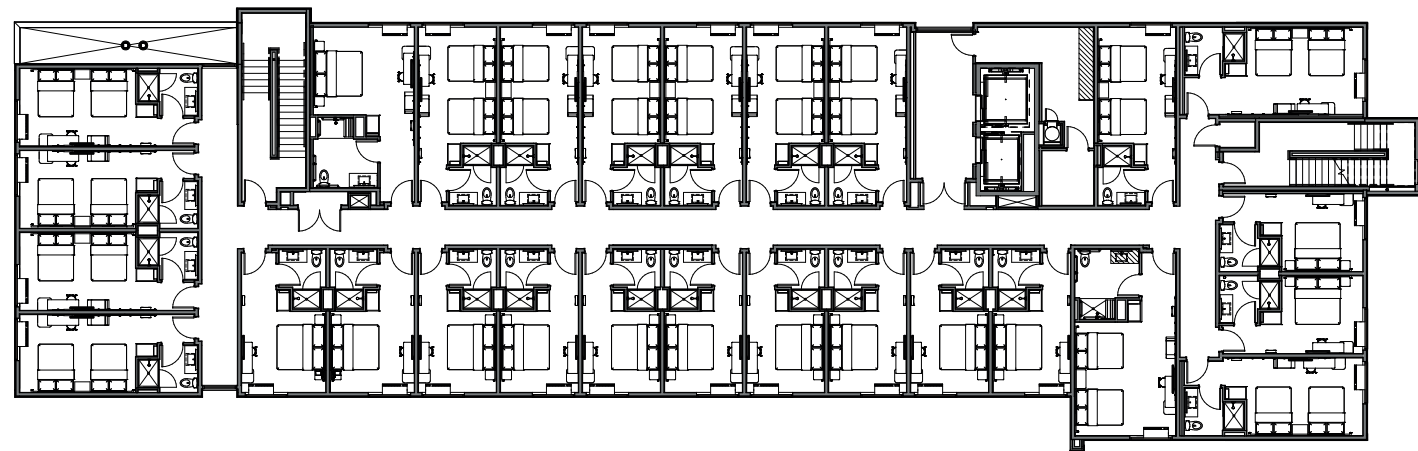
The avid™ hotels brand offers a modern design to appeal to the tastes of today’s travelers and owners. All avid hotels are designed for new-build construction. The hotels are prototypical, ensuring consistency across the portfolio.

The brand was developed in collaboration with an eight-member Owner Advisory Board (OAB). By leveraging the experience and knowledge of IHG® and the OAB, the avid hotels brand designed a prototype and operating model that ensures hotels are simple to build, operate and maintain.

Ground level floor plan



Overall guest room floor plan



Prototype plan details.

Site plan details	
Name	
Acreage	1.57 acres
Gross building area	41,643 Sf
Total room count	95 guestrooms
Gross building area per key	438.87 Sf/key
Parking spaces	95

Guest room sq ft	
Name	Sq ft
Guest Room King	10,766
Guest Room Queen Queen	13,880
Total	24,646

Gross building area	
Level	Sq ft
Level 1	10,844
Level 2	10,283
Level 3	10,283
Level 4	10,283
Grand total	41,693

Guest room count	
Name	Count
Guest Room King	42
Guest Room King ADA	4
Guest Room Queen Queen	46
Guest Room Queen Queen ADA	3
Total Guest Rooms	95
Level 1 Guest Rooms	14
Level 2 Guest Rooms	27
Level 3 Guest Rooms	27
Level 4 Guest Rooms	27

Level 1		
Name	Sq ft	Count
Lobby	2,135	1
Back of House	953	1
Guest Room King	1,362	6
Guest Room King ADA	335	1
Guest Room Queen	1,925	7
Gym	453	1
Vestibule	117	1
Corridor	799	1
Stairs	414	2
Pantry	279	1
Public Restrooms	105	2
Elevator Landing	347	1
Electrical & Mechanical	386	3
Maintenance	117	1
Level 1 Net	9,817	

Level 2		
Name	Sq ft	Count
Corridor	1,144	1
Data and Electrical	88	1
Elevator Landing	303	1
Guest Room King	2,688	12
Guest Room King ADA	335	1
Guest Room Queen Queen	3,611	13
Guest Room Queen Queen ADA	374	1
Housekeeping Storage	160	1
Stairs	455	2
Level 2 Net	9,158	

