



If you would like to know more about why so many owners are choosing Holiday Inn Express[®], please contact our development team:

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Experience Differentiators

The Smart Traveler was considered at every touch point in the guest experience. The new prototype leverages the elements that distinguish it in the market as well as innovations that will enhance and differentiate the Holiday Inn Express® guest experience.



Smart Operations

The success of the Holiday Inn Express brand is built upon the success of our owners, who operate and maintain a consistent, quality guest experience in an efficient and effective manner. The new prototype leverages opportunities to enhance operations in a way that is smart for owners.

With new inviting check-in pods, large store-front windows, flexible meeting and breakfast space in the Great Room, and additional guest room comforts and conveniences, IHG® worked closely with our owner advisory board and guests to further position the Holiday Inn Express brand as the 'smart' choice for guests and owners.



Construction Efficiencies

IHG looks to bring owners a fast and efficient development opportunity with the new prototype. The ideals of modular design parallel the Smart Traveler's ideals of being unpretentious, productive, and savvy. This foundation provides a design basis that connects with the brand at the most fundamental level, and ultimately drives implementation costs down and return on investment up.



Building Summary

Public Areas 1st Floor

	S.F.
Breakfast Bar Room	325
Business Center	172
Registration Area	177
Corridor	351
Corridor	287
Corridor	805
Elev. Lobby	173
Fitness Center	511
Guest Laundry	93
Great Room	1,875
Market	90
Meeting Room	345
Indoor Pool	1,153
Pool-Vest.	157
Toilet Mens	60
Toilet Womens	60
Vestibule	94
TOTAL	6,728

Back of House 1st Floor

	S.F.
Break Room	89
Laundry Chute	17
Electrical Room	11
Elevator	118
Elev. Equip.	107
Eng/Maint	97
Laundry Equip.	59
General Manager Office	116
Laundry	212
Market Storage	36
Mech/Elec	327
Pantry	336
Pool Equip. Room	109
Sales Office	121
Server Room	46
Stairs	347
Storage	224
Employee Restroom	38
Work Area	145
TOTAL	2,555

Lot Parking Summary

Lot Parking	1.79 Acres
Typical Space	103
Accessible Space	5
Total Spaces	108

Back of House Upper Floors

	Per Floor	S.F. Per Floor	Total S.F.
Laundry Chute	1	28	84
Elec	1	11	84
Housekeeping	1	152	456
PBX/Storage	1	82	246
Corridor	1	1,479	4,437
Elevator Shaft	1	118	354
Stairs	2	294	882
TOTAL		1,755	6,492

Guestrooms

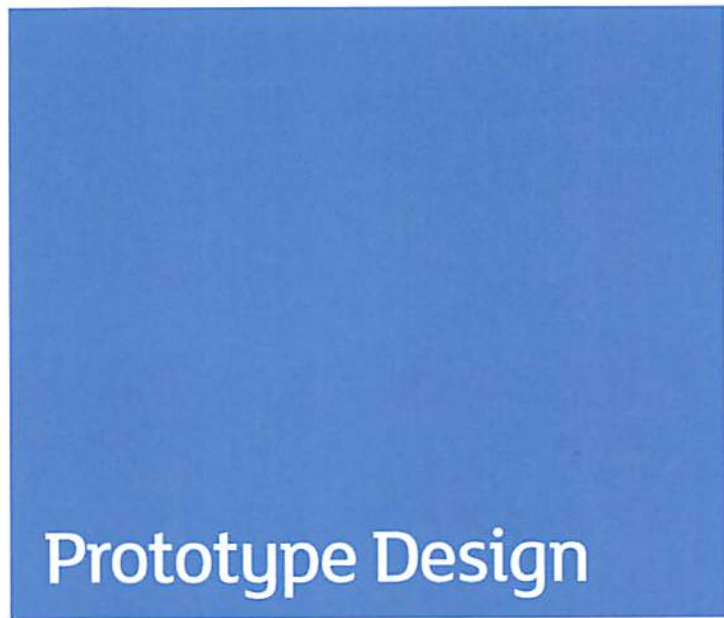
GUESTROOM TYPE	TOTALS	SF	TOTAL SF	ROOM SIZE
King	46	325	14,950	26'-0" x 12'-6"
Double Queen	22	325	7,150	26'-0" x 12'-6"
King Suite	9	381	3,429	30'-6" x 12'-6"
King X Wide	4	385	1,540	26'-0" x 16'-0"
QQ Suite	7	381	2,667	30'-6" x 12'-6"
Accessible King	2	416	832	26'-0" x 16'-0"
Accessible QQ	1	381	381	30'-6" x 12'-6"
Accessible King Suite	1	381	381	30'-6" x 12'-6"
Accessible Queen Suite	1	403	403	26'-0" x 12'-6" + BATH
TOTAL	93		31,733	

