# Choice Hotels And Cambria Hotels Brand Honored With 2020 HSMAI Adrian Awards For Excellence In Travel Marketing

ROCKVILLE, Md., March 24, 2021 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, along with its upscale Cambria Hotels brand, were honored in the 64th annual Adrian Awards for demonstrated excellence and thought leadership in travel advertising and digital marketing in 2020, out of more than 600 entries. The Adrian Awards, presented by the Hospitality Sales & Marketing Association International (HSMAI), represent the largest and most prestigious global travel marketing competition, and Choice Hotels and its Cambria Hotels brand stood out among HSMAI 2020 focus areas of Best Practices, Innovation and Community, in addition to the traditional Adrian Award categories.

Choice Hotels earned the *Best Practice Gold Adrian* – the top designation in the newly created Recovery Strategies category – for its regionally-focused, road-trip travel campaign entitled "On the Road Again." In addition to raising awareness of the company's nearly 6,000 domestic hotels, the campaign encouraged guests to turn to backyard tourism – exploring opportunities and destinations within 25 miles of their residence amid the pandemic.

"At Choice Hotels, our pledge to franchisee success and profitability, regardless of the current environment, is one we take seriously. Last year's industry-wide challenges galvanized our team to innovate and find new, creative solutions to promote our franchisees' hotels and drive customer bookings, while meeting evolving traveler attitudes. We could not be prouder of the results, which include increases in regional-based bookings," said Robert McDowell, chief commercial officer, Choice Hotels. "Receiving an Adrian Award for this campaign not only recognizes the tremendous talent on our team, but serves as a testament to Choice's ongoing commitment to growing the value proposition for owners and guests."

In addition to this top distinction, the company's Cambria Hotels brand earned the Bronze award in the consumer integrated digital marketing category for its "Stay at Your Best" campaign, giving guests an inside peek into the creators and curators behind the brand's signature hallmarks and thoughtful, yet approachable indulgences. The campaign leveraged creative that speaks to Cambria's locally inspired, design forward touches; as well as lively and immersive spots showcasing guests as the inspiration to the voices and faces behind the brand.

"It's the little details that truly bring the upscale experience to life for modern travelers, and our commitment to creating a better travel experience is part of what makes the Cambria brand so special. When guests stay at Cambria, they can enjoy customized, guilt-free indulgences, such as locally inspired design and décor, hyperlocal craft beers on tap and small plates, and inspired outdoor spaces like rooftop bars with amazing views and patios with firepits and lounge seating. For the first time in the brand's history, we have the privilege of sharing the stories of the individuals behind Cambria Hotels brand hallmarks – from our own Certified Cicerone for our craft beer program to one of our General Managers to our lead interior designer – with travelers, so we can show how we craft inspiring design and special moments for our guests," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "We're honored by the recognition that comes with receiving an Adrian Award for this campaign, and look forward to continuing to share the Cambria experience with guests as we open in more destinations."

For more information on the competition, visit www.AdrianAwards.com.

**About Choice Hotels®**

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. With more than 7,100 hotels, representing nearly 600,000 rooms, in over 40 countries and territories as of December 31, 2020, 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 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, Los Angeles, New York, Pittsburgh, and Washington, D.C. There are over 130 Cambria properties open or in the pipeline across the United States, with more than 55 currently open. To learn more, visit www.choicehotels.com/cambria.

**About HSMAI**

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Marketing Strategy Conference, Adrian Awards, and HSMAI ROC. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at hsmai.org, HSMAI Facebook, HSMAI Instagram, HSMAI Twitter, and HSMAI YouTube.

© 2021 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

For further information: Choice Hotels, Pearl Amaechi, 301-592-6122, MediaRelations@choicehotels.com

---

Additional assets available online: Photos (2) Video (1)

https://media.choicehotels.com/2021-03-24-Choice-Hotels-And-Cambria-Hotels-Brand-Honored-With-2020-HSMAI-Adrian-Awards-For-Excellence-In-Travel-Marketing