



# Own the future of everyday travel



## Distribution

As of March 31, 2025

Since its brand launch in October 2017, avid hotels has:

- 79 open hotels with 7,066 rooms
- 131 pipeline hotels with 10,034 rooms

## avid® hotels prototype overview

### Building summary

Size of site:	1.57 acres
Gross building area:	41,693 sq ft
Number of floors:	4
Total room count:	95
Gross building area per key:	439 sq ft
Parking spaces:	95
Pool:	Optional

### Guestrooms

Guestroom type	Total	SF
King standard	42	220
King ADA	4	335
QQ standard	46	275
QQ ADA	3	375
<b>Total</b>	<b>95</b>	

**Cost to build:** Target cost per key for 95-room prototype: \$109,061 - \$165,416 (Excludes land, contingency, utility tap and permit fees).

### What we stand for

Purpose-built from the ground up, avid® hotels is focused on the essentials done exceptionally well: a great night's sleep in a clean room, free hot breakfast, and modern design with the latest technology all delivered to guests with outstanding service.

### Where we play

avid hotels is a midscale, limited service brand appealing to Principled Everyday Travelers who are self-reliant and practical. They're looking for a hotel that finds a balance between quality and price, and provides an experience that feels "just right."

### Enterprise contribution\*

IHG®'s booking channels represented an average of **89.2%** of avid hotels reservations in 2024 and IHG One Rewards generated an average of **56.9%** of bookings at avid hotels during the same period.

### Why the brand

- 1 Easy to build:** developed in partnership with owners, ensuring that avid hotels are simple to build, operate, and maintain with an efficient build cost.
- 2 Easy to open:** avid hotels' tools and team support make opening new hotels easy.
- 3 Easy to operate:** avid hotels offers an efficient labor model, straightforward operation process, guides & tools to help you welcome guests everyday to your hotel



[development.ihg.com/hotel-brands/avid-hotels](https://development.ihg.com/hotel-brands/avid-hotels)

\*Source: 2025 avid hotels FDD, Year End 2024 U.S. Comparable Hotels.