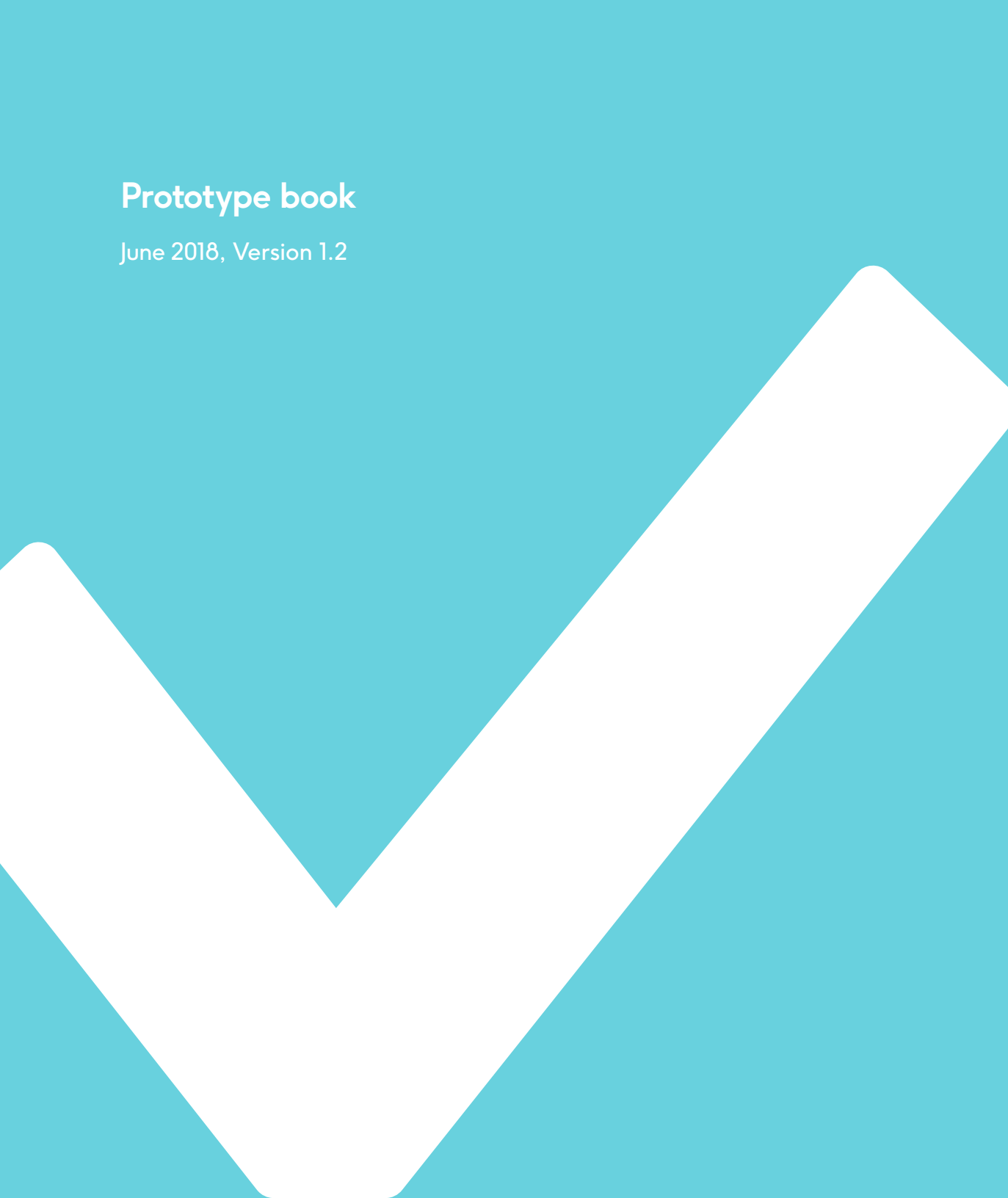


Prototype book

June 2018, Version 1.2



avidTM
AN IHG[®] HOTEL

Welcome to the future of everyday travel

Meet avid™ hotels

We are **passionate** about a great night's sleep.

We are **determined** to provide modern,
comfortable design for all.

We are **focused** on finding the perfect balance
between quality and price.

Contents

P.01	Our brand
P.05	Design philosophy
P.07	Exterior
P.12	Interior
P.34	Building summary

Our brand

Welcome to an experience that feels just right

We're a new high-quality midscale hotel brand
that champions everyday travel at a fair price.

Where quality and price feel just right.
Where the way things are done feels just right.
Where our confidence makes you feel just right.

Staying with us feels just right, every time.

Our brand

Designed for a different mindset

By listening to our guests, we know they're looking for a hotel to provide a rest they can rely on. A hotel that finds a balance between quality and price, respecting their wallet as much as they do. A straightforward hotel for straightforward people.

"For everyday travel, I need the basics done exceptionally well. A great night's sleep from a hotel that's modern, safe and reliable."

What guests want	
 Price	 Quality

Our brand

Our values

Fresh

We take a new approach
to designing everyday travel.

Frank

We are always direct,
honest and clear.

Fair

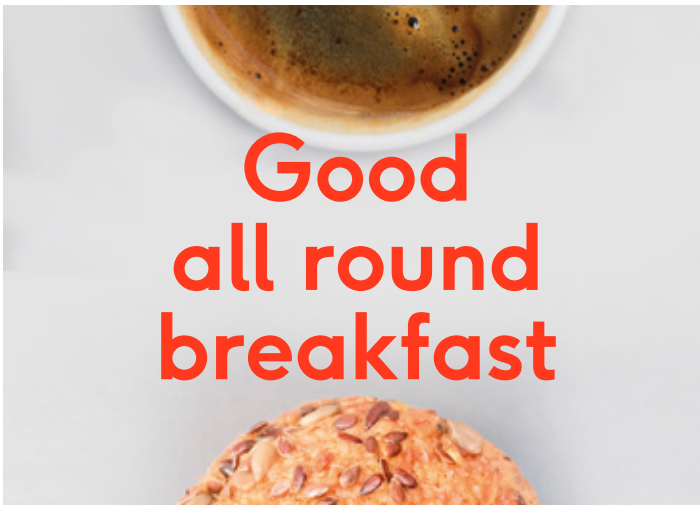
We appreciate the value
of every hard-earned dollar.

