

Cambria Hotels on Pace to Set Record Year with Most Openings and Largest Pipeline in Brand's History

ROCKVILLE, Md., Oct. 30, 2017 /PRNewswire/ -- Cambria Hotels is on track to finish 2017 with the most property openings in a single year in the brand's history. The upscale brand, one of 11 [Choice Hotels International, Inc.](#) (NYSE: CHH) brands, now has 32 open hotels in the United States. Six hotels have opened and four more are scheduled to open this year. In addition, there are more than 70 Cambria properties in the pipeline.



In 2017, new Cambria properties opened in key regions of the country, including Los Angeles – LAX, the brand's first property on the west coast; Chicago Loop-Theatre District, the brand's first adaptive reuse; Newport, R.I.; and, most recently, New Orleans. The Cambria brand also plans to add two new properties in November in Asheville, N.C., and Westfield, Ind., followed by Phoenix and Dallas in December.

The Cambria brand offers a tremendous value proposition for both franchisees and guests with a stylish and local product, as well as upscale amenities designed for the modern traveler. The brand is rapidly expanding in key markets where developers want to invest, and provides a flexible prototype and options to build new construction, or use existing structures through adaptive reuse and conversion projects. Choice Hotels expects to invest \$475 million in corporate capital to grow the Cambria brand.

Consumer feedback reinforces that the brand is delivering for guests, receiving a nine-out-of-10 satisfaction score in internal feedback. In addition, nearly one-third of the hotels are ranked number one or two in their markets on top third-party review sites.

"The growth and performance of our upscale brands, especially Cambria Hotels, is contributing to Choice Hotels' current and future success. It has been a watershed year as we open more hotels in top 50 U.S. markets than any previous year," said Patrick Pacious, president and chief executive officer, Choice Hotels. "Our strong development momentum proves that our brand strategy is

working. Developers see the strong value proposition and return on investment, and guests love the product and experience."

Following are highlights on the recently and soon-to-be open properties:

- **Cambria Hotel New Orleans Warehouse District** – The 162-room property is located in the trendy Arts and Warehouse District offering numerous dining and entertainment options and the action of the French Quarter. The area has been designated a Louisiana Cultural District, and the hotel is just blocks from the New Orleans Convention Center and is adjacent to the central business district.
- **Cambria Hotel Downtown Asheville** – The 136-room property is at the epicenter of the city's many attractions, steps from a multitude of award-winning craft breweries, restaurants, art galleries and music venues. The property is also a short distance from the iconic Biltmore Estate. The property offers a one-of-a-kind scenic view of the nearby Blue Ridge and Great Smoky mountain ranges, and is in close proximity to the Biltmore Company and Mission Health corporate headquarters as well as the GE Aviation facility.
- **Cambria Hotel Westfield** – The 153-room hotel will be part of the Westfield Grand Park Village, directly across from Westfield's Grand Park Sports Campus. The property is a short drive from Indianapolis, which is home to many corporate headquarters and major attractions, including the Indianapolis Convention Center, Indianapolis Motor Speedway, National Collegiate Athletic Association and the Klipsch Music Center.

The Cambria Hotels brand pipeline includes properties in 34 of the top 50 markets, including Austin, Texas; Burbank, Calif.; Baltimore; Calabasas, Calif.; Charleston, S.C.; Houston; Miami; Milwaukee; Napa, Calif.; Orlando, Fla.; San Francisco; and Tampa, Fla.

About Cambria Hotels

Cambria® Hotels are 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. Cambria now has 32 hotels open across the United States, and there are nearly 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.