

## **Cambria Hotels Celebrates Grand Opening in Phoenix**

ROCKVILLE, Md., March 9, 2018 /PRNewswire/ -- The Cambria Hotels brand continues its westward expansion with the grand opening of the Cambria Hotel North Scottsdale Desert Ridge in Phoenix. Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies and franchisor of the Cambria Hotels brand, hosted the celebration yesterday evening with developer O'Reilly Hospitality Management, LLC.

To kick off the event, Choice Hotels and O'Reilly Hospitality Management executives welcomed community members and distinguished guests, including Phoenix City Councilman Jim Waring, at a ribbon cutting ceremony. Speakers included Senior Vice President of Upscale Brands for Choice Hotels Janis Cannon and CEO of O'Reilly Hospitality Management Tim O'Reilly, who expressed their excitement about the Cambria brand's rapid growth and recent debut into the thriving Phoenix market.

"The grand opening of the Cambria Hotel North Scottsdale Desert Ridge represents an important step in the brand's expansion across the country. In fact, Choice Hotels has a large corporate presence in Phoenix as a major employer with our technology and digital commerce campus only a few blocks away," said Cannon. "Teaming up with O'Reilly Hospitality Management once again allows us to introduce the Cambria Hotels brand to modern business travelers and leisure guests seeking a design sensibility, an authentic experience and a sense of the destination."

Inspired by its location in the Sonoran Desert, the grand opening festivities featured a Native American hoop dance performance as well as an ensemble of musicians performing on guitar, percussion and the Native American flute. Guests enjoyed local cuisine including green chile sliders and the Cambria brand's signature classic sliders. Further underscoring the brand's commitment to delivering an authentic sense of place at every Cambria Hotels location, the hotel bar unveiled local craft brew selections. Party guests also toured the newly constructed hotel to take in its uniquely Southwestern design elements.

The Cambria Hotel North Scottsdale Desert Ridge is the newest Cambria Hotels property to join O'Reilly Hospitality Management's portfolio. Choice Hotels and O'Reilly Hospitality Management have also collaborated on the development of Cambria Hotel Plano, Texas; Cambria Hotel McAllen, Texas; and the soon-to-open Cambria Hotel Omaha, Nebraska. O'Reilly Hospitality Management also has plans to break ground on two more Cambria Hotels projects later this year in Louisville, Kentucky, and Sarasota, Fla.

"We believe in the power of the Cambria Hotels brand and our collaboration and continued growth," said O'Reilly. "Joining the Phoenix community is a great start to what will be an exciting 2018."

### **Cambria Hotel North Scottsdale Desert Ridge**

Located at 4425 East Irma Lane, in the Desert Ridge neighborhood of Phoenix, the newly constructed upscale Cambria Hotel North Scottsdale Desert Ridge features 130 rooms designed for the modern business professional. The Cambria Hotel North Scottsdale Desert Ridge is a stylish hotel close to premier shopping, dining and attractions—all set against the backdrop of Scottsdale's McDowell Mountains. This recently opened upscale hotel marks the Cambria brand's growth in the Phoenix market and an ongoing collaboration between O'Reilly Hospitality Management, LLC and Choice Hotels. For more information on Cambria Hotel North Scottsdale Desert Ridge, visit [www.cambriadesertridge.com](http://www.cambriadesertridge.com).

### **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, Dallas, Washington, D.C., and Los Angeles. There are now 38 Cambria properties open across the United States, and there are more than 100 hotels open or in the pipeline 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 hotel companies. With over 6,800 hotels franchised in more than 44 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe and more than 1,000 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from 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 O'Reilly Hospitality Management, LLC**

Founded in 2007 by Tim O'Reilly and based in Springfield, Missouri, O'Reilly Hospitality Management, LLC is an experienced hospitality firm specializing in the design, development, and management of hotels, restaurants, and commercial properties across the nation. Founded on the principles of world class guest service, sustainable business practices, community involvement, philanthropic outreach, and a commitment to elevating the lives of its team members, O'Reilly Hospitality Management is truly an innovative force in the hospitality space, and brings a wealth of knowledge, experience and forward-thinking initiatives to 24 existing properties in its portfolio, with continuous development of new projects across the U.S. "We do whatever it takes to make every guest smile," thanks to award-winning service, sustainable and socially responsible business practices, and a TEAM buoyed by a caring and involved company. For more information please visit <http://www.ohospitalitymanagement.com> and to connect with O'Reilly Hospitality Management like us on [Facebook](#). Also, check out the Cambria Hotel North Scottsdale Desert Ridge [Facebook](#) page.

### **Forward-Looking Statement**

This communication includes "forward-looking statements" about future events, including anticipated hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in Choice Hotels International, Inc.'s Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

© 2018 Choice Hotels International, Inc. All Rights Reserved.

SOURCE Choice Hotels International, Inc.

For further information: Choice Hotels: Sarah Lee, Tel: 301-628-4397,  
[Sarah.Lee@choicehotels.com](mailto:Sarah.Lee@choicehotels.com)

---

Additional assets available online:  [Photos \(4\)](#)

<https://stage.mediaroom.com/choicehotels/2018-03-09-Cambria-Hotels-Celebrates-Grand-Opening-in-Phoenix>