

A new benchmark in design The H5 Prototype

Holiday Inn® prototype overview

Building summary		Guestrooms		
Size of site:	2.19 acres	Guestroom type	Total	SF
Number of floors:	4	King standard	58	316
Total room count:	130	King ADA	4	382
Gross building area:	71,397 sq ft	QQ standard	56	316
Gross building		QQ ADA	2	495
area per key:	558 sq ft	Suite*	9	412
Parking spaces:	130	Suite ADA	1	495
Pool:	Outdoor or indoor	Total	130	

Cost to build: Target cost per key for 130-room prototype: \$125,310 - \$183,580 (Excludes land, contingency, utility tap, and permit fees).

*Other room types available: 1-Bedroom Suite; KidSuites®

What we stand for

Making memories is what matters the most in life. Our goal is simple: help our guests realize the upside that travel offers. We pride ourselves on delivering an approachable, enjoyable hotel experience where guests are always welcomed warmly. The brand removes the barriers to travel through our personalized service and commitment to make guests smile.

Where we play

Holiday Inn is an upper midscale, full-service brand that appeals to the contemporary traveler. Discerning, yet unpretentious, the contemporary traveler is looking for reliability, comfort, and quality-with unanticipated moments of discovery. Connecting with others is important-whether that's with friends, family, or new faces.

Why the brand

- Globally trusted: ranked as the #1 most trusted brand in the travel & hospitality industry.*
- Purposeful design: new modern, efficient, and flexible programming to meet market needs.
- 3 Flexible F&B offerings: from fast casual counter-service to full-service restaurants, F&B concepts and operating models flex to meet the needs of your market and guests.
- Meeting spaces: designed to be adaptable to meet the needs of both business meetings and social gatherings.

Distribution As of December 31, 2023				
Hotels	Rooms	Pipeline		
688	117,754	72		
382	69,330	86		
132	34,826	88		
1,202	215,910	246		
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Enterprise contribution**

IHG®'s booking channels represented an average of 80.2% of Holiday Inn reservations in 2022 and IHG One Rewards generated an average of 44.9% of bookings at Holiday Inn hotels during the same period. Prior to the pandemic, IHG's booking channels represented an average of 78.0% of Holiday Inn reservations in 2021 and IHG One Rewards generated an average of 40.1% of bookings at Holiday Inn hotels during the same period.

development.ihg.com/hotel-brands/holiday-inn

*Source: Morning Consult's Most Trusted Brands 2022 Report

**Source: 2023 Holiday Inn FDD, Year End 2021 and 2022 U.S. Comparable Hotels.