

Choice Hotels International Celebrates Grand Opening of Cambria Suites Hotel in Traverse City, Michigan

New Upscale, Select Service All-Suites Brand Perfectly Combines Form and Function to Meet the Needs of Today's Travelers

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SILVER SPRING, Md.

Choice Hotels International today announced that the Cambria Suites hotel in Traverse City, Mich. is having its grand opening on Thursday, October 8, 2009. The hotel, which opened on June 23, 2009, was the 14th Cambria Suites, of the now 18 locations nationwide. Cambria Suites hotels are designed for guests who want to take their lifestyle with them when traveling, and feature a stylish design with guest suites that are 25 percent larger than standard hotel rooms. The 92-suite Traverse City hotel, owned and operated by Summerside Properties, LLC, is the first all-suites property in the area.

"We're excited to be working with Summerside Properties to bring Michigan its first Cambria Suites property," said Kevin J. Lewis, president, Cambria Suites. "As the first national hotel chain to open in the area since 2001, we can't wait for business and leisure travelers to experience what Cambria Suites has to offer."

The grand opening celebration will be held on October 8, 2009 from 4:00 to 7:00 p.m. Representatives of Choice Hotels, Summerside Properties, LLC, many local area businesses and members of the Traverse City Chamber of Commerce will be in attendance. In support of its community, Cambria Suites has partnered with the Grand Traverse Region chapter of Habitat for Humanity. During the grand opening festivities, hotel staff will present the local chapter with a check for \$1,000 and throughout the year employees will volunteer their time to assist in the construction of homes for local, qualified families.

The open, airy two-story lobby welcomes all to relax by the fireplace and enjoy a 52" television, in a smoke free environment. Free high-speed wired and wireless Internet access throughout ensures guests may stay connected during their stay. Every suite features separate work and living areas with ergonomic chairs, movable desks, two flat-screen LCD televisions, luxury linens and Bath and Body Works® products. MediaHub(TM) plug-and-play technology is provided in each suite, allowing guests to connect their laptop, MP3 player, game console, digital camera or CD/DVD player hassle-free.

"Cambria Suites will be a great option for travelers coming to the area looking for comfort and a place that respects the environment," said Alex Mowczan, owner, Summerside Properties, LLC. "This property has several 'green' features, including a white reflective roof, 10" thick exterior walls constructed from Insulated Concrete Forms (ICF) and thermostats that ensure unused rooms do not waste energy."

Like all Cambria Suites hotels, the Traverse City property features Reflect, a contemporary bistro-style restaurant serving breakfast and dinner with a full-service bar. Also available to guests are a barista coffee bar, featuring Wolfgang Puck® coffee; Refresh, a state-of-the-art fitness center with a resort-style indoor pool and hot tub; Refill, a 24-hour sundry shop that offers energy drinks, organic snacks, and sundries as well as freshly prepared grab-and-go gourmet salads and sandwiches. The property also has a boardroom that seats 14 and a 60 person capacity meeting room.

The Traverse City hotel is located at 255 Munson Avenue (US 31), phone: (231) 778-9000, fax: (231) 946-7411. For more information on Cambria Suites, visit www.CambriaSuites.com.

About Choice Hotels

As of June 30, 2009, Choice Hotels International, Inc. franchised more than 5,900 hotels, representing more than 479,000 rooms, in the United States and more than 30 other countries and territories. On September 22, 2009, the company announced it had opened its 6,000th franchised property. As of June 30, 2009, more than 800 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 64,000 rooms, and an additional 110 hotels, representing approximately 8,700 rooms, are under construction, awaiting conversion or approved for development in more than 15 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

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First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

SOURCE: Choice Hotels International, Inc.

CONTACT: Heather Soule of Choice Hotels, +1-301-592-6719,
heather_soule@choicehotels.com

Web Site: <http://www.choicehotels.com/>

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