

Choice Hotels to Develop New Cambria Hotel in Spartanburg, South Carolina

Hotel will mark the brand's eighth location in the Palmetto State

ROCKVILLE, Md., Feb. 20, 2019 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) has signed an agreement with NIAM Investments to develop a six-story, 119-room Cambria Hotel in Spartanburg, S.C. The upscale hotel is slated to open in summer 2020.

Located at 167 N. Church St., the new Cambria Hotel will be in the heart of downtown Spartanburg, near several corporate headquarters, including Denny's, Milliken & Company, and JM Smith Corporation, as well as the world's largest BMW manufacturing facility. The hotel is a short distance from local attractions like the Chapman Cultural Center, Spartanburg Art Museum, Ballet Spartanburg, and the Spartanburg Little Theater. The Spartanburg Medical Center and seven colleges and universities, including Wofford College, are also nearby.

"Choice continues to expand the Cambria Hotels brand in desirable markets with strong demand for both business and leisure travel. The Southeast region of the country has proven itself as an especially ideal location for our growing upscale portfolio," said Mark Shalala, vice president, franchise development, upscale brands, Choice Hotels. "The Cambria Hotel Spartanburg will join several other Cambria hotels in South Carolina: the brand's first hotel in the state opened last year in Mount Pleasant and several more are in the pipeline, including a second hotel in the Charleston market, as well as in Ft. Mill, Greenville, and Summerville."

The Cambria Hotel in Spartanburg 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
- An outdoor swimming pool
- Onsite dining featuring freshly made food, local craft beer on tap, wine, specialty cocktails, and small bites
- Multi-function meeting space
- State-of-the-art fitness center
- Locally inspired design

NIAM Investments is a Greenville-based development company that specializes in real estate and hospitality development.

"Spartanburg is booming with cultural attractions and thriving businesses," said Suraj Mistry, Managing Principal, NIAM Investments. "Whether in town for work or leisure, visitors will enjoy the Cambria Hotel Spartanburg's tailored amenities just as much as exploring all the city has to offer."

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 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.

NIAM Investments

NIAM is a real estate development company focused on growing its portfolio into the upscale select service product in strategic markets on a strong upward trajectory. The company seeks out urban and high barrier to entry locations where there is robust demand and promising potential for future growth.

Forward-Looking Statement

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