

## Choice Hotels to Develop New Cambria Hotel in Waco, Texas

ROCKVILLE, Md., Oct. 25, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has signed an agreement with Kiran "Kenny" Bhakta of KB Hotels, LLC, to develop the new Cambria Hotel Waco University Riverfront in Waco, Texas. Slated to open in 2020, the four-story, 135-room upscale hotel will be one of several Cambria properties to join the brand's growing portfolio in the state, with hotels already open in Dallas, McAllen, Plano, and Southlake, and opening soon in Austin and Houston.

Situated along the Brazos River at the corner of Martin Luther King Jr. Boulevard and Bridge Street, the new Cambria Hotel Waco University Riverfront is minutes from the heart of Waco, providing guests with easy access to the city's vibrant dining, arts and culture, and shopping scene. The hotel is conveniently located near Baylor University, the SpaceX testing facility, and the offices of Providence Health Center and L3 Technologies. Several popular leisure attractions are close by, including the Waco Mammoth National Monument, the Texas Sports Hall of Fame, and the acclaimed Magnolia Market at the Silos, home to HGTV *Fixer Uppers* hosts Joanna and Chip Gaines' retail store and bakery.

"The Cambria Hotel Waco University Riverfront represents an important component of our continued growth throughout the Southwest and in markets with strong business and leisure demand. Waco, long anchored by academia and agriculture, is benefiting from a resurgence fueled by rising tourism and a growing technology sector, making it ideal for Cambria development," said Mark Shalala, vice president, franchise development, upscale brands, Choice Hotels. "The Cambria Hotels brand has experienced tremendous success in the Lone Star State and we look forward to working with KB Hotels to introduce another great hotel with top-notch amenities to travelers in Texas."

The hotel will feature upscale amenities to meet the needs of modern travelers, including:

- Immersive, spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guest rooms, complete with modern fixtures, abundant lighting and plush bedding
- Nearly 8,000 square-feet of multi-function meeting space, including separate banquet, board and wine rooms
- State-of-the-art fitness center
- Outdoor patio, pool, and courtyard
- Onsite dining featuring freshly made food, local craft beer, wine, specialty cocktails and small bites, along with a refreshing coffee and juice bar
- Locally inspired design

The Cambria Hotel Waco University Riverfront will be developed by KB Hotels, LLC, an award-winning hotel development company located in central Texas.

"With local businesses helping to attract more than 30,000 visitors per week, demand for lodging in Waco is at an all-time high. We know the Cambria Hotel Waco University Riverfront will be a welcome addition to the community and we are eager to bring the property to life with Choice Hotels. Guests will love the hotel's prime location and upscale amenities like the pool and wine room," said Kenny Bhakta, founder, president and CEO, KB Hotels, LLC.

For more information on Cambria Hotels development opportunities, visit [www.choicehotelsdevelopment.com/cambriahotels/](http://www.choicehotelsdevelopment.com/cambriahotels/).

### **About Cambria Hotels**

The Cambria® Hotels brand is designed for the modern traveler, offering guests a distinct

experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are nearly 40 Cambria properties open across the United States, and over 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit [www.choicehotels.com/cambria](http://www.choicehotels.com/cambria).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of June 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

### **About KB Hotels, LLC**

KB Hotels, LLC is an award-winning development and management company with two of the highest ranked hotels in Central Texas, including the international award-winning Hotel Indigo Waco-Baylor. KB Hotels is building three additional hotels in Waco, including the Holiday Inn Express Waco Riverfront, an Even hotel, and the Cambria Hotel Waco University Riverfront along the Brazos riverfront. KB Hotels is also currently building in Southern California and will be building two new full-service hotels in Fort Worth, Texas starting 2021. At KB Hotels, it is our desire to inspire not only our guests, but the communities we are a part of. That is why we will continue to partner with local non-profits in each new location and provide our guests with an opportunity to join us in giving back to the neighborhoods we call home.

### **Forward-Looking Statement**

This communication includes "forward-looking statements" about future events, including anticipated hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

### **Addendum**


This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, [development@choicehotels.com](mailto:development@choicehotels.com).

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SOURCE Choice Hotels International, Inc.

For further information: Hank Nathan, Choice Hotels: 301-592-6619,  
[Hank.Nathan@choicehotels.com](mailto:Hank.Nathan@choicehotels.com)

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Additional assets available online:  [Photos \(2\)](#)

<https://media.choicehotels.com/2018-10-25-Choice-Hotels-to-Develop-New-Cambria-Hotel-in-Waco-Texas>