

Choice Hotels International Announces Cambria hotels & suites Continued Expansion

Cambria hotels & suites increases number of open hotels and pipeline in 2017

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., March 21, 2017 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's largest hotel companies, today announced significant growth and development plans for Cambria hotels & suites in 2017. With 28 Cambria hotels & suites open across the United States, the brand is planning a major increase in 2017 with 14 planned hotel openings, 18 groundbreakings, and multiple executed franchise agreements.

Cambria hotels & suites already celebrated two grand openings in Texas this year in Southlake and McAllen. Throughout 2017, openings will continue with a focus on key urban markets, including Chicago Loop/Theater District, the second Chicago property along with Magnificent Mile; Dallas; Los Angeles - LAX, the brand's first property in California; New Orleans; Atlanta; and Phoenix. Cambria hotels will also open in Asheville, N.C.; Chandler, Ariz.; Middletown/Newport, R.I.; Westfield, Ind.; and West Orange, N.J.

"Cambria hotels & suites rapid brand expansion will continue in 2017 and beyond," said Mark Shalala vice president of development, upscale brands at Choice Hotels. "The brand continues to build hotels and enter more key U.S. markets, attracting today's modern traveler who wants to be recognized and uniquely rewarded during their business and leisure travels."

In addition to a robust development pipeline, the Cambria brand continues to deliver strong business performance for its franchisees. For hotels that have opened within the last two years, RevPAR was at \$128 for 2016, and the entire portfolio ended the year at over \$100. Cambria also delivers on guest expectations with an average guest satisfaction rating of 9 out of 10 in internal feedback.

In addition to 14 planned hotels opening in 2017, Cambria hotels & suites will break ground on 18 properties throughout the U.S. this year. Upcoming construction in key markets includes: Cincinnati; Houston; Los Angeles - LA Live; Las Vegas; Downtown Miami; Oklahoma City; Omaha, Neb.; Savannah, Ga.; San Antonio; and Seattle. The brand recently signed agreements with franchise partners in Louisville, Ky.; Milwaukee; Saint Petersburg, Fla.; Sarasota, Fla.; and Sonoma County, Calif. Cambria is a development opportunity for several types of properties including adaptive reuse, conversion and new construction, with a focus on the top 50 U.S. markets.

Cambria hotels & suites features a state of the art fitness center and larger lobbies that offer guests a more social atmosphere. The hotels are designed to provide a unique and distinctive experience with the services and amenities that travelers demand, including chic décor, flexible spaces for meeting or socializing, stunning standard rooms that feel like an upgrade, and of course, free Wi-Fi, allowing guests to stay fully connected while they travel. Cambria hotels & suites feature contemporary onsite dining from Social Circle, serving a menu comprised of local specialties; liquor, wine, and local craft beers, as well as freshly prepared grab-and-go gourmet salads and sandwiches; and a barista bar. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: [CHH](#)) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of December

31, 2016, 775 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 30 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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