



CREATIVE SPACE FLOW

The public space will have its own contemporary, tech-centric specialty market, allowing guests the opportunity to experience authentic local flavor. The essence of Vib will be brought to life by the technology incorporated throughout and the stylish design elements that will define Vib including sleek polished concrete floors, custom furniture pieces and local artwork.

public spaces

Vib chic design will include:

- Interactive technology solutions throughout the lobby
- Scrolling message board along lobby ceiling
- Signature seating and tables
- Local artwork and murals
- Multiple ceiling elevations

To learn more about the **Vib** concept or how you can be part of the exciting future of Best Western International

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Best Western International

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a boutique concept



Best Western International's new vibrant and stylish boutique concept – a cost-efficient urban design with lots of personality.

Hotel Business

"Best Western Unveils New Boutique Brand at Conference"



"Best Western Makes its Foray into The Urban Boutique Market"

introducing

The most profitable business model in the industry

Today's connected traveler is looking for social engagement, technology integration and consistent service. Vib's vibrant lobby, stylish design and focus on convenience and technology integration will exceed their expectations.

- Cost-effective to build and operate
- Value engineered for revenue generation
- Flexible plan for new build or re-purpose design
- Global sales, marketing and reservation system infrastructure





FOOD AND BEVERAGE REVENUE SOURCE



INTERACTIVE SOCIAL EXPERIENCE



INNOVATIVE TECHNOLOGY ZONE



IMPACT REVENUE CENTERS



STATE-OF-THE-ART EQUIPMENT

- 500 sq. ft. minimum, depending on total room count
- Cardio requirements - 3 treadmills, 1 bike, 1 elliptical with individual televisions
- Weight bench and dumbbells
- Exercise balls, weighted or kettle balls, bands and stretching area
- Mirror wall and/or glazing
- Signature mural wall

Optional Vib fitness

- 350 sq. ft. minimum depending on location and total room count, off-site locations considered

lobby

Vtb features a lobby buzzing with activity where guests can connect, relax and recharge. Zones for work, play and F&B will serve guests' needs throughout the day.

- Combined multi-functional lobby space - 3,800 sq. ft. minimum (may vary based on the number of guestrooms)
- General lobby - 2,100 sq. ft.
- Cafe area - 800 sq. ft. premium coffee and food offerings for each meal period
- Lobby or roof top bar area - 900 sq. ft. (beer and wine minimum) signature bar stool
- Signature front desk pods and back drop
- Kiosk check-in - 1 minimum
- Virtual concierge
- Sundry/tech buy
- Free Wi-Fi
- Fireplace or water feature in sitting area
- Communal gathering table

Optional Vib lobby layout

The Vib concept has been designed for flexibility and can accommodate conversion projects which may have lobby space limitations. Including Vib signature elements and features in a modified layout provides developers, with challenging conversion projects, the opportunity to still create the chic, hip boutique concept that is Vib.

- The boutique concept can be easily adapted for new build and re-purpose design
- Minimal footprint - under one acre
- Lobby bar with outside access or rooftop bar
- 112 guestrooms

guestrooms

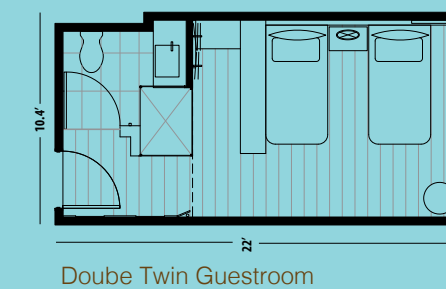
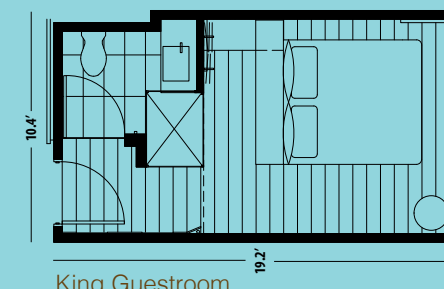


COST EFFECTIVE IN-ROOM FEATURES

Vtb by Best Western's comfortably chic guestrooms will feature signature luxury and technology elements. The 200 sq. ft. footprint (rather than the standard 300 sq. ft.) allows developers to maximize the number of rooms available while surpassing the desires of today's traveler.

