

Cambria Hotels Opens First Property in Maine

Latest downtown hotel debut furthers upscale brand's expansion into top Northeast markets

ROCKVILLE, Md., Oct. 11, 2022 /PRNewswire/ -- Cambria Hotels--an upscale brand from Choice Hotels International, Inc. (NYSE: CHH) known for delivering little luxuries and design-forward accommodations in sought-after destinations--continues its nationwide expansion with the opening of its first hotel in Maine: the Cambria Hotel Portland Downtown Old Port. The six-story, 102-room hotel underscores the brand's growth across New England, joining the recently opened Cambria Hotel New Haven University Area and Cambria Hotel Manchester South Windsor.

Located at 25 Hancock Street, the newest Cambria hotel is ideally situated on the East End of Portland and positions guests just steps from local restaurants, breweries, and entertainment, as well as the city's historic seacoast. The upscale hotel is also adjacent to the headquarters of publicly traded corporations Covetrus and WEX Inc. and provides travelers with easy access to other major area employers, including Maine Medical Center, Mercy Hospital, and Northeastern University's Roux Institute, along with top leisure attractions such as The Portland Museum of Art and the Old Port.

"Portland is a unique New England city, steeped in rich tradition and beloved by visitors and locals alike for the sense of wonder its breathtaking landscapes and iconic arts and culture scene evokes--and as Maine's largest city and corporate epicenter, it's also a critical driver of the state and regional economy," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "From the start, Cambria's expansion has focused on growth in markets with strong business and leisure demand, and the city of Portland checks all these boxes and more. This makes it the ideal spot to debut the Pine Tree State's first Cambria and we cannot wait to welcome New England travelers to yet another brand-defining property in our growing lineup of Cambria hotels across the Northeast."

The Cambria Hotel Portland Downtown Old Port features upscale amenities and approachable indulgences that appeal to modern travelers, including:

- Multi-purpose indoor and outdoor spaces for productive work or relaxation, including an indoor-outdoor terrace bar concept overlooking a multi-use courtyard.
- Locally inspired design and décor to showcase the unique personality of the surrounding Portland community, including green spaces such as the environmentally conscious "green roof."
- Full service restaurant, Alto Terrace Bar + Kitchen featuring locally sourced, freshly made food, local craft beer on tap, wine, and hand-crafted cocktails, including brews provided by Shipyard Brewing Co., located next door to the hotel.
- Contemporary and sophisticated guestrooms, complete with modern fixtures, abundant lighting, and plush bedding.
- Immersive, spa-style bathrooms with Bluetooth mirrors.
- Valet garage parking
- 1,400 square feet of flexible meeting and event space.
- State-of-the-art fitness center.
- Private dining room.

The Cambria Hotel in Portland Downtown Old Port was developed by Koucar Management, one of the largest private real estate developers in the Midwest and the recent recipient of Choice Hotels' coveted Premier Developer award, and XSS Hotels, developer of more than 5,000 hotel guest rooms throughout the Northeast. In addition to the newest Cambria, the Koucar team also owns the Cambria Hotel Shelby Township-Detroit and the Cambria Hotel Washington D.C. Capitol Riverfront, along with the Cambria Hotel Downtown Detroit slated to open later this year. The Cambria Hotel Portland Downtown Old Port will be managed by

Colwen Hotels, an award-winning management company with over 35 hotels in the Northeast.

There are currently more than 60 Cambria hotels open across the U.S. in popular cities such as Chicago, Los Angeles, New York, New Orleans and Phoenix, with nearly 70 hotels in the pipeline.

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, 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 more than 60 currently open. To learn more, visit www.choicehotels.com/cambria.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. Choice recently acquired Radisson Hotels Americas, adding nine brands and approximately 67,000 rooms in the United States, Canada, Latin America and the Caribbean to its portfolio. With 22 brands, Choice Hotels has more than 7,500 hotels, and nearly 650,000 rooms, in 46 countries and territories as of August 11, 2022. The Choice® family of hotel brands provide business and leisure travelers with a broad range of high-quality lodging options from limited service to full-service hotels in the upper upscale, upper mid-scale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members a faster way to rewards, with personalized benefits starting on day one. For more information, visit www.choicehotels.com.

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 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.

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