Level 3		
Name	Sq ft	Count
Corridor	1,144	1
Electrical	32	1
Elevator Landing	303	1
Guest Room King	2,688	12
Guest Room King ADA	335	1
Guest Room Queen Queen	3,611	13
Guest Room Queen Queen ADA	374	1
Housekeeping Storage	220	1
Stairs	455	2
Level 3 Net	9,162	

Level 4		
Name	Sq ft	Count
Corridor	1,144	1
Electrical	32	1
Elevator Landing	303	1
Guest Room King	2,688	12
Guest Room King ADA	335	1
Guest Room Queen Queen	3,611	13
Guest Room Queen Queen ADA	374	1
Housekeeping Storage	220	1
Stairs	455	2
Level 4 Net	9,162	

* All areas are net unless otherwise noted



Front desk and market.

The Front Desk offers guests an inviting welcome. If they are looking for a refreshing beverage or quick snack, they will find some of their favorite selections in the 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 the Market

③ A beverage cooler presents refreshing selections for guests to grab on the go and its proximity to the Front Desk will help with seamless purchase

Lobby.

Guests will find our Good all round breakfast offering in the breakfast beacon and breakfast bar every morning. For guests that need a boost, high-quality, freshly ground and brewed by-the-cup coffee, is available 24/7 in the lobby.



1 Versatile seating options lets guests enjoy their selections on their own, or with a group

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

3 Guests can enjoy a 'Hot and hearty item' or a selection of beverage offerings, breakfast condiments, and ways to customize their coffee on the breakfast bars

Gym.

To help maintain guests' healthy lifestyle, the Gym provides a range of cardio and weight training equipment, as well as floor space.



1 Free weights

2 Adjustable weight bench

3 TV

4 Storage for towels, mats, and foam rollers

5 Stability balls

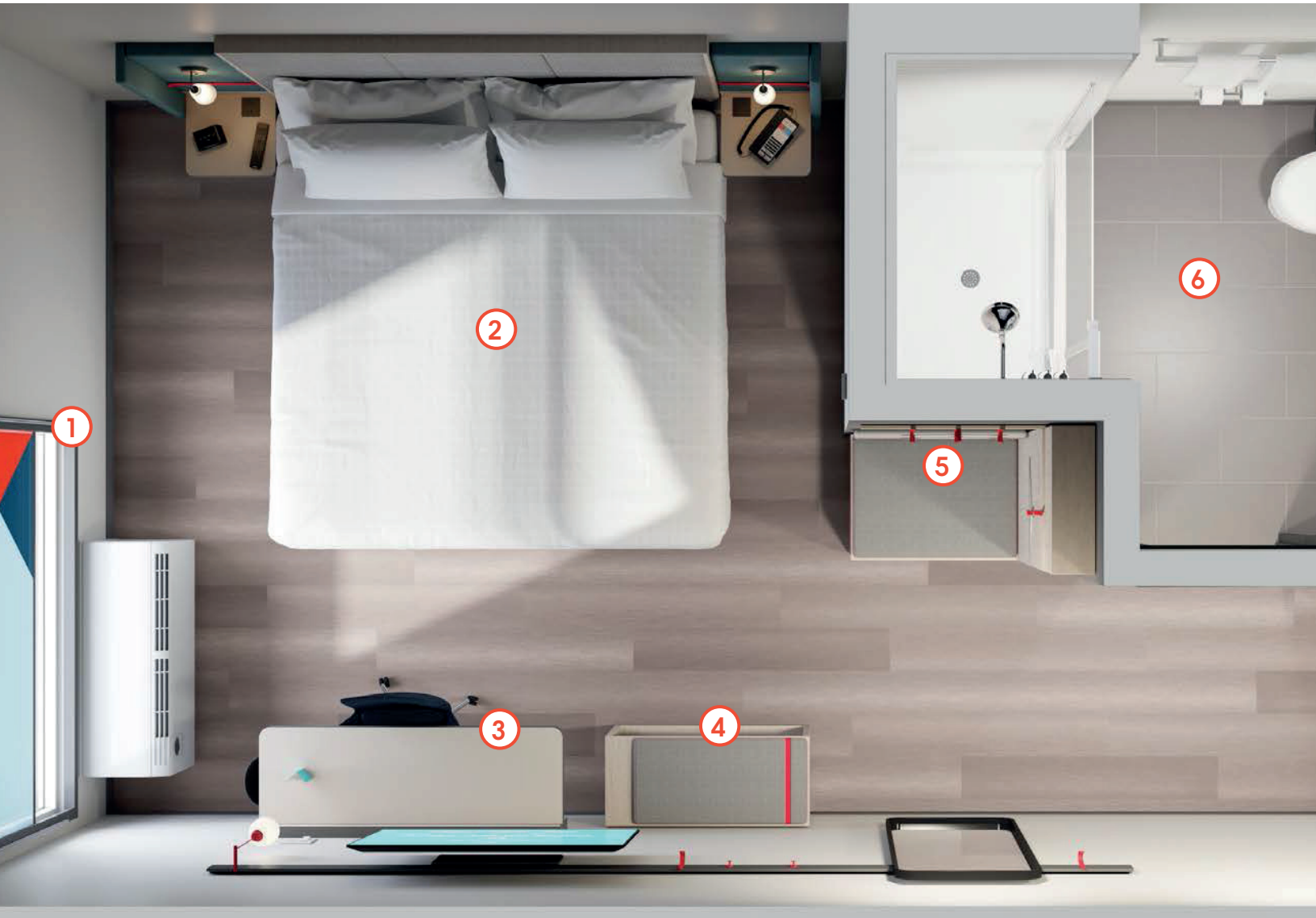
6 Functional trainer with additional equipment including medicine balls