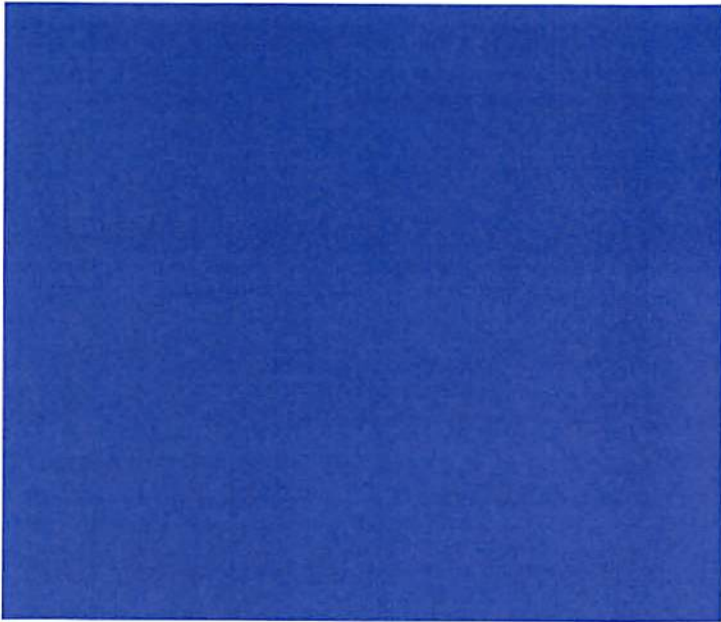
Totals

	S.F.
Guestrooms Total	31,733
Public Areas 1 st Floor	6,728
BOH 1st Floor Total	2,555
BOH Upper Floors	6,492
Walls, Shafts, and Guestroom Corridors	6,425

Gross Building

	Total S.F.	
Level 1	13,797	
Level 2	13,501	
Level 3	13,443	
Level 4	13,493	
	54,234	Total Gross SF
	583	Gross SF Per Key





