

Choice Hotels Opens First Cambria 'Suite' in Boise International Airport

PRNewswire
SILVER SPRING, Md.

Airline travelers can expect to see something a little different over the holidays in the Boise International Airport -- a full-size hotel suite. Choice Hotels International celebrated the opening of a full-size, fully furnished replica of a guest suite of its newest brand, Cambria Suites. An all-suites hotel, Cambria Suites boasts a design that is more intimate and less institutional than traditional hotel decor and guestrooms are 25 percent larger than standard hotel rooms and feature separate living and work areas.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20061221/DCTH023-a>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20061221/DCTH023-b>)

The model suite, which opened on the lower level of the Boise International Airport on December 15, gives travelers a sneak preview of the luxurious room accommodations guests can experience when the first Cambria Suites hotel opens in Boise early next year. The 13'-by 30'-foot suite highlights brand-standard features in each suite, such as two flat-panel televisions, complimentary wired and wireless Internet access, MP3 jacks and CD/DVD players, and a bathroom that is more like a spa bathroom than a typical hotel bathroom. The exterior of the pop-up suite resembles the outside of an actual Cambria Suites hotel, so that travelers can see the fresh, sophisticated and contemporary design of the brand.

"Airport visitors will be amazed at our suite and all of its upscale furnishings and amenities," said William Edmundson, vice president, brand management and strategy, Cambria Suites. "This airport suite is an example of the 'out-of-the-box' approach we are taking to launch the brand. It is one of the many ways Cambria Suites will be connecting with consumers and will add to the buzz surrounding this unique brand."

The suite will be open to visitors in the Boise International Airport through mid-January 2007. At that time, the pop-up suite will continue to travel the country, "popping up" in airports and other locations across the United States.

Cambria Suites hotels offer the latest in technology, from a large-screen plasma television in the lobby to two flat-panel televisions, MP3 jacks and CD/DVD players in the guestrooms and complimentary wired and wireless high-speed Internet access throughout the property. All Cambria Suites hotels include Reflect, a hotel Lounge with barista bar; Refresh, a fitness center with an indoor pool and hot tub; and Refill, a 24-7 convenience store that will stock freshly prepared "grab 'n' go" items as traditional convenience store fare. In addition, all hotels will offer more than 1,000 square feet of meeting space. Every Cambria Suites hotel is committed to operational excellence and features the Cambria Pledge, an unconditional 100-percent satisfaction guarantee. For more information on Cambria Suites, visit <http://www.cambriasuites.com/>.

About Choice Hotels

Choice Hotels International franchises more than 5,300 hotels, representing more than 430,000 rooms, in the United States and more than 40 countries and territories. As of September 30, 2006, 736 hotels are under development in the United States, representing 57,117 rooms, and an additional 72 hotels, representing 6,462 rooms, are under development in more than 20 countries and territories. The company's Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and Suburban Extended Stay Hotel brands serve guests worldwide.

Additional corporate information may be found on Choice Hotels' Internet site, which may be accessed at <http://www.choicehotels.com/>.

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First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

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SOURCE: Choice Hotels International

CONTACT: David Peikin of Choice Hotels International, +1-301-592-6361,
Fax: +1-301-592-6177, david_peikin@choicehotels.com

Web site: <http://www.cambriasuites.com/>
<http://www.choicehotels.com/>

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