



A new benchmark in design The H5 Prototype

Holiday Inn® prototype overview

Building summary

Size of site:	2.19 acres
Number of floors:	4
Total room count:	130
Gross building area:	71,397 sq ft
Gross building area per key:	558 sq ft
Parking spaces:	130
Pool:	Outdoor or indoor

Guestrooms

Guestroom type	Total	SF
King standard	58	316
King ADA	4	382
QQ standard	56	316
QQ ADA	2	495
Suite*	9	412
Suite ADA	1	495
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.

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.

Distribution

As of December 31, 2023

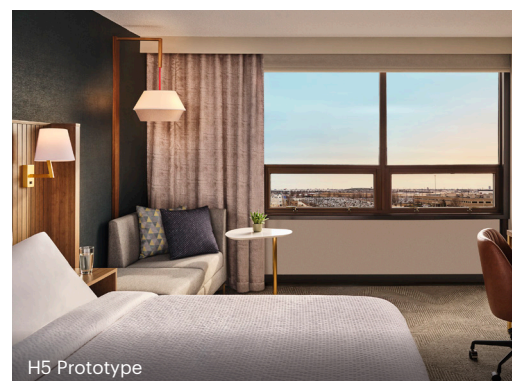
	Hotels	Rooms	Pipeline
Americas	688	117,754	72
EMEA	382	69,330	86
China	132	34,826	88
Global	1,202	215,910	246



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