Entrance



King Guestroom



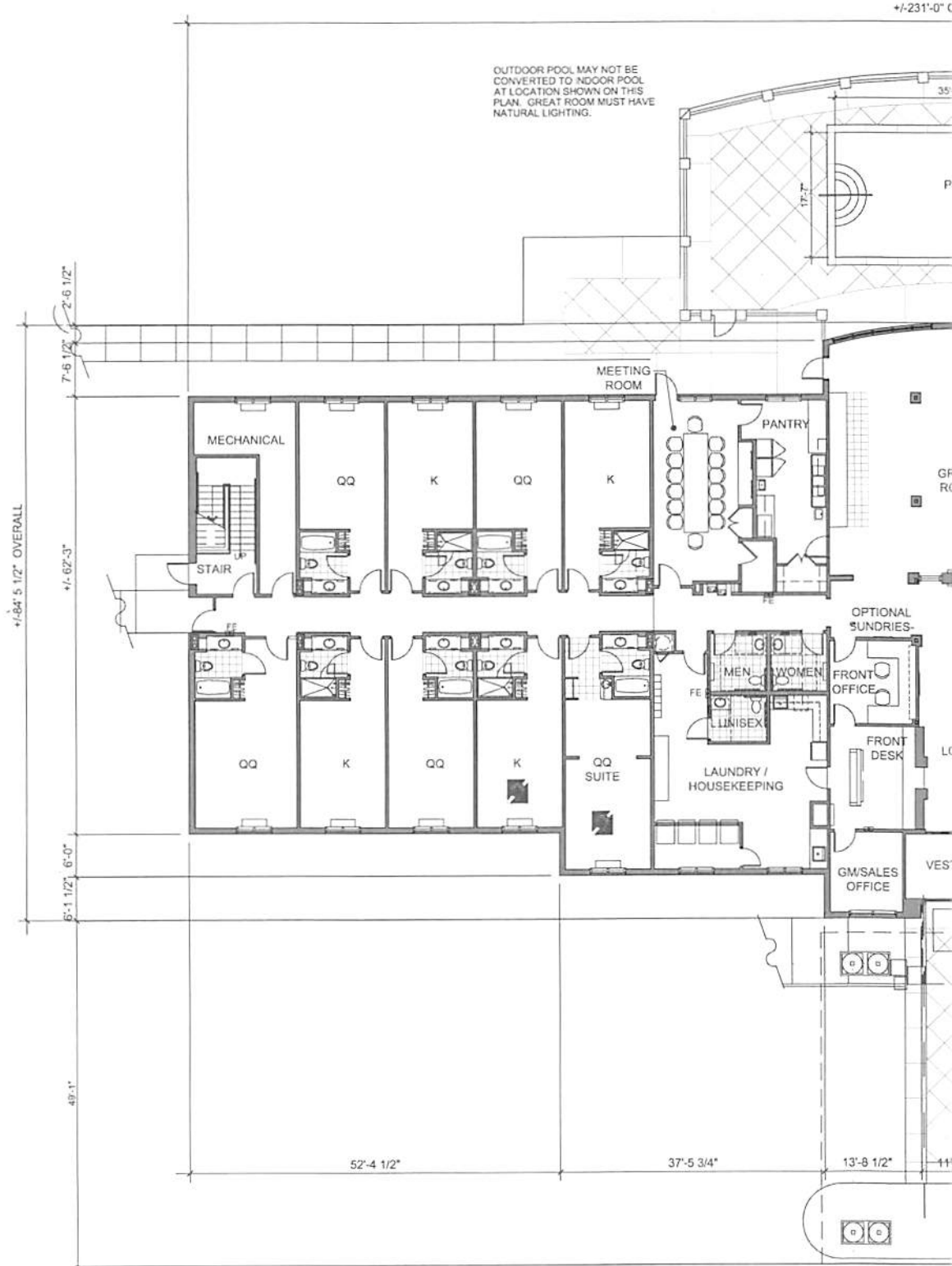
Guestroom
Additional Views



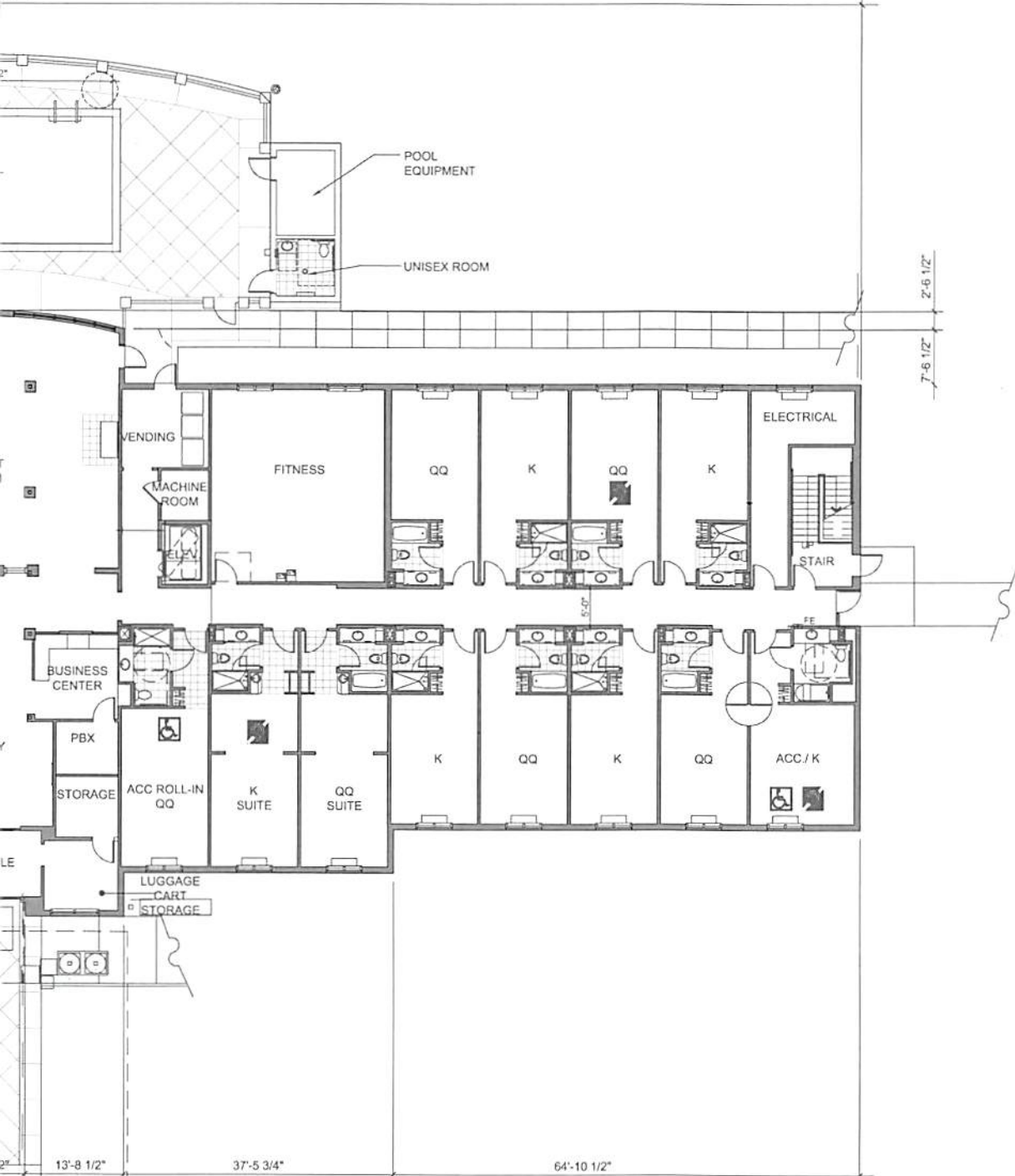
Meeting Room



Prototype Floor Plan Straight Pavilion



RALL



INDOOR POOL DESIGN (NOT SHOWN) IS SUBJECT TO IHG DESIGN REVIEW AND APPROVAL.

-  MOBILITY FEATURE UNITS
-  COMMUNICATION FEATURE UNITS



Development Options

The Holiday Inn Express® brand has a track record of success across different location types including city centers, secondary city sites, and airport locations. Nearly 90% of the current pipeline is comprised of new construction projects. Holiday Inn Express development continues to succeed due to smart design, quality construction, and a commitment from forward-thinking owners and operators. The brand is available for both new build and conversion projects.