Guestroom features:

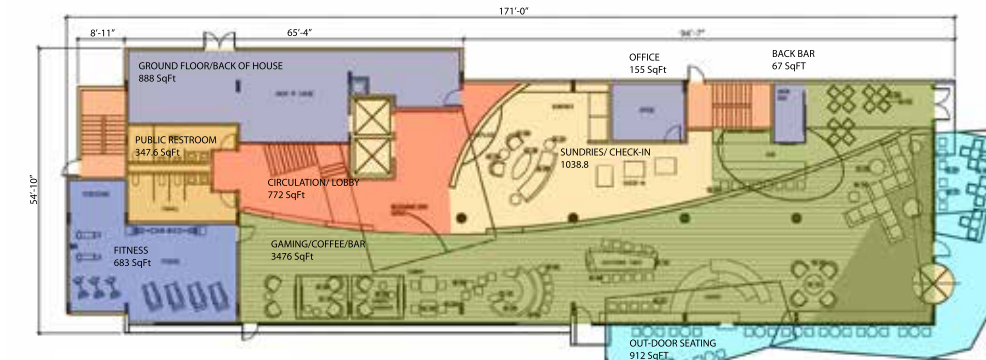
- 200 sq. ft. rooms
- Unique signature king room design - platform bed with storage below and desk connected
- Smart TV with Lynk Sync and eConcierge technology
- HVAC - high efficiency system
- Signature colors and finishes throughout room
- Signature bedding package/ sheeting



Guestroom bath features:

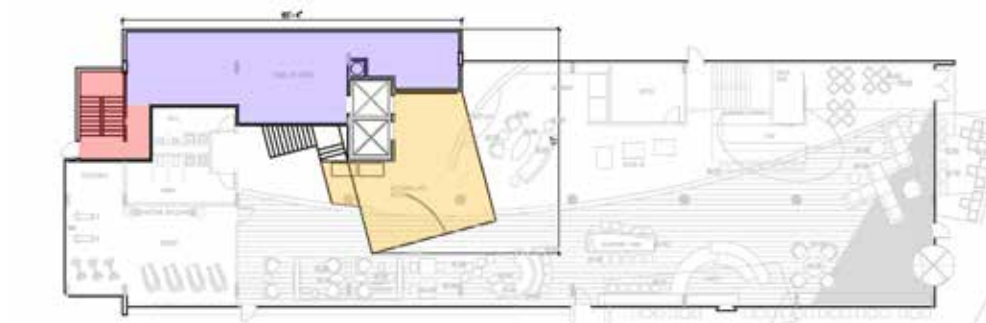
- Glass wall shower
- Signature LED lit rain showerhead and handheld showerhead
- Backlit vanity mirror
- Dual flush toilet
- Bath Amenities - 3 signature products with non-refillable pump dispenser to include: shampoo, conditioner, and shower gel

floorplans & specs

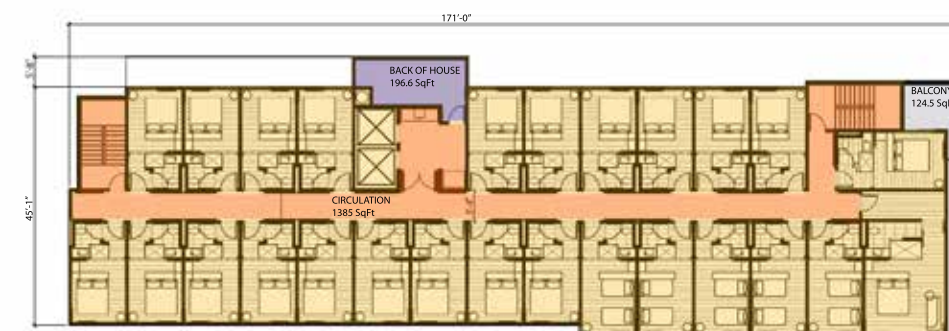


- Signature elements - unique exterior with color, lighting
- Footprint - 9,000 sq. ft. (53.5' w x 168' l)
- 112 room / 5 stories

GROSS:	8,339.4	Sq. Ft.
BACK OF HOUSE:	1,110	Sq. Ft.
GAMING/COFFEE/BAR:	3,476	Sq. Ft.
PUBLIC RESTROOM:	347.6	Sq. Ft.
CIRCULATION:	772	Sq. Ft.
OUTDOOR SEATING:	912	Sq. Ft.
FITNESS:	683	Sq. Ft.
SUNDRIES/CHECK IN:	1,038.8	Sq. Ft.



GROSS:	1,726.8	Sq. Ft.
BACK OF HOUSE:	888	Sq. Ft.
MEZZANINE:	611.3	Sq. Ft.
CIRCULATION:	227.5	Sq. Ft.



Room Type/ Sub Area	Description	Room Qty.
K1	King Room	74
K1ADA	ADA King Room	2
K2	King Balcony Room	3
K2ADA	ADA King Balcony Room	1
K3	King Suite Room	3
K3ADA	ADA King Suite Room	1
TTI	Twin Twin Room	15
TTIADA	ADA Twin Twin Room	1

GROSS:	7,686	Sq. Ft.
BACK OF HOUSE:	196.6	Sq. Ft.
BALCONY:	124.5	Sq. Ft.
CIRCULATION:	1385	Sq. Ft.
GUEST ROOMS:	5,979.9	Sq. Ft.