

Choice Hotels to Develop New Cambria Hotel in Jacksonville, Florida

ROCKVILLE, Md., Dec. 4, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE:CHH) has signed an agreement with Ash Properties to develop a five-story, 132-room Cambria Hotel in Jacksonville, Fla. The upscale hotel is slated to open in 2020.

Located at Ozark Drive near highway I-295, the new Cambria Hotel in Jacksonville is situated in the southeast region of the city known as Baymeadows, which features several corporate, government, and medical facilities, including the FBI's regional offices, the University of North Florida, Deutsche Bank, Ernst & Young, the Mayo Clinic, and Baptist Hospital. The hotel is also a short distance from St. Johns Town Center, an outdoor shopping center with numerous retail stores, restaurants, and recreational activities. The property is within driving distance to several regional attractions, like the historic beaches of St. Augustine and Fernandina, St. Johns River, World Golf Village, and Marineland.

"The Cambria Hotels brand is a great fit for Jacksonville, the fifth-fastest growing city in the United States and a major economic driver for the region's 1.5 million residents," said Mark Shalala, vice president, franchise development, upscale brands, Choice Hotels. "Choice Hotels continues to expand the Cambria brand in markets where business and leisure demand is strong, and the Southeast region of the country, especially Jacksonville, is another key location to add to our growing portfolio."

The Cambria Hotel in Jacksonville will feature upscale amenities that appeal to modern travelers, including:

- Immersive, spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guest rooms, complete with modern fixtures, abundant lighting, and plush bedding
- An outdoor swimming pool
- Onsite dining featuring freshly made food, local craft beer, wine, specialty cocktails, and small bites
- Nearly 2,500 square-feet of multi-function meeting space
- State-of-the-art fitness center
- Locally inspired design

Ash Properties is a Jacksonville-based real estate development company specializing in leasing, management, and development of commercial, retail, storage, office, and hospitality properties.

"Business and leisure travelers love visiting Jacksonville because the city boasts access to more than 20 miles of amazing beaches, proximity to 40 miles of the Intracoastal Waterway, and a growing corporate presence," said Mike Ashourian, Principal, Ash Properties. "We know visitors will enjoy exploring the region as much as the Cambria Hotel in Jacksonville's top-notch amenities."

For more information on Cambria Hotels development opportunities, visit www.choicehotelsdevelopment.com/cambriahotels/.

About Cambria Hotels

The Cambria® Hotels brand is 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 nearly 40 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.choicehotels.com/cambria.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

Ash Properties

Ash Properties is a Jacksonville, Fla. owned real estate development company specializing in the leasing, management and development of commercial, retail, storage, office, and hospitality properties. As an expanding real estate investment firm, it offers an extensive and growing property portfolio in a variety of locations. To learn more, visit <http://www.ashproperties.com>.

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 our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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

<https://stage.mediaroom.com/choicehotels/2018-12-04-Choice-Hotels-to-Develop-New-Cambria-Hotel-in-Jacksonville-Florida>