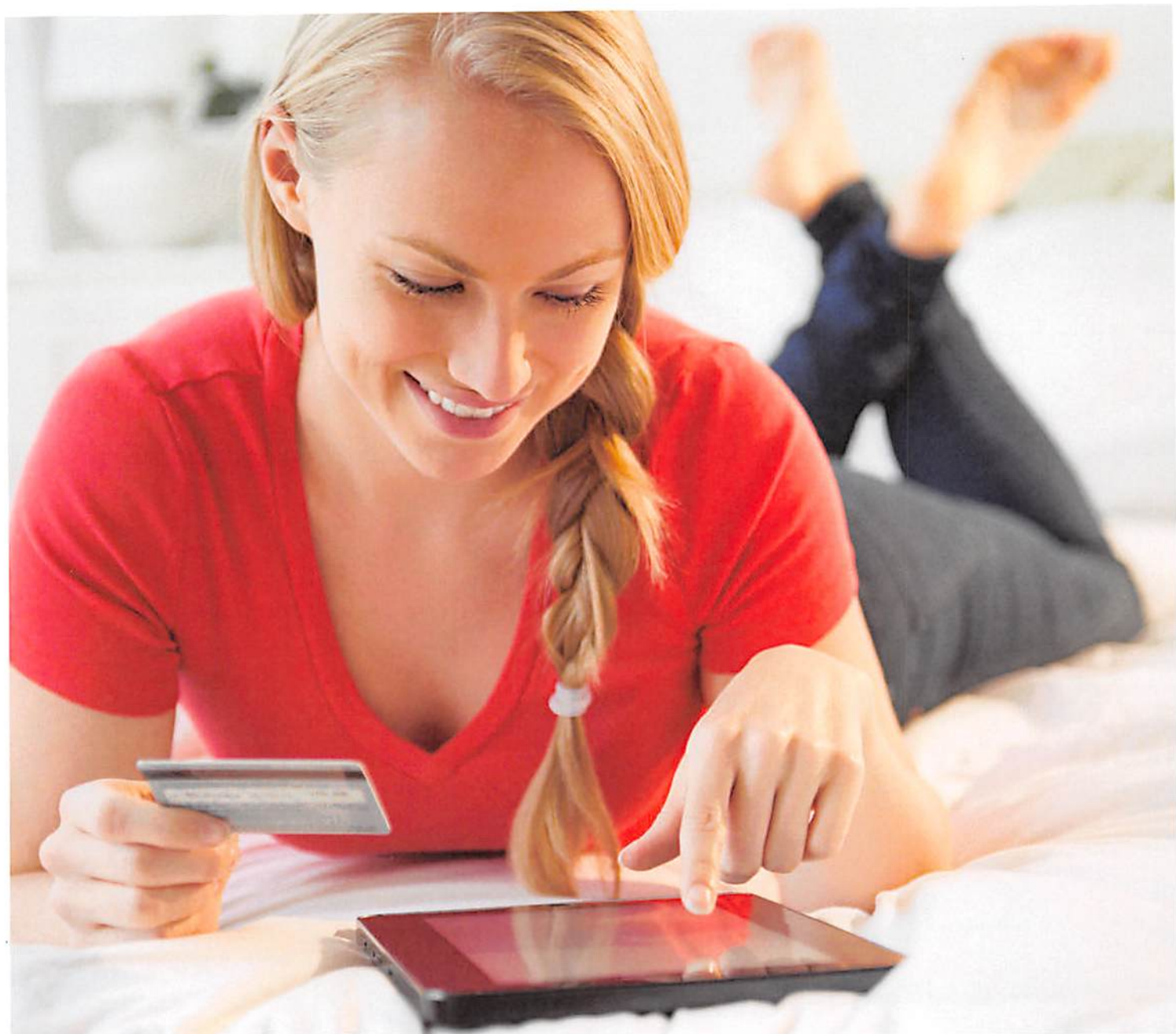
New Builds

New builds provide a great opportunity to develop the brand. The Holiday Inn Express® prototypes enable speed to market with tested designs that are able to deliver on the brand's promise. Efficient operating standards combined with best-in-class systems support help owners ramp up faster, supporting the brand's continued smart design. Holiday Inn Express prototypes are adaptable to varying markets around the world — the designs offer regional consumer options and can fit different site and market specifications. Standardized room décor and equipment specifications are also available to expedite and simplify the development process to help save on the cost of each project.



Conversions

Conversion developments are a proven business model for Holiday Inn Express hotels. IHG® has a team of experienced professionals who have a track record of working with owners to convert hotels quickly into the Holiday Inn Express brand. Our team works with owners, operators, and design professionals to develop a tailored renovation plan for each conversion hotel to ensure that each hotel complies with brand standards and meets guest and brand expectations prior to opening. The smooth transition of the staff and property is critical in delivering the Holiday Inn Express experience. It results in improved guest relations and overall hotel performance.



A Great Opportunity

- The Holiday Inn Express® brand appeals to a wide audience and attracts both leisure and business travelers.
- The brand works in any location, from an interstate to an urban center.
- The brand's award-winning Stay Smart advertising campaigns have created unparalleled consumer awareness.
- The brand offers a proven, efficient operating model that has a low staff to guest ratio and has been successful for almost 20 years.
- Consistency in the portfolio creates loyalty among guests.



Prototype Design

In 2014, IHG® unveiled the next evolution of the Holiday Inn Express® prototype. Co-created with insights from hotel owners and guests, the next generation prototype is expected to improve delivery on the brand's commitment to meeting guests' changing needs and driving value for owners.

The Holiday Inn Express brand has everything guests need, and nothing they don't. That's the Holiday Inn Express brand experience that is at the root of the brand's positioning and values of the Smart Traveler. The design embodies an appealing combination of fresh, dynamic, and focused design features that contribute to an efficient and engaging environment, creating a distinctive style that is evident at every touch point of the Holiday Inn Express brand experience.



Food and Beverage

As a limited service hotel, the Holiday Inn Express® brand offers guests a complimentary hot breakfast with their stay. The brand's food and beverage program, Express Start™, provides guests with a comfortable, open atmosphere, and a wide variety of both hearty and healthy food options including Smart Roast™ Coffee, iconic cinnamon rolls, fresh delicious pancakes, whole-wheat english muffins, Kellogg's® cereals, and Quaker® oatmeal.