What sets us apart

Our brand



With technology designed around our guests' needs, we're making booking straightforward, and respecting every minute of their time.



We're taking a fresh approach to breakfast, offering a quality selection of products that guests can grab and go. And, of course, that includes a great cup of coffee.



One thing our guests will never compromise on is their sleep. It's why our best-in-class experience provides a rest they can rely on, every single night.



We're committed to great stays. That's why our avid hotels guarantee ensures that the room will be 'just right' upon arrival so that guests can rest assured that they made the right decision by staying with us.

Design philosophy

Refreshingly Easy

We call our style Refreshingly Easy, because it is just that. A bold new look in the midscale market, it combines clarity and confidence with character and comfort. Simple, straightforward, yet never sterile – it describes how avid™ hotels should always look, feel and function.



A balanced palette

Confident Red conveys our passion and energy. We are a brand with a purpose – straight talking and always to the point.

Refreshing Aqua reflects our fresh perspective. It grounds us by evoking a sense of calm and reassurance.

Warm Neutrals show our quality and honesty. When paired with clean whites and natural materials, they offer a welcoming base that lifts our primary colors.

Exterior

A lasting first impression

When arriving at avid™ hotels, guests are greeted by a fresh, vibrant design that they instantly recognize. It's a familiar welcome that reassures them they've made the right choice for their stay.





Exterior entrance view

The exterior design is visually appealing, attractive from all angles, and has features that are unique in the midscale space.

- ① Glass entry feature on the corner provides arrival with a retail-feel and gives guests a comfortable view of the lobby from the parking lot
- ② Simple canopy instead of porte cochere maximizes value of build cost (note: optional porte cochère design will be available)
- ③ Pulling out the stairwell and highlighting it in our Confident Red makes it a defining element on the exterior
- ④ An outdoor seating area will provide guests with an additional area to relax in and help connect the interior public space to the exterior

Exterior

Exterior rear view

- ① Red vertical elements and Aqua canopies accentuate guest entry points, add visual appeal, and tie in the brand throughout the exterior
- ② Prominent locations for exterior signage on all sides of building

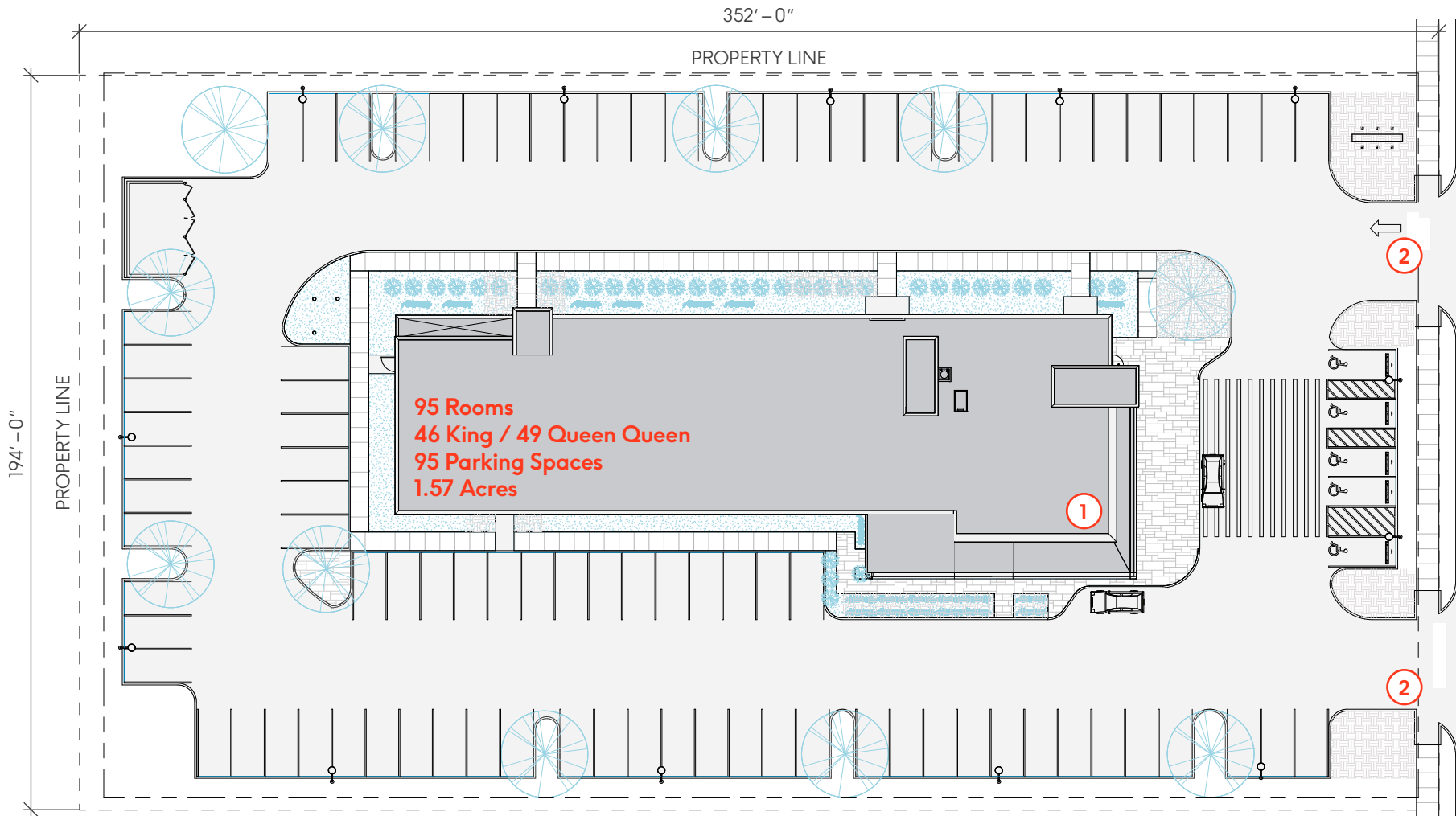


Exterior Entrance night view



Exterior

Site plan drawing



The site plan is efficient and allows for flexibility based on unique site requirements. Optional features: Porte Cochère and Pool.

