

## **Choice Hotels Announces Expansion of the Cambria hotels & suites brand in Sonoma County, Calif.**

PR Newswire  
ROCKVILLE, Md.

ROCKVILLE, Md., Jan. 23, 2017 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's largest hotel companies, announced it has signed an agreement with franchise partner Stratus Development Partners, LLC, to develop a new Cambria hotel & suites in Sonoma County, Calif. The four-story, 132-room Cambria property will be located at 5870 Labath Avenue in Rohnert Park.

Expected to open in 2019, the Cambria hotel & suites Sonoma County is in the heart of "wine country" and next to Napa Valley, offering nearly 60,000 acres of vineyards and more than 400 wineries. Additionally, the region is home to some of California's best golf courses, numerous hot springs, Armstrong Redwoods and Sonoma Coast State Park, Russian River, Graton Resort & Casino, Sonoma State University and the Sonoma Raceway. For business travelers, this Cambria property is also conveniently located near Rohnert Park's top employers, including St. Joseph Health, Sutter Santa Rosa Regional Hospital, Kaiser Permanente and Keysight Technologies.

"Sonoma County's popularity continues to grow as the region welcomes more than 7.5 million visitors annually for both business and leisure, making it an ideal fit for Cambria hotels & suites," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "Cambria looks forward to expanding into key markets like Sonoma and throughout California, with future openings in Los Angeles and Anaheim."

The Cambria hotel & suites Sonoma County will have ample meeting space, an outdoor pool, fitness center, restaurant and lounge. Like all Cambria hotels & suites, the Sonoma property will feature contemporary onsite dining, serving a menu comprised of local specialties; liquor, wine, and local craft beers, as well as freshly prepared grab-and-go gourmet salads and sandwiches; and a barista bar.

Cambria's franchise partner, Stratus Development Partners, LLC, is a full-service real estate firm specializing in innovative developments. Over the past 18 years, Stratus' principals have successfully entitled, developed, built, and managed more than 26 communities in core markets across California.

"We couldn't be more excited to partner with Choice Hotels to develop the Cambria Sonoma County," said Andrew Wood of Stratus Development Partners, LLC. "Sonoma continues to grow, and its location just 45 minutes north of San Francisco means travelers will find an upscale home for both business and pleasure in Cambria's newest property."

Cambria hotels & suites are designed to provide a unique and distinctive experience with the services and amenities that travelers demand, including chic décor, flexible spaces for meeting or socializing, stunning rooms that feel like an upgrade, and of course, free WiFi, allowing guests to stay fully connected while they travel.

### *About Cambria hotels & suites*

Cambria hotels & suites makes business travel easier--and more fun--than ever before. Offering modern décor, rooms that feel like an upgrade, and fresh, local cuisine at our Social Circle® restaurant, Cambria makes every guest feel like a VIP. There are currently 29 properties open across the country and more than 50 under development in the U.S. and Canada. To learn more, visit [www.cambriahotelsandsuites.com](http://www.cambriahotelsandsuites.com).

### *About Choice Hotels*

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, Choice Hotels represents more than 500,000 rooms around the globe. As of September 30, 2016, 745 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 28 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

*About Stratus Development Partners, LLC*

Stratus Development Partners, LLC ("Stratus") is a full-service real estate firm. Together the highly talented team of principals encompass over 40 years of institutional development experience in origination, entitlement, repositioning and management focused on value-added strategic acquisitions and innovative developments. Over the last 18 years, Stratus' principals have successfully entitled, developed, built, renovated and redeveloped over 26 communities representing 2,771 units in core markets of Southern California. To learn more, visit <http://www.stratusdev.com/company>.

© 2017 Choice Hotels International, Inc. All Rights Reserved.

SOURCE Choice Hotels International, Inc.

Photo:[http://mma.prnewswire.com/media/320767/choice\\_hotels\\_cambria\\_logo.jpg](http://mma.prnewswire.com/media/320767/choice_hotels_cambria_logo.jpg)  
<http://photoarchive.ap.org/>

SOURCE: Choice Hotels International, Inc.