When it was launched in 2003, Express Start breakfast bars rolled out across all 1,250 U.S. properties in less than three months. This rollout represented the most rapid food and beverage implementation in the hospitality industry. Over the past 10 years the Express Start breakfast bar has proven to be a hit among guests and is now considered one of the most important components of the brand.

The program is completely turnkey for owners to implement and operate. It offers a standardized and highly functional equipment package and specific item offering. The countertop merchandising display is branded and consistent, and the breakfast bar is certified by NSF International.

The food and beverage offering on the Express Start breakfast bar was designed to meet the needs of a wide variety of travelers. In 2010, Holiday Inn Express continued to innovate by being the first to offer fresh hot pancakes. Most recently, new healthier food options and a fresh new look were introduced to maintain competitiveness and increase guest satisfaction—all while keeping it easy for hotel teams in the U.S. and Canada to implement and operate. Identified food manufacturers help drive consistency among hotels and national account pricing helps keep costs down for owners.

IHC® conducts in-market training workshops that explain operation techniques so that hotels continue to drive guest satisfaction with a focus on containing costs. IHG also offers dedicated resources through the food and beverage team to assist and consult throughout the process.

Amenities

Comfortable Guest Rooms and Work Spaces Enabling Both Business and Leisure Travel

Guests can relax in comfort and refresh themselves with a host of inviting in-room features and outstanding amenities. Guest bathrooms are bright, fresh, and up-to-date, with great shower pressure, plenty of room, and rich, patented towels. Guests can also enjoy a space where they can stay productive and focus on work—the perfect place for smart business travelers. Specific amenities include:

- Fluffy, 100% cotton towels
- Premium bath amenities
- Forget Something?™ personal care amenities program
- Spacious, accommodating work areas
- Complimentary high-speed Internet
- Unlimited local calls
- Choice of soft or firm pillows



Other Ways to Relax and Enjoy

We know guests need to have a full range of choices to control how they relax and enjoy their stay. Other amenities to serve those needs are based on consumer demands and may include:

- Express Start™ hot and cold breakfast bar
- Sundry/vending areas
- 24-hour business services
- Complimentary fitness center
- Swimming pool
- Same day dry cleaning/valet laundry service



Helping Guests Stay Productive

Besides a good night's sleep, your guests can be certain that Holiday Inn Express® hotels enable them to stay productive and connected while on the road, with amenities such as WiFi in public spaces and free high-speed Internet access in guest rooms.