① Corner lobby works with both wide and narrow sites and provides visibility from the lobby to the parking lot and vice versa

② Multiple entrances designed for site development flexibility

Interior

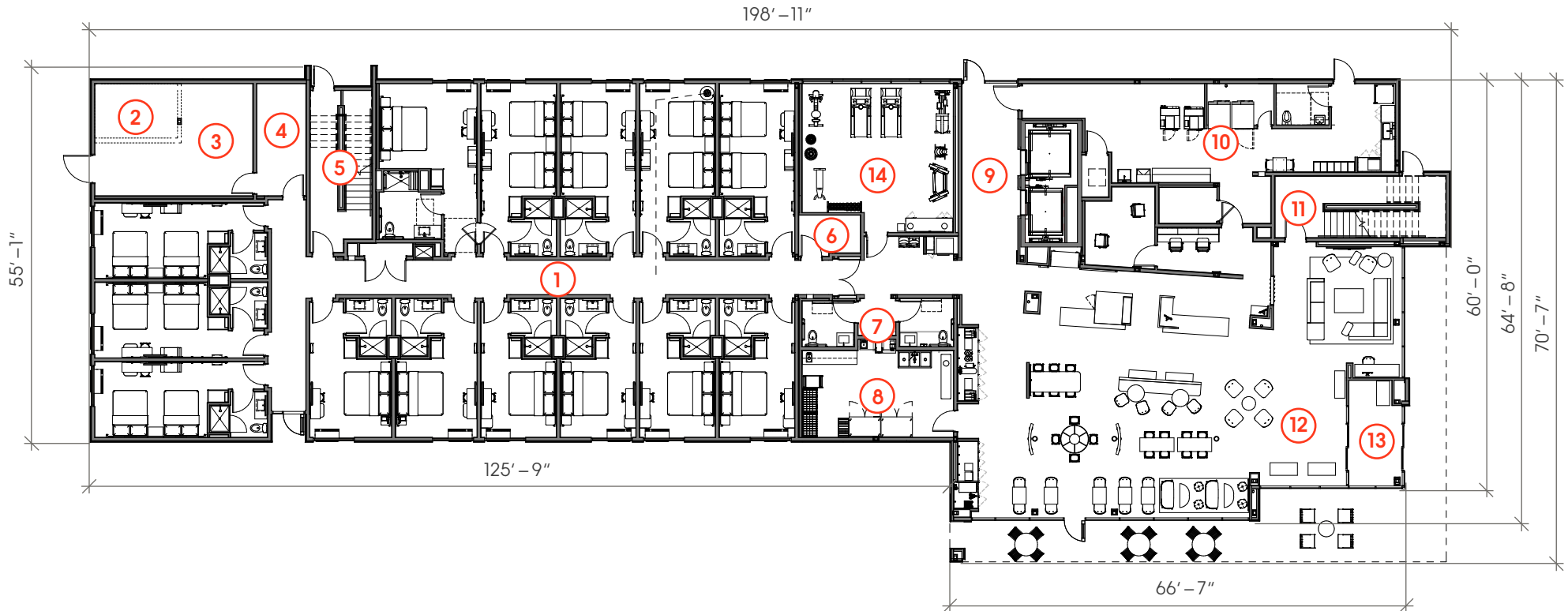
Always a warm welcome

From the great first impression of an inviting lobby to guest rooms designed for sleep, our interiors create unique, welcoming spaces that are practical and distinctive, as well as calming and reassuring.



Interior

First floor



- | | | | | |
|------------------|---------------|--------------------|-----------------|-------------------|
| ① Guest corridor | ④ Maintenance | ⑦ Public restrooms | ⑩ Back of house | ⑬ Entry vestibule |
| ② Electrical | ⑤ Stair 2 | ⑧ Pantry | ⑪ Stair 1 | ⑭ Gym |
| ③ Mechanical | ⑥ Storage | ⑨ Elevators | ⑫ Lobby | |