## **Choice Hotels Announces Expansion of the Cambria hotels & suites brand in Sonoma County, Calif.**

PR Newswire

ROCKVILLE, Md., Jan. 23, 2017

ROCKVILLE, Md., Jan. 23, 2017 /PRNewswire/ -- [Choice Hotels International, Inc.](http://www.choicehotels.com) (NYSE: CHH), one of the world's largest hotel companies, announced it has signed an agreement with franchise partner Stratus Development Partners, LLC, to develop a new Cambria hotel & suites in Sonoma County, Calif. The four-story, 132-room Cambria property will be located at 5870 Labath Avenue in Rohnert Park.

Expected to open in 2019, the Cambria hotel & suites Sonoma County is in the heart of "wine country" and next to Napa Valley, offering nearly 60,000 acres of vineyards and more than 400 wineries. Additionally, the region is home to some of California's best golf courses, numerous hot springs, Armstrong Redwoods and Sonoma Coast State Park, Russian River, Graton Resort & Casino, Sonoma State University and the Sonoma Raceway. For business travelers, this Cambria property is also conveniently located near Rohnert Park's top employers, including St. Joseph Health, Sutter Santa Rosa

Regional Hospital, Kaiser Permanente and Keysight Technologies.

"Sonoma County's popularity continues to grow as the region welcomes more than 7.5 million visitors annually for both business and leisure, making it an ideal fit for Cambria hotels & suites," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "Cambria looks forward to expanding into key markets like Sonoma and throughout California, with future openings in Los Angeles and Anaheim."

The Cambria hotel & suites Sonoma County will have ample meeting space, an outdoor pool, fitness center, restaurant and lounge. Like all Cambria hotels & suites, the Sonoma property will feature contemporary onsite dining, serving a menu comprised of local specialties; liquor, wine, and local craft beers, as well as freshly prepared grab-and-go gourmet salads and sandwiches; and a barista bar.

Cambria's franchise partner, Stratus Development Partners, LLC, is a full-service real estate firm specializing in innovative developments. Over the past 18 years, Stratus' principals have successfully entitled, developed, built, and managed more than 26 communities in core markets across California.

"We couldn't be more excited to partner with Choice Hotels to develop the Cambria Sonoma County," said Andrew Wood of Stratus Development Partners, LLC. "Sonoma continues to grow, and its location just 45 minutes north of San Francisco means travelers will find an upscale home for both business and pleasure in Cambria's newest property."

Cambria hotels & suites are designed to provide a unique and distinctive experience with the services and amenities that travelers demand, including chic décor, flexible spaces for meeting or socializing, stunning rooms that feel like an upgrade, and of course, free WiFi, allowing guests to stay fully connected while they travel.

#### **About Cambria hotels & suites**

Cambria hotels & suites makes business travel easier—and more fun—than ever before. Offering modern décor, rooms that feel like an upgrade, and fresh, local cuisine at our Social Circle® restaurant, Cambria makes every guest feel like a VIP. There are currently 29 properties open across the country and more than 50 under development in the U.S. and Canada. To learn more, visit [www.cambriahotelsandsuites.com](http://www.cambriahotelsandsuites.com).

#### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, Choice Hotels represents more than 500,000 rooms around the globe. As of September 30, 2016, 745 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels™ brands provide a spectrum of lodging choices to meet guests' needs. With more than 28 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

#### **About Stratus Development Partners, LLC**

Stratus Development Partners, LLC ("Stratus") is a full-service real estate firm. Together the highly talented team of principals encompass over 40 years of institutional development experience in origination, entitlement, repositioning and management focused on value-added strategic acquisitions and innovative developments. Over the last 18 years, Stratus' principals have successfully entitled, developed, built, renovated and redeveloped over 26 communities representing 2,771 units in core markets of Southern California. To learn more, visit <http://www.stratusdev.com/company>.

SOURCE Choice Hotels International, Inc.

CONTACT: Scott Carman, Choice Hotels: 301-592-6361, [scott\\_carman@choicehotels.com](mailto:scott_carman@choicehotels.com)

Web Site: <http://www.choicehotels.com>

---

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/choicehotels/2017-01-23-Choice-Hotels-Announces-Expansion-of-the-Cambria-hotels-suites-brand-in-Sonoma-County-Calif>