A Good Night's Sleep

Guests can enjoy the best possible sleep experience in a fresh uncluttered space of their own so that they can rest and recharge for the busy day ahead. Inviting guest rooms come complete with premium bedding and our signature choice of pillows; including soft and firm options.



Express Start™ Breakfast Bar

The Express Start breakfast bar provides guests with a satisfying breakfast while keeping costs to a minimum for owners. With an array of options including scrambled eggs, cheese omelets, crispy bacon, turkey sausage, pancakes, and the iconic cinnamon roll, guests have an easy and convenient way to start their day. Guests know and love the free Express Start breakfast, and they appreciate the consistent experience across all Holiday Inn Express properties.

Brand Hallmarks



Arrival and Welcome

The uncluttered look of the reception area promotes a friendly, efficient, and personal check-in experience, making guests feel welcomed, appreciated, and valued from the moment of their arrival. A signature front desk wall creates a focal point and easily identifies the check-in area, creating a clean, efficient, and inviting space for travelers. The signature scent and sound in the arrival area engages guests' senses upon entering the hotel.



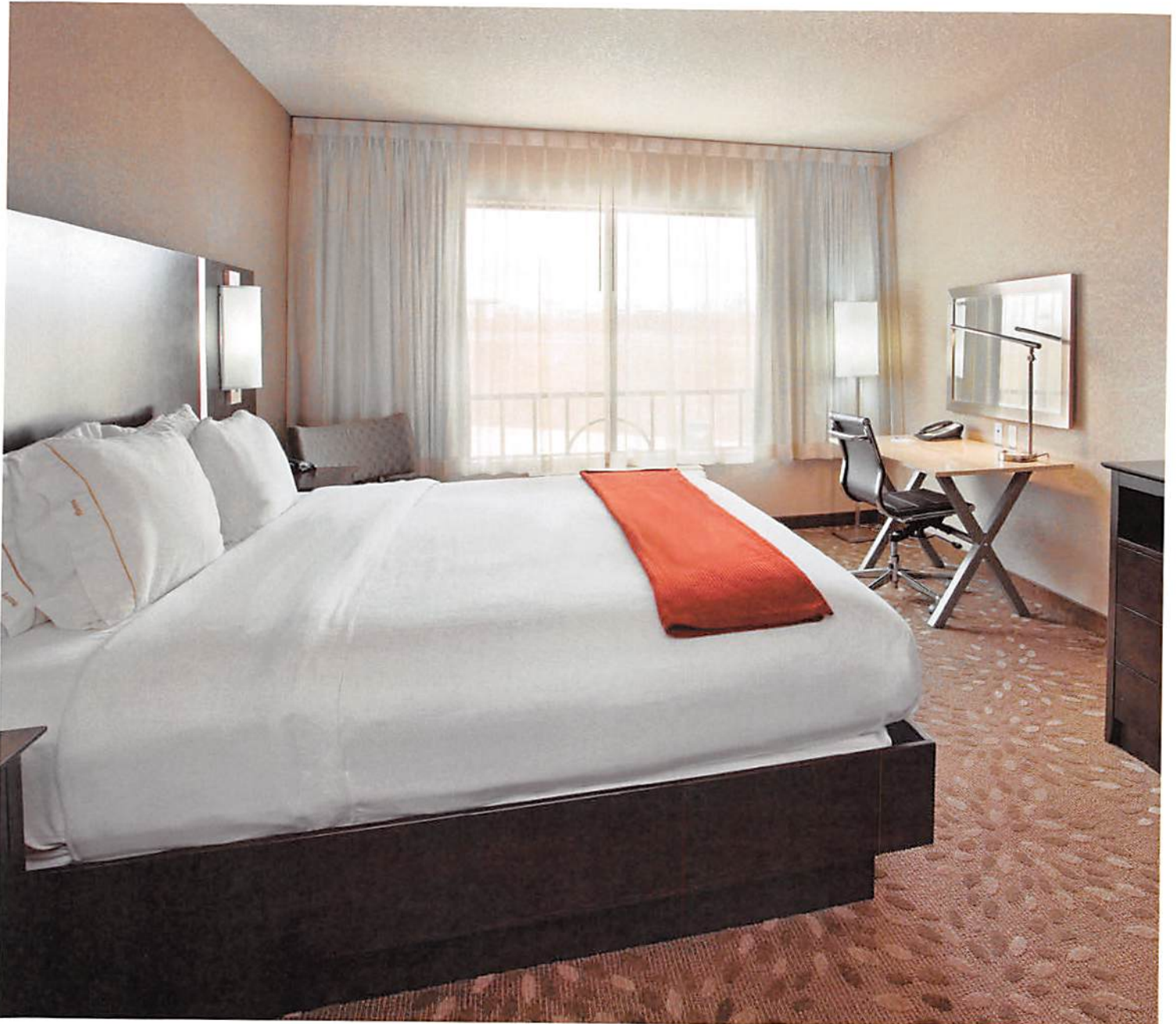
Smart Service

The Holiday Inn Express® brand enjoys a wonderful legacy of genuine guest service. In support of that tradition, IHG® provides in-depth service culture training to hotel staff that enables them to deliver the service style and behaviors valued by guests. These key service behaviors allow team members to make a connection with guests, to be helpful and efficient. Through this training, the staff is empowered to exceed guest expectations by being knowledgeable, showing initiative, and showing they care for guests, all while being genuine and authentic. Our friendly Guest Experience Champions and 24-hour front desk service ensures that guests always have an easy touch point with hotel staff.

Brand Marketing

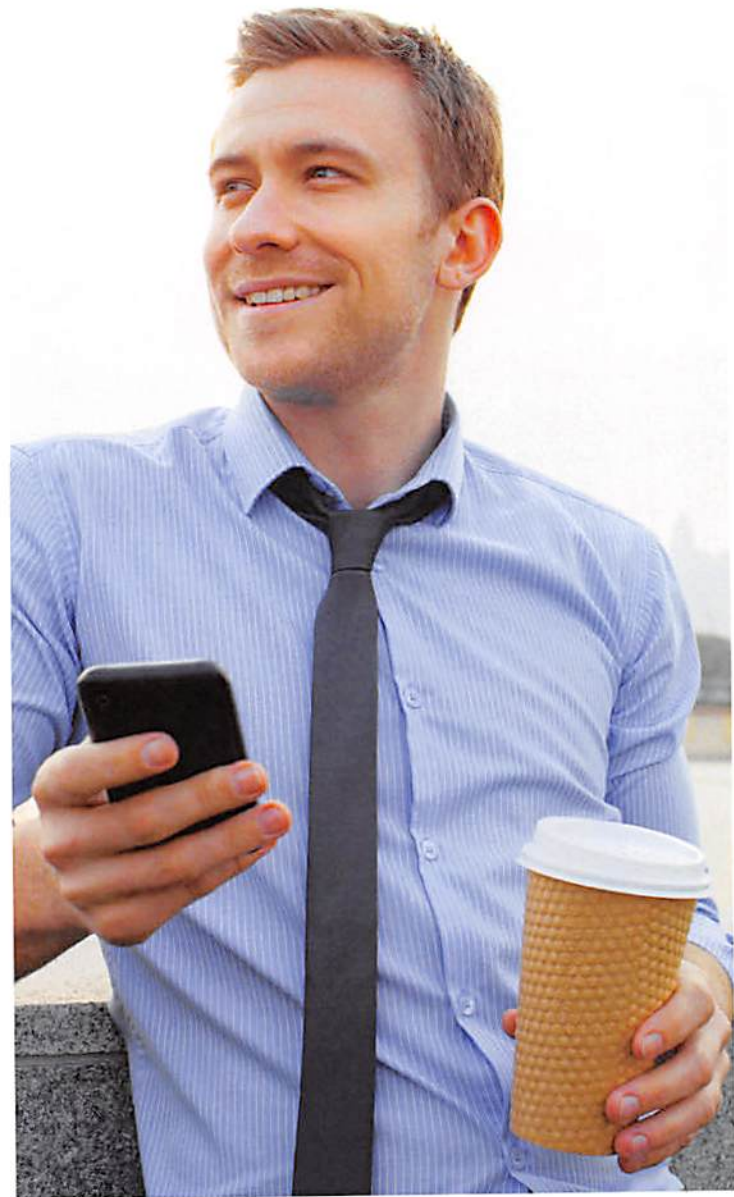
The Holiday Inn Express® brand is one of the fastest growing brands in the industry and the marketing strategy has been designed to ensure that it continues to build momentum. It's not just about a message, it's about establishing an emotional connection. The brand is focused on driving top line revenue to hotels by breaking through the cluttered media landscape, differentiating the Holiday Inn Express brand from the competition and persuading our 'Smart Traveler' target to stay and stay more often.