Note: See page 15 for enlarged lobby plan



Public space

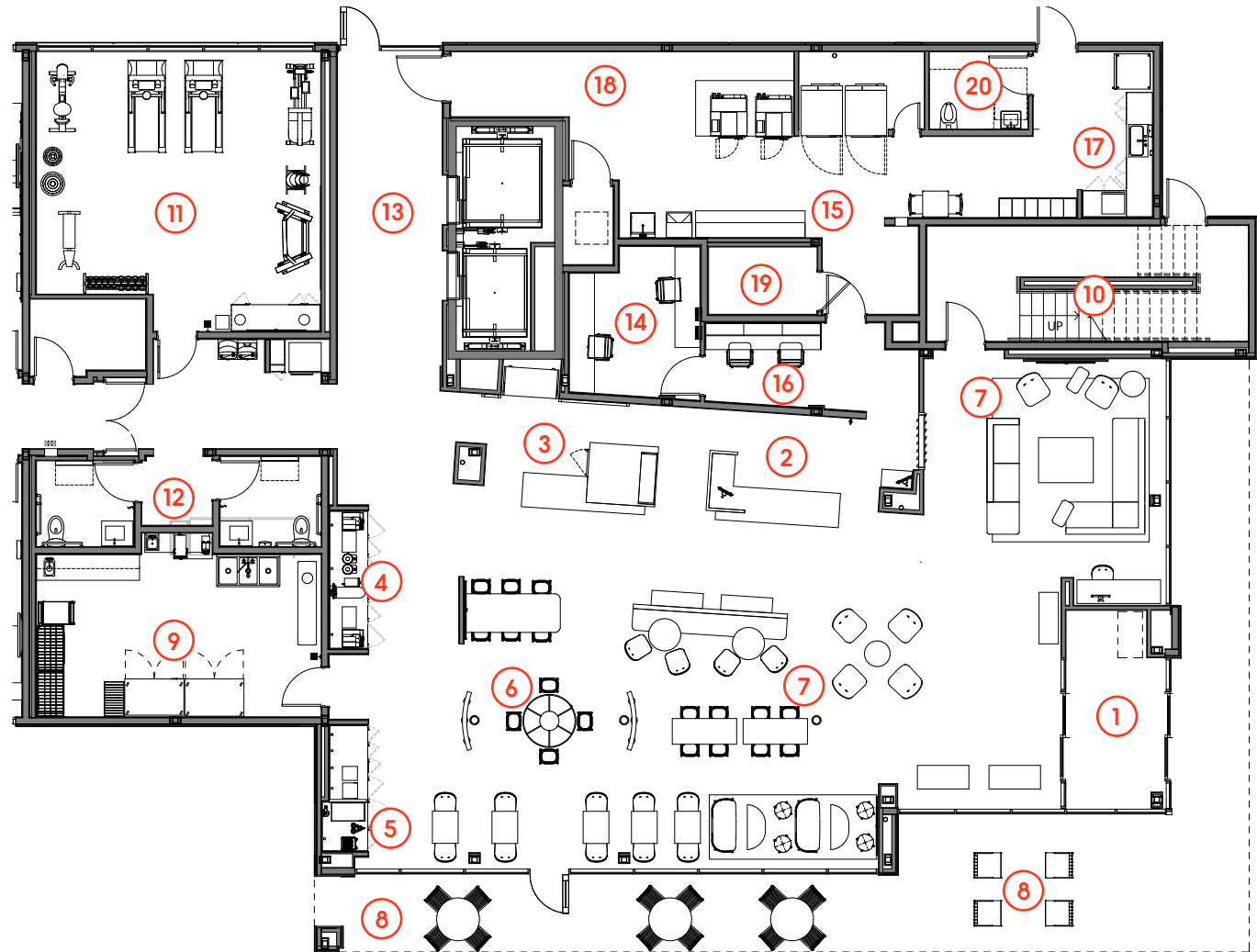
Our public space features Refreshing Aqua paired with Confident Red, highlighting our fresh design.

- 1 The breakfast beacon includes removable food bins that can be taken away for easy restocking and cleaning. The unique design allows the beacon to transform into a seating/power station outside of breakfast hours
- 2 An all day self-serve bean-to-cup coffee station offers our guests the choice between a grab and go pit stop or a quiet, more private break
- 3 Versatile seating options provide different zones for our guests across different times of the day
- 4 An approachable Front Desk and convenient Market welcomes guests, no matter the time of day

Interior

Lobby space

The lobby has been designed for operational efficiencies and comfortable seating zones for guests. A variety of seating gives our guests the ability to select seating for breakfast, work, or socializing, and allows them to use the space however they need to throughout the day.



- ① Luggage cart storage
- ② Front desk
- ③ Market
- ④ Beverage counter
- ⑤ Breakfast counter

- ⑥ Breakfast beacon
- ⑦ Versatile seating
- ⑧ Outdoor patio seating
- ⑨ Pantry

- ⑩ Stair
- ⑪ Gym
- ⑫ Public restrooms
- ⑬ Elevator lobby
- ⑭ Manager's office

- ⑮ Back of house
- ⑯ Employee work area
- ⑰ Employee break area
- ⑱ Linen storage
- ⑲ Server room
- ⑳ Employee restroom



Front desk and market

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

- ① The Front Desk offers an easy check-in and check-out process, saving guests time and it will provide 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 our Market
- ③ A beverage cooler presents refreshing selections for guests to grab on the go and the proximity to Front Desk will help with a seamless purchase



Breakfast area

Guests will find our Good all round breakfast offered in the breakfast beacon every morning. For guests that need a boost, the self-serve coffee will provide them with a perfect way to start the day.

- ① The breakfast beacon includes a selection of fresh fruit, baked goods, cereal, oatmeal, yogurt, and hard-boiled eggs to provide guests with all they need to get going
- ② Versatile seating options will let guests enjoy their selections on their own, or with a group
- ③ Guests will find a selection of beverage offerings, breakfast condiments, and ways to customize their coffee on the breakfast bars



Coffee bar

The 24/7 coffee bar offers guests a selection of beverages any time of day.

- ① The complimentary bean-to-cup coffee machines provide guests freshly ground and brewed coffee in less than a minute
- ② A hot water dispenser helps guests wanting hot tea or warming their oatmeal in the morning
- ③ Throughout the day, guests can enjoy still and sparkling water



Lounge

For the guests wanting to relax in a social space, the lobby lounge will be a great space to enjoy a cup of coffee or unwind after a long day.

- ① Versatile seating provides a comfortable place to socialize or work
- ② The lounge will feature a large 65" TV



