

Cambria Hotels Planned for Detroit and Portland, Maine

Choice Hotels Signs Agreement to Develop Growing Upscale Hotel Brand in Two Top U.S. Cities

ROCKVILLE, Md., March 21, 2019 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) inked agreements with Koucar Management to develop new Cambria hotels in Detroit and Portland, Maine. The upscale hotels are slated to open in 2020 and 2021, respectively.

Located at 600 W. Lafayette Boulevard, the new 154-room Cambria Hotel in Detroit will be in a bustling downtown neighborhood that has played a vital role in the city's ongoing renaissance. Just a short drive away, guests can easily travel to many national corporate headquarters, including Ford, General Motors, Chrysler, and Quicken Loans. The hotel's proximity to Wayne State University, Henry Ford Hospital, Detroit Medical Center, and Tech Town, Detroit's urban technology and research center, will make it an easy choice when selecting lodging in the Detroit area. Nearby attractions also include the Cobo Center, Little Caesars Arena, Comerica Park, Ford Field, and various museums, breweries, and restaurants.

The new, 102-room Cambria Hotel in Portland, Maine will be the brand's first hotel in the state. Situated at 86 Newbury St. on the highly sought-after "Peninsula" of Portland, the hotel joins the historic seacoast town with a thriving port and vibrant business community. It is within walking distance to Downtown Portland's numerous local attractions, such as The Portland Museum of Art and the Old Port, alongside fine dining, breweries, live entertainment, and shopping.

"Cambria's unique value proposition and overall performance is leading more and more developers to commit to multiple projects, further accelerating the brand's growth in prime locations across the United States," said Mark Shalala, vice president, franchise development, upscale brands, Choice Hotels. "The Detroit and Portland projects are part of a package of four Cambria hotels in strategic markets that Koucar Companies will deliver in the coming months. The Detroit market has seen a surge in investment in downtown businesses, which has provided a jolt to local demand with occupancy and average daily rate steadily rising last year. At the same time, Portland, Maine is one of the top RevPAR markets in the country, thanks in part to record tourism. Through this programmatic investment approach with developers like the Koucar Companies, the brand's pipeline is the largest it has ever been, with over 85 hotels under development."

The Cambria Hotels in Detroit and Portland will feature upscale amenities that appeal to modern travelers, including:

- Immersive, spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guestrooms, complete with modern fixtures, abundant lighting, and plush bedding
- Rooftop bars
- A rooftop pool and spa-like services at the Detroit property
- Celebrity chef curated dining featuring freshly made food, local craft beer on tap, wine, and specialty cocktails
- Multi-function meeting space in both locations and a formal ballroom in the Detroit property
- State-of-the-art fitness centers
- Locally inspired designs

Based in Michigan, Koucar Management is one of the largest private real estate developers in the Midwest and has over 25 years of experience in commercial, residential, and hotel development and management.

There are more than 40 Cambria hotels open across the U.S. in popular cities like Chicago; Los Angeles; Nashville, Tenn.; New York; New Orleans; Phoenix; and Washington D.C. Cambria Hotels will be entering more prime markets this year, including Anaheim, Calif.;

Boston; Houston; and Napa, Calif.

"The Cambria Hotels brand is projected to surpass another milestone this year with 50 hotels open coast to coast," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "As the brand grows, we strategically invest in market intelligence to help developers identify the best new locations, ensuring the hotels are in proximity to businesses and attractions, while also offering a genuine sense of place and upscale amenities to exceed the needs of modern travelers. Detroit and Portland are both desirable locations, and we're excited to bring the Cambria experience to guests in these prime markets."

For more information on Cambria Hotels development opportunities, visit 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 more than 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.

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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of December 31, 2018, the Choice® family of hotel brands provides 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.

About Koucar Companies

Koucar Management, LLC is a privately held, Michigan-based company with a diverse portfolio of holdings and investments. Our wide spectrum of business activities include: general contracting, construction management, land development, residential, commercial and industrial construction, hotel, restaurant and property management, real estate services and equipment leasing. Koucar Management has an investment strategy that firmly focuses on expansion within existing industries, bringing new vitality to acquired businesses and laying the groundwork for new ventures. With our recognized management strengths and ample financial resources, Koucar Management is providing growth capital and other resources to its portfolio of companies, with a collective pipeline in excess of \$250 million. Our vision is clear; motivated, skilled partners & employees, significant financial strength and stability, a willingness to look beyond conventional performance measurements and an untiring commitment to our customers. Since our founding, we have viewed obstacles as opportunities, placed a premium on sweat equity and sought out affiliates and individuals who share our passion for excellence. Working together, we guarantee the best is yet to come. Visit www.koucar.com.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated development and 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.

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

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