Klick3D™

"Hotel Off-Market "– Specifications & Rational

Why this model exists

This model was built to demonstrate how **off-market and high-value hospitality assets** can be presented **without publishing location, plans, or sales details**—while still allowing serious buyers, investors, or partners to *experience the building properly*.

Not renders. Not videos.

A **browser-based, walkable digital twin** designed for discretion, clarity, and decision-making.

Practical Benefits

- To demonstrate **confidential off-market hotel presentations**
- To show how **buyers, partners, and operators** can understand scale, flow, and layout remotely
- To replace static brochures and CGI stills with **spatial experience**

- To prove that **high-quality 3D can be delivered at web scale (62 MB packaged)**
- To act as a **commercial demo**, not a design fantasy

It is a **communication tool for serious real-estate conversations**.

Link to the 3D Model: https://www.carlhenryglobal.com/hotel

Project overview (real-world scale)

- **Building type:** Mid-rise luxury hotel / serviced residence
- **Configuration:** 2 lateral wings + central hospitality core
- **Floors:** Ground + 4 upper levels + roof terraces
- **Approx. footprint:** ~3,200 m²
- **Gross internal area (GIA):** ~12,500–13,000 m²
- **Clear floor-to-floor height:**
- Ground: ~4.2 m (lobby / public spaces)
- Upper floors: ~3.1 m
- **Central entrance span:** ~18 m wide
- **Vehicle forecourt depth:** ~22 m (drop-off compliant)

Internal spatial logic

Ground floor

- Arrival lobby with full-height glazing
- Ballroom / flexible event spaces (clear spans)
- Lift core + primary stair
- Back-of-house circulation zones

Upper floors

- Guestroom / suite plates arranged around balcony access
- External terraces with planting bands
- Clear visual connection to arrival axis

Circulation

- Fully walkable route: street → lobby → lifts → stairs → balconies
- Automatic doors triggered by proximity
- Correct human scale validated using UE mannequin metrics

Technical & delivery notes

- Fully navigable **3rd-person walking tour (~5 minutes)**
- Animated characters for **scale, realism, and atmosphere**
- **Hand Built in Unreal Engine** for real-time lighting and interaction
- Packaged for browser delivery using **KLICK3D BOSS™**.
- **Final .data size: 64 MB** (Optimised, fast-loading, no streaming)
- Dynamic exterior night lighting + warm interior balance
- Aviation warning lights, street lighting, uplighters/downlighters
- Post-process + importance volumes applied
- Designed to be expanded with unit-level interiors if required

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What this demonstrates commercially

- **Off-market hotels can be shown securely and discreetly**
- **International buyers can understand a property without travel**
- **Developers can pre-sell concept, scale, and experience**
- **Agents gain a private, controllable presentation tool**
- **Serious conversations happen faster and with better context**

Why this matters

For off-market hospitality and real estate:

- You don't show the address

- You don't release plans

- You don't rely on imagination

You let qualified parties **walk the asset**—privately, instantly, anywhere.

This model is not a "visual". It's a **controlled capital communication tool**.

If you're exploring discreet sales, joint ventures, or international buyers, this is the standard they now expect.

More Information

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