Gym

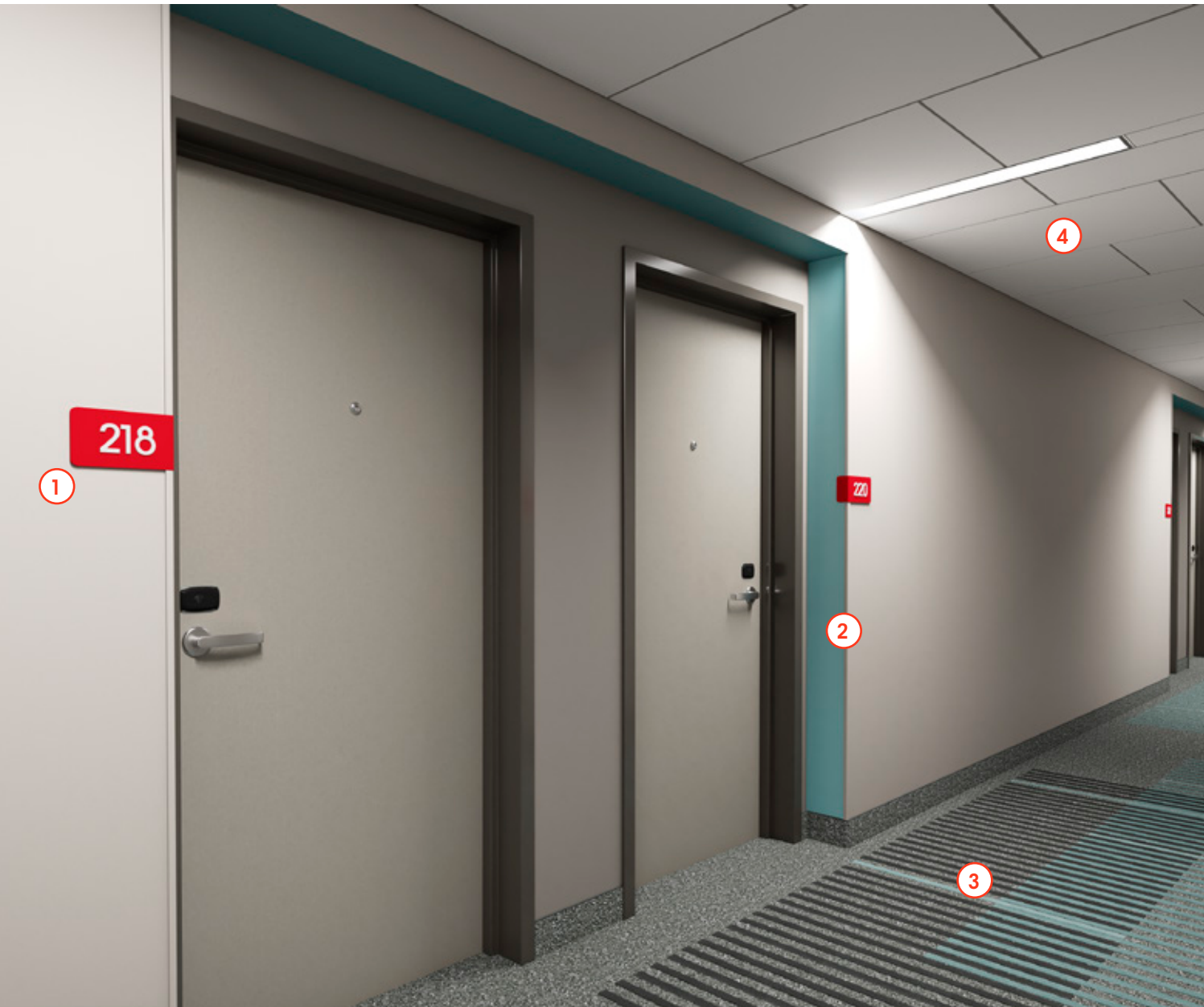
To help maintain guests' healthy lifestyle, the Gym provides a range of cardio and weight training equipment, as well as floor space.

- ① Cardio equipment with integrated TVs
- ② Spin bike
- ③ Adjustable weight bench
- ④ Free weights



Gym

- ① Cardio equipment with integrated TVs
- ② Functional trainer with additional equipment including medicine balls
- ③ Storage for towels, mats, and foam rollers
- ④ TV
- ⑤ Stability balls



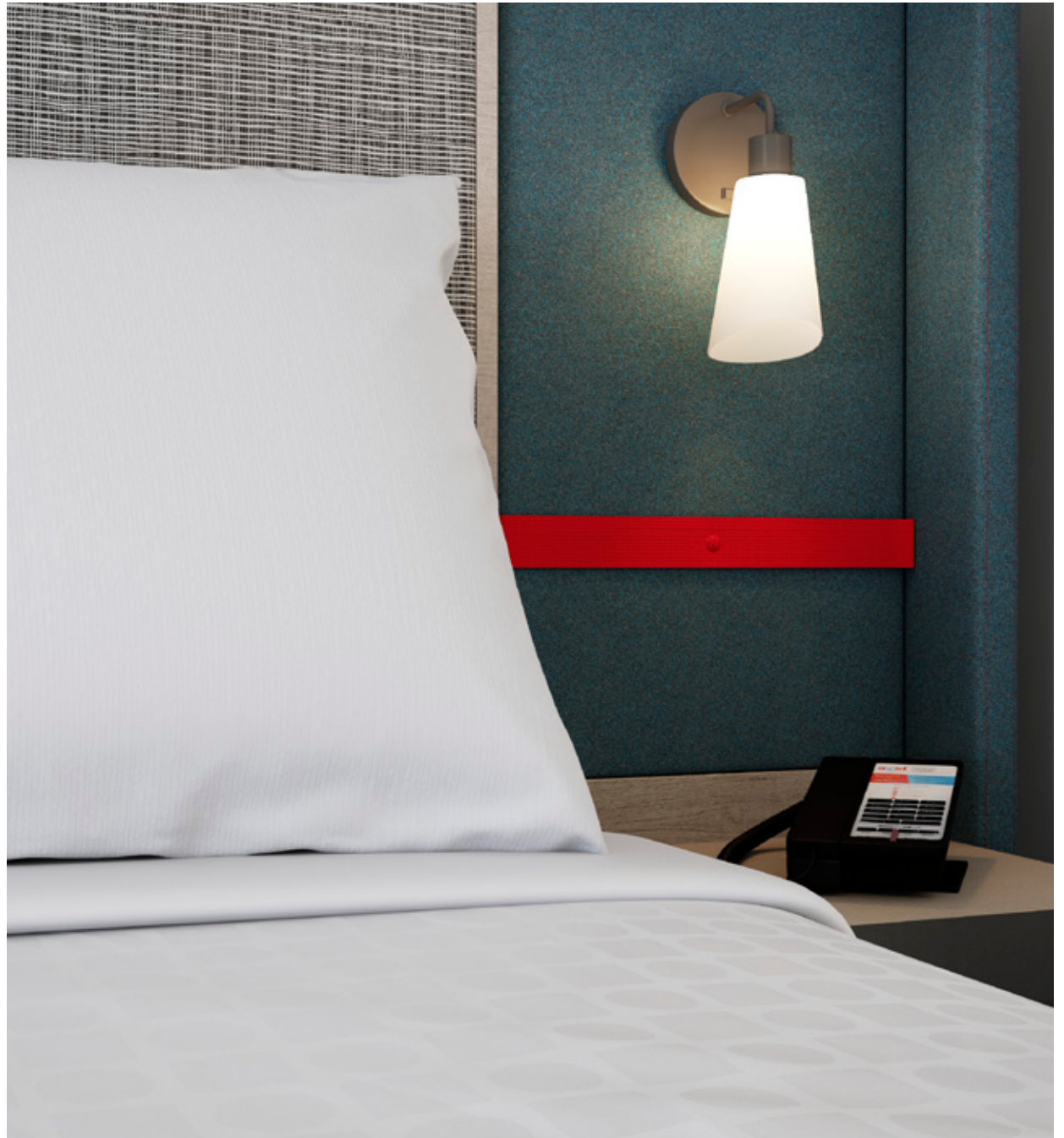
Corridor

Our guest room corridors are designed for quiet entry to our guest rooms, celebrating our commitment to providing a great night's sleep.

