

Holidays Would Be Merrier if Relatives Stay in a Hotel According to New Research from Cambria Suites And, Top Excuses to Avoid Hosting House Guests

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Nov. 9, 2010 [/PRNewswire-FirstCall/](#) -- More than one third of American adults (36 percent) admit that holidays would be less stressful if their relatives stay in a hotel rather than with them, according to a holiday stress survey* brought to you by the Cambria Suites team of Choice Hotels, the newest all-suite brand designed to appeal to travelers who seek contemporary, upscale accommodations at a great value. Among adults with children under 18, nearly one in two (45 percent) would be more relaxed without having guests over for the holidays.

The survey revealed that Americans can only tolerate relatives staying with them for about three and a half days without losing their cool. About one quarter (24 percent) confess they can only host family members for one day or less, while two-fifths (40 percent) can manage two or three days.

According to the study, when considering expenses like groceries, entertaining, decorations and having the house cleaned to make guests feel comfortable, Americans spend nearly \$300 per household to have relatives stay with them during the holidays. "With rooms starting at \$99, Cambria Suites offers Americans an upscale lodging solution without breaking the bank. More importantly, we preserve the holiday spirit by offering every guest a spacious suite rather than just a standard room, and we also offer amenities such as an indoor pool and state-of-the-art gym, sophisticated in-room technology, free Wi-Fi and appealing food and beverage choices such as a barista bar," said Chris Kornmayer, senior director of marketing for Cambria Suites.

Accommodating guests at a hotel also eliminates the need to make up excuses to escape the burden of hosting them. In fact, according to the study, 33 percent of adults have lied to relatives in the past to avoid having them as a house guest. Among those who have made excuses, the top excuse was pretending to go out of town (36 percent), followed by being sick (34 percent), not having an extra bed (34 percent), hosting other visitors (22 percent), and renovating the home (14 percent).

All Cambria Suites hotels feature *Reflect*, a casual dining and gathering area serving a dinner menu, liquor, wine, beer, freshly prepared grab-and-go gourmet salads and sandwiches, a barista bar featuring Wolfgang Puck® coffee, Cheesecake Factory® desserts and a hot breakfast buffet; *Refresh*, a 1,200 square foot, state-of-the-art fitness center with an elegant pool and hot tub/spa area; and *Refill*, a 24-7 convenience store that offers energy drinks, snacks and sundries. In addition, each room is a spacious suite that's 25 percent larger than most hotel rooms, giving guests space to maintain or get into the holiday spirit.

Methodology

*This online survey was conducted by Leflein Associates, Inc., an independent market research company, Oct. 15-17, 2010 as part of a national omnibus study. A total of 1,053 surveys were completed among adults 18+. 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 three 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 22 properties open across the country.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 other countries and territories. As of September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were under construction, awaiting conversion or approved for development in 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, Canada 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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