

Choice Hotels Welcomes Third Cambria In South Carolina Upscale Brand Continues Strong Growth in the Carolinas

ROCKVILLE, Md., Sept. 17, 2019 /PRNewswire/ -- [Cambria Hotels](#), an upscale brand franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), announced the opening of its third hotel in South Carolina, just miles from the state line in a rapidly growing submarket of Charlotte, North Carolina. The four-story, 127-room [Cambria Hotel Fort Mill](#) joins the [Cambria Hotel Charleston Riverview](#) and the [Cambria Hotel Mount Pleasant](#) in the state. The hotel opens amid a strong year for the upscale Cambria brand in which six hotels have already opened their doors, with up to seven more hotels representing over 1,100 rooms expected to open in top-tier markets across the country before the year's end.

The new-construction Cambria Fort Mill is located at 340 Amistead Avenue in a modern, mixed-use development one mile from Interstate Highway 77, providing guests easy access to the nearby business corridors of Charlotte, North Carolina and Rock Hill, South Carolina. Several major corporations are less than a 10-minute drive from the Cambria Hotel Fort Mill, including LPL Financial, AmerisourceBergen, Shutterfly, Schaeffler Group, OneMain Financial, and Springs Global U.S. The Cambria hotel also offers guests convenient access to Cedar Fair's Carowinds amusement park and antique shops and restaurants in its historic downtown district.

"Neighboring two major metropolitan areas and a historic gem in its own right, Fort Mill has been the fastest-growing town in the region since 2014, making it a strategic location for this new Cambria hotel," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "The Cambria brand is also experiencing a surge of growth, and it's a fitting time for us to expand in the Palmetto State. The Cambria Hotel Fort Mill's traditional style gives a nod to the area's deep ties to the farming and textile industries by offering a rustic, welcoming atmosphere, contemporary essentials and approachable indulgences that guests will appreciate."

Visitors to the Cambria Hotel Fort Mill have access to unique and upscale amenities that appeal to modern guests, including:

- The Foxhole Restaurant & Bar with regional cuisine, small bites, local craft beers and custom cocktails
- Two outdoor courtyard areas complete with patio seating, firepits and gas grills
- An open-concept lobby
- Contemporary and sophisticated guest rooms with modern fixtures, abundant lighting and plush bedding
- A state-of-the-art fitness center
- Immersive, spa-style bathrooms with Bluetooth mirrors
- Multifunction meeting space for approximately 100 people
- A seasonal outdoor pool

The hotel was developed by the Weinstein Development Company and FHF Hotel, LLC.

"As we've developed in the southeast, we've seen Fort Mill experience a boom over the past decade," said Barry Weinstein, president and managing partner, Weinstein Development Company. "Choice Hotels shared our vision to bring an upscale offering to the region, and our first project with them far exceeds our expectations. Our new Cambria hotel provides guests with an upscale experience in the Carolinas where they can take advantage of Fort Mill's many attractions and proximity to the region's most prominent cities."

There are currently more than 40 Cambria hotels open across the U.S. in popular cities, like Chicago; Dallas; Los Angeles; Nashville, Tenn.; New York; New Orleans; Phoenix; and Washington, D.C. The brand is on pace to [break its openings record](#) for the second-straight

year and is fast approaching 50 open Cambria hotels, including soon-to-open properties in Anaheim and South Boston.

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 June 30, 2019, the Choice® family of hotel brands provides 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 Weinstein Development Company

Weinstein Development Company is active in the development and construction of varied real estate mediums, from commercial property to high end multi-family housing. The company specializes in multi-family, hotel, commercial and retail ownership and construction, covering a diverse portfolio including western New York, the Greater Boston area and the southeastern United States.

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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