- ① Easy to read room numbers in brand colors for high visibility, directional cues from carpeting
- ② Highlight guest room entry by framing the door and zoning floor through color change
- ③ Mid-tones and aqua carpet helps reduce noise in the corridor
- ④ Ambient low lighting creates a sense of calm

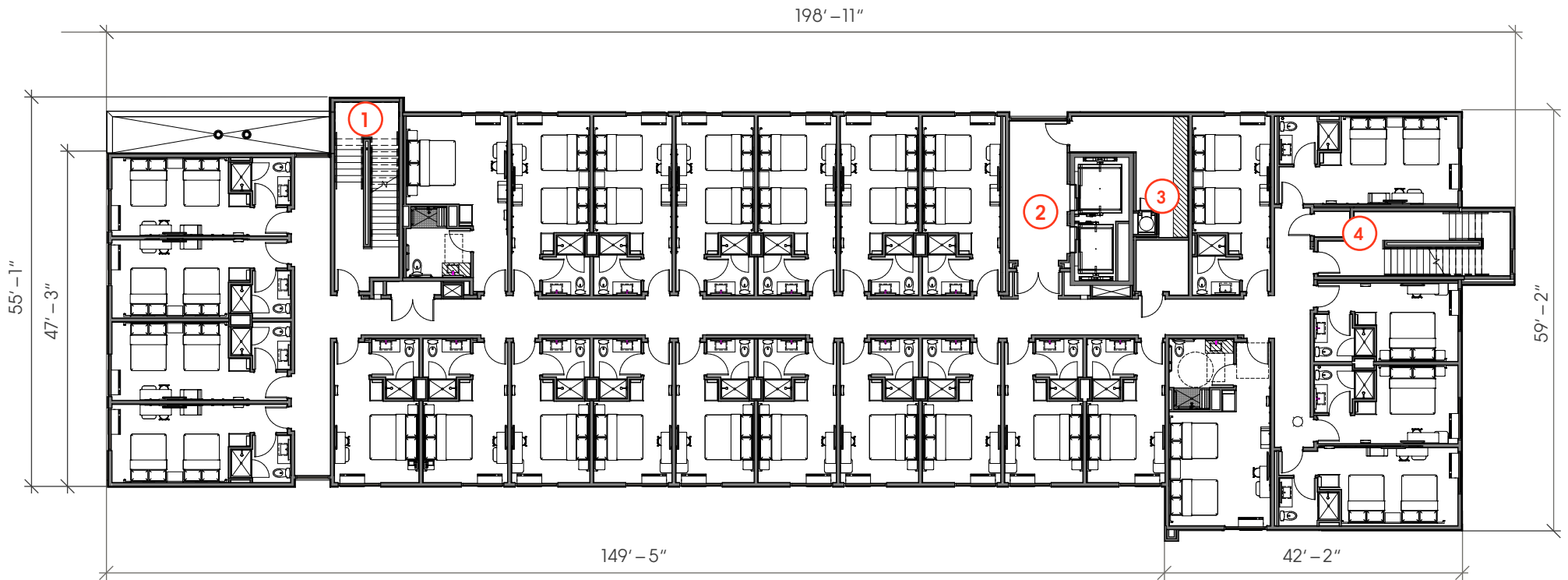
Our rooms

With a best-in-class sleep experience, our modern, quiet rooms are designed to instantly put our guests at ease. Each is rightsized, removing anything guests don't need, so we can focus on the quality essentials that make every stay just right.



Interior

Typical floor plan



- 1 Stair 2
- 2 Elevator lobby
- 3 Housekeeping
- 4 Stair 1

Interior King guest room view



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

- ① Hero bed
- ② Refreshing bathroom
- ③ Work desk ledge and task chair

- ④ Blackout roller shade and sheer curtain
- ⑤ Open closet area
- ⑥ Luggage bench

King
220 sqft

Queen/Queen
275 sqft

Interior King guest room



Interior Queen queen guest room



Interior Guest room overview



Open storage

The simple open storage design allows for quick unpacking and efficient cleaning. The design contains a designated area for an ironing board, maximizing space and minimizing clutter. The space also allows for owners to include optional room safes and refrigerators.



