



SIMPLE, **SMART** TRAVEL

Holiday Inn Express® prototype overview

Building summary

Size of site:	1.79 acres
Gross building area:	52,383 sq ft
Number of floors:	4
Total room count:	93
Gross building area per key:	563 sq ft
Parking spaces:	108
Pool:	Indoor
Cost to build: 93-room Holiday Inn Express average cost per key: \$118,062 - \$178,277 (Excludes land, contingency, utility tap, and permit fees).	

Guestrooms

Guestroom type	Total	SF
King standard	41	320
King accessible	1	329
King X-wide	2	411
King X-wide - alt	2	379
King X-wide accessible	1	411
King X-wide accessible - alt	1	384
King suite	8	377
King suite accessible	1	377
QQ standard	26	320
QQ accessible	1	377
QQ suite	8	377
QQ suites accessible 2-bay	1	386
Total	93	

Distribution

As of June 30, 2023

	Hotels	Rooms	Pipeline
Americas	2,484	226,612	356
EMEA	344	50,459	85
China	287	53,024	199
Global	3,115	330,095	640

What we stand for

At Holiday Inn Express®, simple, smart travel is the launchpad to your next connection. With over 3,000 convenient locations, we're everywhere guests need to be and are committed to delivering more where it matters most through our consistent experience, considered design, and value-rich essentials.

Where we play

As an upper midscale, limited service brand, our guests are self-sufficient, smart travelers. Individuals and families stay with us while traveling globally and locally for business and leisure. They seek high-quality, affordable, and reliable choices, and value real, personal connections.

Why the brand

- 1 Formula Blue™ design:** value-engineered design that gives Holiday Inn Express hotels a fresh, contemporary look with spaces that enable guests to be productive, connect with others, and wake up feeling refreshed.
- 2 Breakfast included:** our complimentary hot and fresh Express Start® breakfast features guest favorites at a greater value.
- 3 Highly sought-after ROI model:** for over 25 years, owners have expressed interest in owning Holiday Inn Express hotels.
- 4 Revenue delivery:** we welcome 75 million guests every year to Holiday Inn Express hotels around the globe.

Enterprise contribution*

IHG®'s booking channels represented an average of **83.4%** of Holiday Inn Express reservations in 2022 and IHG One Rewards generated an average of **54.2%** of bookings at Holiday Inn Express hotels during the same period. Prior to the pandemic, IHG's booking channels represented an average of **80.0%** of Holiday Inn Express reservations in 2021 and IHG One Rewards generated an average of **48.8%** of bookings at Holiday Inn Express hotels during the same period.

development.ihg.com/holidayinnexpress

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

