

Beachfront Cambria Hotel Breaks Ground In Fort Lauderdale Upscale Property Offers Prime Access to North Beach Area

ROCKVILLE, Md., May 24, 2019 /PRNewswire/ -- Construction has begun on the Cambria Hotel Fort Lauderdale Beach, franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH) and developed by Hotel Motel Inc. The hotel will be within short walking distance to public North Beach access when it opens in 2020. This is Cambria Hotels' second hotel in the city, joining the [Cambria Hotel Fort Lauderdale Airport South & Cruise Port](#).

The 104-room Cambria Hotel Fort Lauderdale Beach, which will be located at 2231 N Ocean Blvd., will offer ocean views and convenient access to The Strip, the city's popular waterfront promenade with dining and retail options. The hotel will also be located a short drive from the Broward County Convention Center; Port Everglades, one of the world's busiest cruise terminals; and several corporate headquarters, including DHL Solutions America, SATO Global Solutions, and Spirit Airlines.

"The Cambria Hotel Fort Lauderdale Beach will allow guests to take advantage of everything that makes the city a bustling destination year-round," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "With more than 10 million leisure and business travel visitors annually, Fort Lauderdale is the perfect market to welcome a second Cambria hotel, our sought-after upscale brand."

The Cambria Hotel Fort Lauderdale Beach will feature upscale amenities that appeal to modern travelers, including:

- A pool with oceanfront views
- Contemporary and sophisticated guestrooms, complete with modern fixtures, abundant lighting, and plush bedding
- Immersive, spa-style bathrooms with Bluetooth mirrors
- Onsite dining featuring freshly prepared food, local craft beer on tap, wine, and specialty cocktails
- Multi-function meeting space
- State-of-the-art fitness center
- Locally inspired design

The hotel is being developed by Hotel Motel Inc. which is owned by Jai Motwani, an experienced developer with several hotels in southern Florida.

"Choice Hotels has been a phenomenal collaborator from the moment we first signed our franchise agreement," said Motwani. "The Cambria Hotel Fort Lauderdale Beach will be perfect for travelers searching for a unique, upscale experience. We can't wait to provide our guests with a memorable hotel stay."

There are more than 40 Cambria hotels open across the U.S. in popular cities, like Chicago, Los Angeles, New York, New Orleans, Phoenix, and Washington, D.C. The Cambria brand will enter more prime markets this year, including Anaheim and Napa, Calif.; Boston; and Houston.

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 March 31, 2019, 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.

About Hotel Motel Inc.

Hotel Motel Inc. is a full-service real estate investment and development firm located in Fort Lauderdale, Fla. Its primary focus is on hotel, resort and mixed-use development but also has investments in multi-family residential, condominiums, retail and office. For more information, visit hotelmotelinc.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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For further information: Choice Hotels: Pearl Amaechi, Tel: 301.592.6122, Email: Pearl.Amaechi@choicehotels.com

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

<https://media.choicehotels.com/2019-05-24-Beachfront-Cambria-Hotel-Breaks-Ground-In-Fort-Lauderdale>