Hero sleep

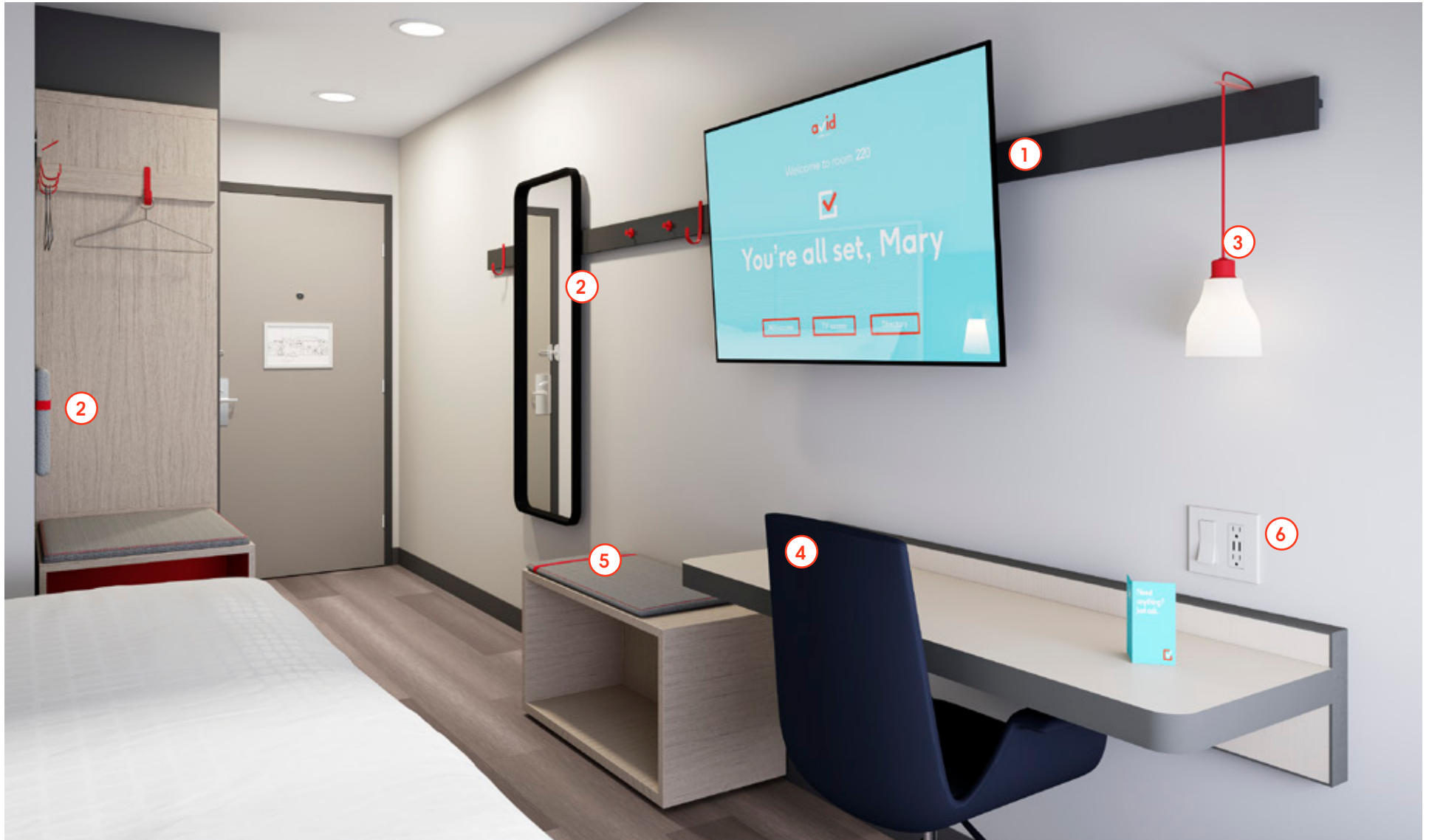
We use modern and uncomplicated design to showcase our commitment to providing a great night's sleep. USB ports and outlets are placed conveniently so our guests can get power and connectivity whenever they need it.



Working wall

Open and lifted elements that are simple in construction promote easy cleaning and a greater sense of space along our working wall. The design highlights key features, including versatile plugs with USB ports and task light to help productivity.

Interior Guest room



Open and lifted elements that are simple in construction promote easy cleaning and a greater sense of space.

- 1** A central mounted beam used to connect elements
- 2** Red color accents highlight our signature design elements
- 3** Task light illuminates work ledge area for productive work
- 4** Desk chair with soft and simple forms on casters
- 5** Luggage bench
- 6** Visible plug sockets with integrated USB ports at work area

Interior Guest room



The simple open storage design allows for quick unpacking and efficient cleaning.

- ① Interchangeable soft pads can be removed and easily cleaned
- ② Red color accents highlight our signature design elements

- ③ Designated area for ironing board
- ④ Optional safe location opening towards bed

- ⑤ Optional small refrigerator location based on owner preference

Interior Bathroom

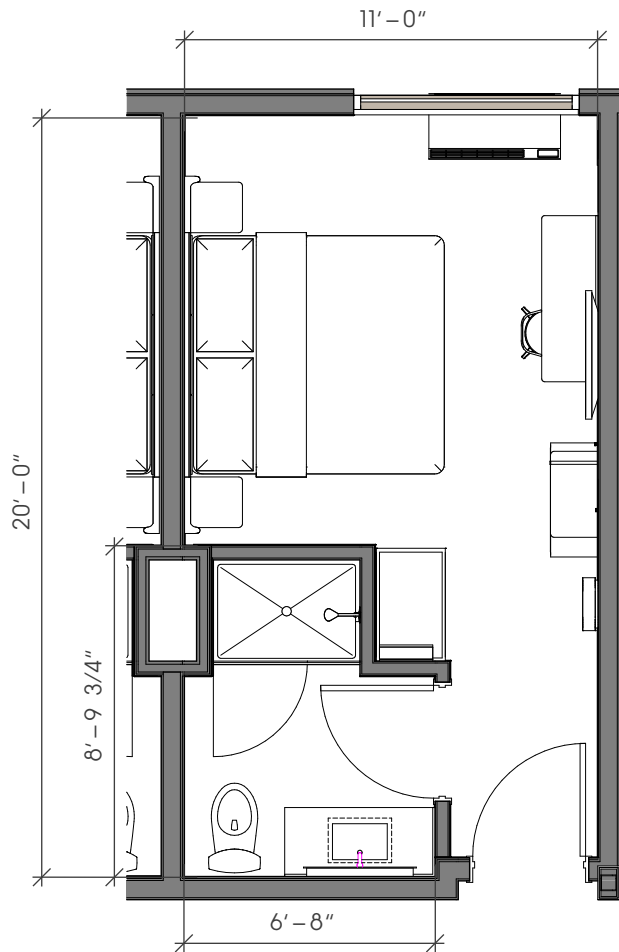


Our bathroom focuses on re-energizing our guests with refreshingly uncomplicated touches that highlights our great shower and commitment to contemporary & clean design.

