

Americans Forfeit Healthy Habits While Traveling According to New Year's Survey by Cambria Suites

New All-Suites Brand Provides Solutions for Travelers

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Although nearly half (45 percent) of American adults made a health-related New Year's resolution for 2009, more than two out of five (42 percent) have already fallen off the wagon, according to new research from Cambria Suites, the newest all-suite brand from Choice Hotels designed to appeal to travelers who seek contemporary, upscale accommodations at a great value. While adhering to health and wellness practices in everyday life is challenging for many Americans, the same study shows travel presents additional difficulties in maintaining a healthy lifestyle. In fact, 83 percent of travelers find it difficult to stick to a healthy lifestyle while on the road, with nearly one-third (29 percent) finding it very difficult or impossible.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060315/DCW039LOGO-a>)

Healthy eating is the hardest habit to maintain, with 61 percent of survey respondents admitting this aspect is difficult to stick to while traveling. Second in difficulty is exercising (52 percent), followed by getting adequate sleep (48 percent). Nearly one-quarter (23 percent) of Americans find minimizing stress to be difficult on the road, and about one-fifth (17 percent) say it's hard to resist the urge to smoke.

"These results reveal that not many hotels are addressing the needs of today's guests, who want much more than a room and bed to feel truly at home," said William Edmundson, president, Cambria Suites. "We developed the Cambria Suites brand to accommodate all travelers seeking to maintain their own style of personal wellness, whether that's through cocktails or carrot juice. We want to surround our guests with comforts they don't necessarily expect to find while traveling."

All Cambria Suites hotels include Reflect, a casual dining and gathering area that features a full barista coffee bar and serves breakfast and dinner; Refresh, a 1,200 square foot, state-of-the-art fitness center with an indoor pool and spa; and Refill, a 24-7 convenience store that stocks freshly prepared "grab 'n' go" salads and sandwiches, as well as typical convenience items and healthy and organic foods. Not to mention, each room is a spacious suite that's 25 percent larger than most hotel rooms, allowing guests the freedom to relax, meditate or exercise with privacy and comfort. With all these amenities, Cambria Suites provides simple solutions to the biggest challenges travelers face in maintaining their healthy lifestyle.

Methodology

This online survey was conducted by Leflein Associates, Inc., an independent market research company, January 13-14, 2009 as part of a national omnibus study. A total of 1093 surveys among adults 18+ were completed. Survey respondents represent the proportion of U.S. households with respect to age, gender and region. This survey has a margin of error of plus or minus 3% at the 95% confidence level; the margin of error is larger for subgroups.

About Cambria Suites

Cambria Suites is the newest addition to Choice Hotels and offers contemporary, upscale accommodations at affordable prices. Designed as a lifestyle hotel brand, Cambria Suites offers more than just a place to sleep at night. It features a larger lobby to give guests a more social atmosphere, all-suite rooms that are 25 percent larger than standard hotel rooms and include a separate living, working and sleeping space, providing business and leisure travelers a haven to relax, socialize and network. There are currently 13 properties open across the country with 61 hotels under development nationwide and in Canada.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 470,000 rooms, in the United States and more than 30 countries and territories. As of December 31, 2008, 987 hotels are under construction, awaiting conversion or approved for development in the United States, representing 78,915 rooms, and an additional 121 hotels, representing 10,190 rooms, are under construction, awaiting conversion or approved for development in more than 15 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

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