



The Hottest Green Hotel
Building Buzz

FAQ's

In this economy, is this the right time to be launching a new green Independent Brand?

The timing is perfect! And green buildings provide financial benefits that conventional hotel designs do not. Green buildings on the average utilize 30% less energy.

It's good news for hotel owners struggling between the desire to become more "sustainable" and the financial realities of their business. The recent economy slowed supply growth in the industry and the economy continues to challenge hotel owners with tough choices to stay competitive. Building a top-performing independent lodging property designed for maximum energy efficiency and optimal, sustainable environmental long-term performance is the perfect choice of the times. A design so powerful it achieves Gold or Platinum LEED Certification with each build.

Who is the Adoba target investor?

With the elimination of traditional franchise fees, multiple brand developers and investors will be the most successful with this concept initially. Quickly being picked-up by large investment groups and REITS that are responsible for maximizing sustainable long-term profits for their investors and shareholders.

What are the targeted geographic locations for Adoba?

The brand's growth strategy is focused on top eco-driven priority markets and major cities like Denver, Tucson, San Francisco, Portland, DC, Houston, Midland/Odessa, and Seattle. The Adoba footprint and sustainable tourism practices enable the integration into local cultures ideal for university and medical markets.

What is the construction timeframe ground up?

Including the LEED certification process, a standard construction timeframe is between fourteen to sixteen months.

What is LEED and what are certification expectations for owners?

LEED certification is a recognition that a construction project or building can attain by utilizing environmentally friendly building practices during construction or remodeling. LEED is the acronym that stands for Leadership in Energy and Environmental Design and is the Green Building Rating System developed by the United State Green Building Council. An assessment of every location will be completed in advance to ensure a minimum rating of Gold with Platinum designs available for all builds. Our architect and design teams will facilitate the rating of each building with the LEED systems.

How long has the Adoba design been under development?

2 years! The design reflects our commitment to create a holistic approach to support green, sustainable initiatives that truly impact the environment and the industry in a positive and profitable way. The concept design has taken shape with a desire to change the hotel industry with respect to traditional owner's expense in paying extraordinary franchise fees and not posting real sustainable returns. As well, the Adoba Brands desire to make a difference in our world and our industry by incorporating significant sustainable programs and environmentally superior building design for the future.

What is this Adoba concept team long-term commitment to sustainability?

Adoba recognizes that true sustainability is a journey. As the industry advances in its ability to deliver and measure green building performances the Adoba design and concept will have the ability to grow and lead to a greater scale and scope

of environmental protection through the most relevant, social and advanced technical tools within the industry. Informed by our collective experience, we are dedicated to harnessing the entrepreneurial spirit of hotel investors through this brand's concept and create green jobs for the future, restore our environment and the economy.

What is the cost per key and acreage requirements?

Depending on value construction and engineering cost requirements for each location, we are currently estimating for a 186 suites prototype between \$150,000 - \$160,000 per key with acreage. The Adoba prototype will require a minimum of 2 – 5 acres for site development.

What are the properties square footage design with suites and common space?

The overall square footage of a 186 suites prototype is 182,425. The common social centers, gathering lobby, meeting space, Atmosphere Bar & Grill, and The Nature Fitness Center space is up to 21,000 sq ft.

Who is the Adoba traveler?

Adoba has a competitive edge with classic individual business and lifestyle travelers who prefer well-defined service but will clearly be interested in a green, sustainable hotel experience. It will capture the mandated sustainable corporate, medical, education and government travelers. On the group side segment it will align with the robustly growing green meeting planners. At the same time targeting the Gen-Y and Gen-X segment will position the brand ahead of the curve, and research indicates many upscale brands or hotels do not stand out in awareness of mind with the Gen-Y traveler.

Who will be the Adoba competitors?

With the purposeful and smart four-tiered suite design it will compete directly against full-service brands such as; Embassy Suites, Courtyard, Doubletree, Sheraton and Holiday Inn; and select serve brands such as; Element, Home2, Homewood Suites, Residence Inn, aloft, Hyatt Place, Hampton Inn & Suites, Staybridge Suites, and Cambria Suites.

How will the Adoba brand outperform other growing upper-scale, mid-tier brands?

The Adoba concept is the first of a new generation of hotels and represents a new generation of travel and how travelers will book in the future. The Adoba Eco Hotel & Suites online efforts will capitalize on future booking trends and the online medium will be a central part of the brand's overall marketing strategy. The modern, personalized online marketing platforms, micro-sites, social and blogging strategies, mobile application, and brand programs will drive demand and allow customers to easily locate and book each property.

Could this hotel be re-branded with a major franchise flag?

Undoubtedly! With ease, the Adoba design meets and exceeds several of the branded quality assurance and construction specifications such as; Embassy Suites (new prototype), Doubletree, Hilton, Hilton Suites, Marriott, Courtyard, Holiday Inn, Sheraton, Four Points, Cambria, and Hyatt Place.

How many Adoba Eco Hotels & Suites are expected to be built in the next two years?

Adoba currently has prototypes ready to register with LEED. As a point of reference as of 2nd quarter 2010, there were only 51 LEED-certified hotels across the U.S. lodging industry of 50,000 hotels currently. We expect to double the level of certifications from our pipeline projections within the first 36 months of launch.