- ① Open, lifted and simplified forms make the space feel clean and light
- ② The backlit mirror and recessed light in middle of the bathroom provide better lighting

- ③ Refreshing light Aqua paired with white promotes our clean and confidence approach
- ④ Porcelain tile flooring is easy to clean and durable

King floor plans

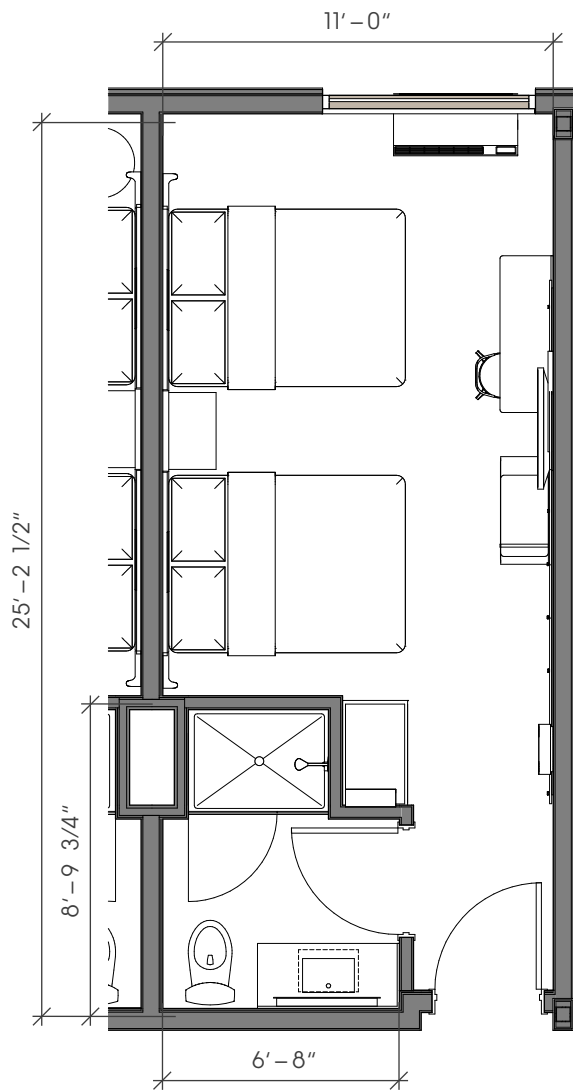


King
220 sqft



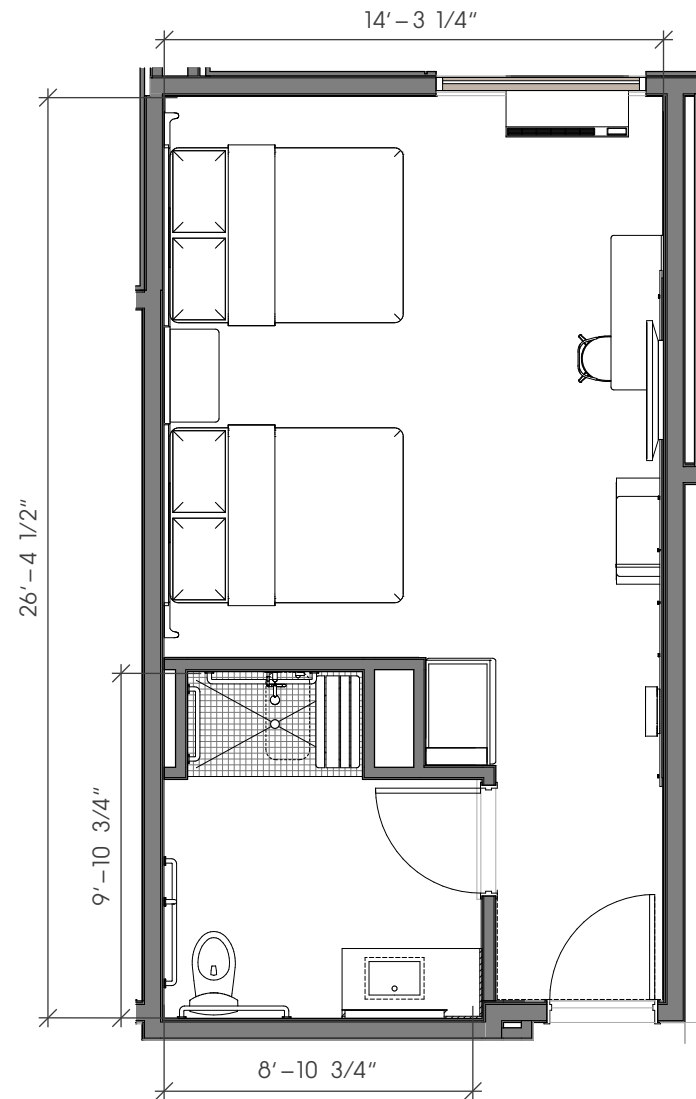
King ADA
335 sqft

Queen Queen floor plans



Queen Queen

275 sqft



Queen Queen ADA

375 sqft

Building Summary

Site plan details	
Name	Sq ft
Acreage	1.57 Ac
Square footage (gross)	41,693 Sf
Keys/room count	95
Parking spaces	95
Gross sq ft per key	438.87 Sf

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	2,137	1
Back of House	966	1
Guest Room King	1,362	6
Guest Room King ADA	335	1
Guest Room Queen	1,925	7
Fitness	453	1
Vestibule	113	1
Corridor	788	1
Stairs	427	2
Pantry	288	1
Public Restrooms	105	2
Elevator Landing	328	1
Electrical & Mechanical	386	3
Maintenance	117	1
Storage	52	1
Level 1 Net	9,782	

Level 2		
Name	Sq ft	Count
Corridor	1,146	1
Data and Electrical	87	1
Elevator Landing	287	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	9,143	

Level 3		
Name	Sq ft	Count
Corridor	1,146	1
Electrical	33	1
Elevator Landing	287	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	214	1
Stairs	455	2
Level 3 Net	9,143	

Level 4		
Name	Sq ft	Count
Corridor	1,146	1
Electrical	33	1
Elevator Landing	287	1
Guest Room King ADA	335	1
Guest Room Queen Queen	3,611	13
Guest Room Queen Queen ADA	374	1
Housekeeping Storage	214	1
Stairs	455	2
Level 4 Net	9,143	

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