

Cambria Hotels Enables Business Travelers to "Travel Like a Boss"

80 Percent Surveyed Agree that Boss Today Refers to Empowerment and Confidence

ROCKVILLE, Md., April 30, 2018 /PRNewswire/ -- Cambria Hotels knows you don't need to be the boss to travel like a boss. Nearly four out of five people today define a boss as someone who is confident and in control. Just like the concept of a boss has been redefined, so have the needs of today's business travelers.

What Does It Mean to be a Boss Today?

In collaboration with survey platform [Pollfish](#), Cambria Hotels surveyed 1,000 American employees who travel for business, ages 30 to 49, with a household income of over \$75,000.

More than 60 percent of business travelers believe that the definition of boss means something different today, and nearly 85 percent stated that you can effectively lead others without the title of boss.

Dated perceptions of the word boss have evolved, and boss is now viewed as a positive term used in connection with empowerment. In fact, 70 percent of those surveyed responded that being a boss is as much about inner strength and confidence as it is about leading others.

How Do Business Travelers "Travel Like a Boss"?

When traveling for business, most people value being in control of their free time and discovering new places. Cambria Hotels helps modern business travelers "travel like a boss" by allowing them to make the most of their business travel with central locations, offering proximity to dining, entertainment and cultural experiences, and encouraging guests to enjoy mini-luxuries without guilt.

"The Cambria Hotels brand caters to travelers who believe that time and experiences are the new luxury," said Janis Cannon, senior vice president of upscale brands at Choice Hotels. "Traveling like a boss isn't about flying first class or staying in an overpriced hotel. It's about having the confidence to own and maximize your time when you're on the road."

Committed to delivering a genuine sense of place and offering approachable indulgences, Cambria Hotels allows guests to treat themselves. Properties offer distinct experiences that make every stay feel like an upgrade through compelling designs, modern guest rooms that are both spacious and comfortable, spa-like bathrooms, and locally-sourced, freshly prepared food and craft beer. The hotels also include multi-function meeting spaces and workout facilities, and several hotels feature rooftop bars and pools.

Cambria Hotels has recently experienced rapid growth. The brand has more than 35 hotels across the United States in popular urban markets, such as New York City, Los Angeles, Chicago, New Orleans, Nashville, Dallas and Philadelphia.

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 more than 35 Cambria properties open across the United States, and over 100 hotels open or in the pipeline 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 hotel companies. With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort®, 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 for more information.

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