7 Spin bike

8 Cardio equipment with integrated TVs

Guest rooms.

As a brand signature, avid™ hotels' guest rooms have been designed for sound sleep by creating a calm, modern, and comfortable space for a good night's rest.



① Blackout roller shade and sheer curtain

② Hero bed

③ Work desk ledge and task chair

④ Luggage bench

⑤ Open closet area

⑥ Refreshing bathroom

Guest room bathroom.

Our bathroom focuses on re-energizing our guests with refreshingly uncomplicated touches that highlight our great shower and commitment to contemporary and clean design.



① Porcelain tile flooring is easy to clean and durable

② Refreshing light Aqua paired with white promotes our clean and confident approach

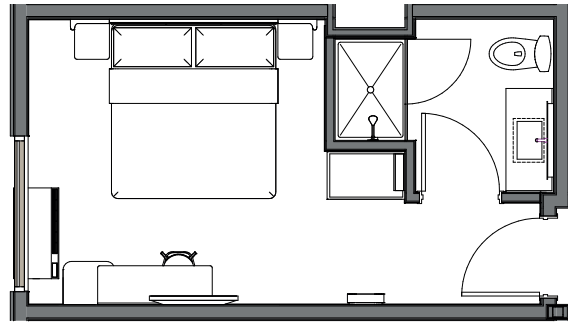
③ The backlit mirror and recessed light in middle of the bathroom provide ample lighting

④ Open, lifted and simplified forms make the space feel clean and light

Guest room floor plans.

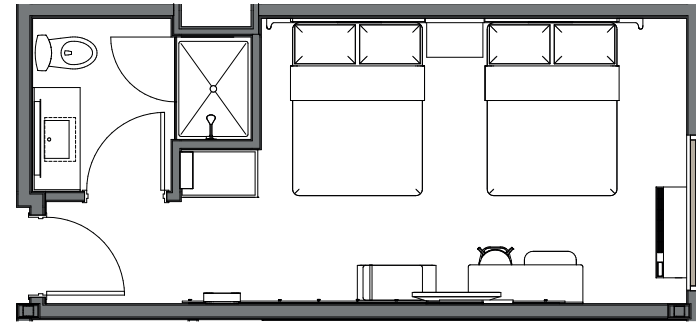
King

220 sq ft



Queen Queen

275 sq ft



A new kind of hotel. Just right for guests and owners.

- Serves the Principled Everyday Traveler, meeting the needs of 14 million potential guests
- High-quality offering in the midscale market
- Designed in partnership with an Owner Advisory Board, ensuring avid™ hotels are simple to build, operate, and maintain
- Backed by the system and support of IHG®

Join the momentum of
avid™ hotels with IHG®

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