

## **Cambria Hotels Continues to Grow Austin, Texas Presence with Groundbreaking Upscale Brand to Welcome Third Hotel in Texas State Capital**

**ROCKVILLE, Md.** (October 27, 2021) – [Cambria Hotels](#), an upscale brand franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), continues to rapidly expand around the country with the official start of construction on the Cambria Hotel Austin Downtown in Austin, Texas. The 14-story, 212-room hotel is expected to open in the summer of 2023, joining other properties in the state capital that are anticipated to open this year, including the [Cambria Hotel Austin Airport](#) and [Cambria Hotel North Austin Near The Domain](#). The brand currently has six open hotels across the state located in Dallas, Houston, McAllen, Plano, Richardson and Southlake. Representatives from Choice Hotels, developer Stratus Development Partners, and local dignitaries attended the groundbreaking to commemorate the occasion.

Located at 68 East Avenue in the historic Rainey Street District, the Cambria Hotel Austin Downtown will put guests in the heart of the city in one of the liveliest and most unique atmospheres in town. Often referred to as “Silicon Hills,” Austin features many high-tech company operations, including 3M, Apple, Tesla, Google, Facebook, Dell and Silicon Laboratories. The city also hosts the popular South by Southwest (SXSW) festival each year, Austin City Limits Music Festival (ACL), a conglomerate of film, interactive media, music and conferences. Additional nearby attractions include the Circuit of the Americas raceway, the Austin360 Amphitheater and many outdoor activities in Texas Hill Country, including Mount Bonnell, Lady Bird Lake and Lake Austin. The area is also home to the University of Texas at Austin and the Texas State Capitol.

“As the saying goes, ‘everything’s bigger in Texas,’ and we’re thrilled to make our presence known by bringing another exciting option to guests in the state capital,” said Janis Cannon, senior vice president, upscale brands, Choice Hotels. “Austin offers a little bit of everything, from major businesses if you’re traveling for work to world-class events, a top-notch food and art scene and many great outdoor activities for those traveling for leisure. The Cambria Hotel Austin Downtown will be at the center of all those possibilities, in addition to offering little luxuries and upscale amenities that make for a memorable experience. We look forward to continuing the rapid growth of the brand in the most sought-after destinations, with recent groundbreakings in Nashville, Tennessee, Times Square, New York and soon, Burbank, California and Orlando, Florida.”

The Cambria Hotel Austin Downtown will feature upscale amenities and approachable indulgences that appeal to modern travelers, including:

Multi-purpose indoor and outdoor spaces for productive work or relaxation, including an outdoor pool, patio and terrace.

- Indoor, outdoor rooftop bar with 360-degree views of the city.
- Locally inspired design and décor, reflecting the unique personality of Austin and the surrounding community.
- Contemporary and sophisticated guest rooms, complete with design forward fixtures, abundant lighting and plush bedding.
- Immersive, spa-style bathrooms with Bluetooth mirrors.
- Onsite dining featuring freshly made food, local craft beer, wine and specialty cocktails, as well as to-go options.
- Multi-function meeting and event spaces.
- State-of-the-art fitness center.

The Cambria Hotel Austin Downtown will be developed by Stratus Development Partners, LLC, which also recently opened the [Cambria Hotel Napa Valley](#) and [Cambria Hotel Sonoma Wine Country](#) in California. There are currently almost 60 Cambria hotels open across the

U.S. in popular cities such as Chicago, Los Angeles, New York, New Orleans and Phoenix, with over 70 hotels in the pipeline.

For more information on Cambria Hotels development opportunities, visit [choicehotelsdevelopment.com/cambriahotels](http://choicehotelsdevelopment.com/cambriahotels).

All Choice-branded hotels are participating in *Commitment to Clean*, an initiative that builds upon the strong foundation of franchisees' long-standing dedication to cleanliness with enhanced training and best practices for deep cleaning, disinfecting and social distancing. Additionally, Cambria guests can limit their interactions with hotel staff by using the Cambria Contactless Concierge Service, a text messaging service for housekeeping requests, to-go food orders, meeting room requests and more.

#### **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 almost 60 currently open. To learn more, visit [www.choicehotels.com/cambria](http://www.choicehotels.com/cambria).

#### **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 over 600,000 rooms, in nearly 40 countries and territories as of June 30, 2021, 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](http://www.choicehotels.com).

#### **About Stratus Development Partners, LLC**


Stratus Development Partners, LLC is a full-service hospitality real estate firm based in Newport Beach, CA. Together the highly talented team of principals encompass over 50 years of institutional hospitality experience in origination, entitlement, construction and innovative hotel developments.

#### **Forward-Looking Statement**

This communication includes "forward-looking statements" about future events, including future development and 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 and our Quarterly Reports on Form 10-Q, 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](mailto:development@choicehotels.com).

Additional assets available online:  [Photos \(2\)](#)

<https://media.choicehotels.com/2021-10-27-Cambria-Hotels-Continues-to-Grow-Austin,-Texas-Presence-with-Groundbreaking>