

Americans Say Travel Would Be Sweeter with a Suite According to New Research from Cambria Suites

And, the Lengths Travelers Would Go to Be Upgraded

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Nearly half of American adults (46 percent) feel that travel would be less stressful if they could be upgraded to a suite whenever they stayed at a hotel, 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. In fact, being upgraded is so sweet that 23 percent of travelers said they'd feel like they died and went to heaven and 20 percent would never want to leave their hotel suite.

Staying in a comfortable suite on the road is important to both business and leisure travelers, who often go to great lengths for an upgrade. More than a third of those surveyed (39 percent) said they'd try to charm the front desk staff for a suite, while 38 percent would cut out other travel expenses to be upgraded to a suite. Eighteen percent would even pretend to be on their honeymoon to stay in a coveted suite.

"These results reveal that travel can be very stressful and we're pleased to be able to offer all our guests an upgraded suite experience with every stay," said Kevin J. Lewis, president, Cambria Suites. "We developed the Cambria Suites brand to offer a level of comfort on the road that we felt was missing. Our spacious suites allow our guests to bring their life with them when they travel, without skipping a beat."

The survey also revealed the "top 10" amenities travelers want and expect as part of their experience when upgraded to a hotel suite. A microwave, refrigerator and brand name coffees and teas top the list (79 percent), with free high speed wired and wireless Internet coming in a close second (78 percent). Other amenity and service expectations include: luxury bed and linens (73 percent), spacious bathroom with brand name toiletries (69 percent), 24-hour availability of food and beverage (61 percent), a guestroom that has a separate bedroom and sitting area (58 percent), and two flat-screen LCD televisions (56 percent), a larger than standard-size guestroom (54 percent), DVD/CD player and MediaHub technology (47 percent), and a separate workspace with movable desk and ergonomic chair (41 percent).

Cambria Suites offers the suite experience to all guests. Each room is 25 percent larger than most standard hotel rooms, with separate work and living areas with ergonomic chairs, movable desks, luxury linens, and Bath and Body Works® products. In addition, the hotels provide the latest in technology, including a 52-inch television in the open, airy two-story lobby and two flat-screen LCD televisions, a CD/DVD player, and MP3 jacks in each suite. Select suites offer MediaHub(TM) plug-and-play technology allowing guests to connect their laptop, MP3 player, game console, digital camera, or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel, so that guests can stay connected when on the road.

The hotels feature Reflect, a contemporary bistro-style restaurant that features a full barista coffee bar and serves breakfast and dinner; Refresh, a state-of-the-art fitness center with an indoor pool and spa; and Refill, a 24-hour sundry shop that stocks freshly prepared "grab 'n' go" gourmet salads and sandwiches, as well as typical convenience items and healthy and organic foods.

Methodology

*This online survey was conducted by Leflein Associates, Inc., an independent market research company, Oct. 5-6, 2009 as part of a national omnibus study. A total of 1,051 surveys were completed among adults 18+; of those 917 reported being travelers. 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 percent at the 95 percent confidence level; the margin of error is larger for subgroups.

About Cambria Suites

Cambria Suites 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 18 properties open across the country with 18 hotels under development nationwide.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 486,000 rooms in the United States and more than 35 other countries and territories. As of September 30, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 59,000 rooms, and more than 100 hotels, representing approximately 9,400 rooms, are under construction, awaiting conversion or approved for development in more than 20 other 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 and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

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

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