

Cambria Hotels Debuts in California

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., May 2, 2017 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, in partnership with Fillmore Capital Partners and Fillmore Hospitality, announced today the opening of the Cambria Hotel in Los Angeles - LAX, the brand's first property in California.

Located at 199 North Continental Blvd, the 152-room upscale property is minutes from Los Angeles International Airport, as well as nearby to the area's top businesses like DirecTV, Mattel Inc., Northrop Grumman, Raytheon, and several aerospace companies including The Aerospace Corporation. The hotel is a short distance from Manhattan Beach, several malls and also less than 20 miles from downtown LA's world-class tourist attractions. The property features a modern design that takes its cues from the fashion-forward city that surrounds it, including Mid-century modern accents and exclusive vibrant local artwork reminiscent of 1950s Los Angeles.

The Cambria Hotel Los Angeles - LAX is the first of several projects in the LA area. The upscale hotel brand has plans to open four additional hotels, including LA Live in the downtown area, LA Spring Street, Anaheim and Glendale.

"This is an important milestone for Cambria as our brand expands to California, as the LAX hotel is the first of several exceptional hotels," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "This property offers unique features specific to LA, including a sophisticated and elegant design that mirrors the city's trendy style. The Cambria brand is perfectly suited for the LA market as more and more travelers visit the area, and we look forward to providing driven, modern travelers with an experience that makes them feel like they are treating themselves when they travel."

The hotel features a spacious lobby with geometric pendant lighting and an open space that includes an eclectic mix of comfortable seating options for guests to relax with Lavazza premium coffee, or to catch up on work at an inviting communal table.

Like all Cambria Hotels, the property features 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. The hotel also includes meeting space and a high-design fitness center that offers state-of-the-art equipment, including a pool, cardio, and strength-training equipment. In addition, the hotel features a relaxing outdoor space with cabanas.

Cambria again partnered with Fillmore Hospitality, a management company that provides a full spectrum of development, investment and property management services to owners of hotels and resorts throughout North America. Recently, Cambria and Fillmore teamed up to open properties in Southlake (Dallas Fort Worth) and Chicago Magnificent Mile, and are

poised to help the brand expand to New Orleans and Nashville.

"Los Angeles is one of the most iconic cities in the United States and we're thrilled to help bring the Cambria brand to the area for the first time," said Ron Silva, Fillmore Capital Partners president and CEO. "The opening of the LAX property is a testament to the strength of our continued partnership with Cambria, and we look forward to opening more Cambria Hotels in New Orleans and Nashville to offer people an upscale and affordable hotel experience."

Cambria Hotels are designed to provide a unique and distinctive experience with the services and amenities that travelers demand, including casually tailored décor, flexible spaces for meeting or socializing, rooms that are comfortable and composed, and of course, free Wi-Fi, allowing guests to stay fully connected while they travel. The spa-like bathrooms offer contemporary fixtures, refined surfaces and abundant light.

About Cambria Hotels

Cambria Hotels are designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are currently 29 properties open across the country and 50 under development in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: [CHH](#)) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of December 31, 2016, 775 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 30 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 for more information.

About Fillmore Capital Partners

Fillmore Capital Partners, LLC, is a private investment company that engages in the development, management, and distribution of investment vehicles for institutional and select private-client investors. FCP invests on behalf of its clients in lodging, healthcare, and operating company platforms, as well as opportunistic investments in other real estate asset classes. To learn more, visit www.fillmorecap.com.

About Fillmore Hospitality

Fillmore Hospitality, LLC is a management company that provides a full spectrum of development, investment and property management services to owners of hotels and resorts throughout North America. The firm's principals and executives have worked together for more than 25 years to deliver consistently superior financial results for their clients. Visit www.fillmorehospitality.com for more information.

SOURCE Choice Hotels International, Inc.

Photo:https://mma.prnewswire.com/media/495908/Cambria_Logo.jpg
<http://photoarchive.ap.org/>

SOURCE: Choice Hotels International, Inc.