The iconic Stay Smart® campaign is deliberate in positioning Holiday Inn Express hotels as the smartest choice for travelers who are looking for a fresh, clean hotel stay that offers value, efficiency, and simplicity. Given the on-the-go nature of the target guest, digital and social media are at the heart of the plan, along with other key touch points, to maximize exposure to our target guest and continue to drive more stays.



Brand Positioning

Found in convenient locations in 33 countries around the world, the Holiday Inn Express® brand offers travelers dependability, friendly service, and modern facilities at an excellent value. Since 1991 Holiday Inn Express hotels have provided travelers the best value possible to fulfill their need for a convenient and efficient place to sleep. Whether traveling for business or leisure, functionality and efficiency are of the utmost importance.



Target Consumer

The Holiday Inn Express guest is a 'Smart Traveler' who wants a hotel with personality and an experience that is expedient and dynamic.

Smart Travelers are independent and always on the move. They enjoy opportunities that give them the freedom and flexibility to experience things at their own pace. They are self-sufficient and pride themselves on being savvy and informed, allowing them to maximize their time and money through a smart approach to their busy lifestyle.

2006



2008



2013



Brand History

In 1991, IHG® introduced the Holiday Inn Express® brand. With the strength of the Holiday Inn® name behind it and a clear message to the customer that it provides uncomplicated, comfortable accommodations with smart service, the Holiday Inn Express brand had success written into its DNA from the outset. This foundation was created by the success of Holiday Inn founder Kemmons Wilson's endeavor to create a hotel that offered affordable, consistent, family-friendly lodgings that were readily available to travelers.

Within a decade revenues were topping US \$1 billion, making it the most successful new hotel launch ever. More travelers have experienced the Holiday Inn brand family than any other hotel brand. Around the world, three guests check into a Holiday Inn or Holiday Inn Express hotel every second.

The Holiday Inn Express Brand Journey

IHG has always been a pioneer in the industry, embracing new challenges and taking on big initiatives, contributing to consistent growth and success. The well-known Holiday Inn Express brand continues to evolve to ensure that guests' needs are met.

Holiday Inn Express hotels continue to lead the way in building the ideal guest experience by focusing on the elements that matter most to guests. In an effort to further position the brand as the 'smart' choice for today's guest and owner, the brand recently introduced an evolved prototype, additional healthy breakfast options, and a refreshed look for the Express Start™ breakfast bar for all properties in the U.S. and Canada.



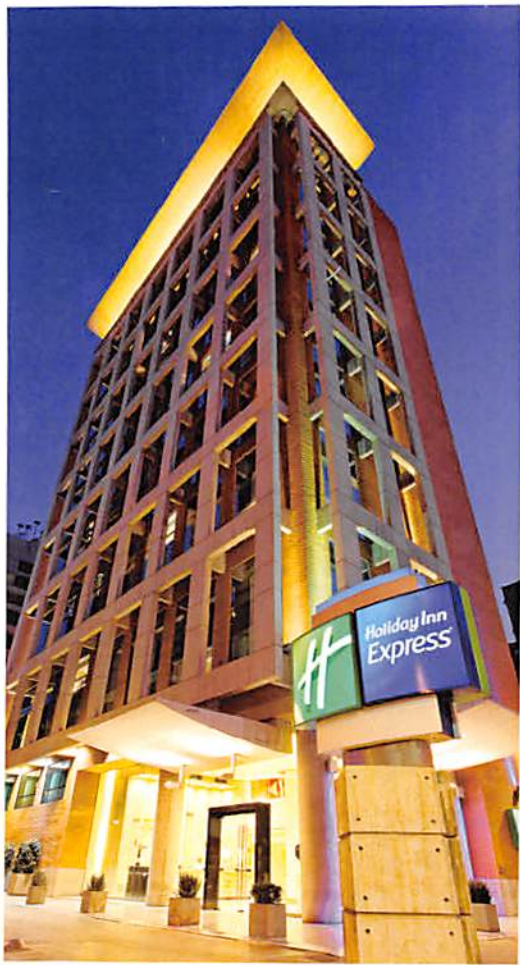


A great brand is built on strong relationships with customers. We are modern, friendly, innovative, and accessible. Every touch point is a relationship building moment.

Welcome.

Welcome to InterContinental Hotels Group (IHG®) and the Holiday Inn Express® brand, one of the largest and most successful in the hotel industry with more than 2,200 hotels and over 219,000 guest rooms globally. With almost 500 hotels in the global pipeline, the brand continues to thrive due to smart design, quality construction, and a commitment from forward thinking owners.





A FRESH DEVELOPMENT OPPORTUNITY