Cambria Hotels Debuts in California

PR Newswire

ROCKVILLE, Md., May 2, 2017

ROCKVILLE, Md., May 2, 2017 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, in partnership with Fillmore Capital Partners and Fillmore Hospitality, announced today the opening of the Cambria Hotel in Los Angeles – LAX, the brand's first property in California.

Located at 199 North Continental Blvd, the 152-room upscale property is minutes from Los Angeles International Airport, as well as nearby to the area's top businesses like DirecTV, Mattel Inc., Northrop Grumman, Raytheon, and several aerospace companies including The Aerospace Corporation. The hotel is a short distance from Manhattan Beach, several malls and also less than 20 miles from downtown LA's world-class tourist attractions. The property features a modern design that takes its cues from the fashion-forward city that surrounds it, including Mid-century modern accents and exclusive vibrant local artwork reminiscent of 1950s Los Angeles.

The Cambria Hotel Los Angeles – LAX is the first of several projects in the LA area. The upscale hotel brand has plans to open four additional hotels, including LA Live in the downtown area, LA Spring Street, Anaheim and Glendale.

"This is an important milestone for Cambria as our brand expands to California, as the LAX hotel is the first of several exceptional hotels," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "This property offers unique features specific to LA, including a sophisticated and elegant design that mirrors the city's trendy style. The Cambria brand is perfectly suited for the LA market as more and more travelers visit the area, and we look forward to providing driven, modern travelers with an experience that makes them feel like they are treating themselves when they travel."

The hotel features a spacious lobby with geometric pendant lighting and an open space that includes an eclectic mix of comfortable seating options for guests to relax with Lavazza premium coffee, or to catch up on work at an inviting communal table.

Like all Cambria Hotels, the property features 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. The hotel also includes meeting space and a high-design fitness center that offers state-of-the-art equipment, including a pool, cardio, and strength-training equipment. In addition, the hotel features a relaxing outdoor space with cabanas.

Cambria again partnered with Fillmore Hospitality, a management company that provides a full spectrum of development, investment and property management services to owners of hotels and resorts throughout North America. Recently, Cambria and Fillmore teamed up to open properties in Southlake (Dallas Fort Worth) and Chicago Magnificent Mile, and are poised to help the brand expand to New Orleans and Nashville.

"Los Angeles is one of the most iconic cities in the United States and we're thrilled to help bring the Cambria brand to the area for the first time," said Ron Silva, Fillmore Capital Partners president and CEO. "The opening of the LAX property is a testament to the strength of our continued partnership with Cambria, and we look forward to opening more Cambria Hotels in New Orleans and Nashville to offer people an upscale and affordable hotel experience."

Cambria Hotels are designed to provide a unique and distinctive experience with the services and amenities that travelers demand, including casually tailored décor, flexible spaces for meeting or socializing, rooms that are comfortable and composed, and of course, free Wi-Fi, allowing guests to stay fully connected while they travel. The spa-like bathrooms offer contemporary fixtures, refined surfaces and abundant light.

About Cambria Hotels

Cambria Hotels are designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are currently 29 properties open across the country and 50 under development in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: [CHH](#)) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of December 31, 2016, 775 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 30 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 for more information.

About Fillmore Capital Partners

Fillmore Capital Partners, LLC, is a private investment company that engages in the

development, management, and distribution of investment vehicles for institutional and select private-client investors. FCP invests on behalf of its clients in lodging, healthcare, and operating company platforms, as well as opportunistic investments in other real estate asset classes. To learn more, visit www.fillmorecap.com.

About Fillmore Hospitality

Fillmore Hospitality, LLC is a management company that provides a full spectrum of development, investment and property management services to owners of hotels and resorts throughout North America. The firm's principals and executives have worked together for more than 25 years to deliver consistently superior financial results for their clients. Visit www.fillmorehospitality.com for more information.

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

SOURCE Choice Hotels International, Inc.

CONTACT: Scott Carman, Choice Hotels: 301-592-6361, scott_carman@choicehotels.com

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

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

<https://stage.mediaroom.com/choicehotels/2017-05-02-Cambria-Hotels-Debuts-in-California>