

Spokane's First Cambria Hotel Under Development Upscale Brand Fuels Choice's Westward Expansion Strategy

ROCKVILLE, Md., Aug. 6, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has signed an agreement with Brar Hotels Group, LLC for the development of a Cambria hotel in Spokane, Wash.— fueling the company's westward expansion strategy and marking the brand's first location in the city. The four-story, 91-room upscale hotel is slated to open in 2020.

Just minutes from the downtown central business district and the Spokane International Airport at 4611 S Dowdy Rd., the Cambria hotel will offer convenient access to several of the region's largest employers, including Fairchild Air Force Base, Providence Sacred Heart Medical Center and Children's Hospital, Gonzaga University, and Avista, an energy company. The hotel's location is also convenient to the Northwest Museum of Arts and Culture, local wineries, and the Spokane Valley, a popular destination for outdoor activities along the Spokane River.

"As the largest city in the region, Spokane is the cultural and economic center for the Inland Northwest—making it the ideal market to welcome the Cambria brand," said Mark Shalala, vice president, franchise development, upscale brands, Choice Hotels. "Adding a location like Spokane will further the Cambria brand's commitment to expanding in key markets where modern travelers need to be and where developers want to build."

Cambria hotels are designed for today's time-starved travelers looking for moments to connect to people and places through modern conveniences. The Cambria hotel in Spokane will feature the following upscale amenities:

- Immersive, spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guestrooms, complete with modern fixtures, abundant lighting, and plush bedding
- Onsite dining featuring freshly made food, local craft beer on tap, wine, specialty cocktails, and small bites
- Multi-function meeting space
- State-of-the-art fitness center
- Locally inspired design

Brar Hotels Group, LLC is led by Mohinder and Paramjeet Brar.

"The Cambria brand is a perfect fit for a city like Spokane, which is thriving—not just as a growing business hub, but also as a destination for tourists looking to experience the Evergreen State," said Mohinder Brar, owner/developer, Brar Hotels Group. "Choice is an excellent brand and we're pleased to join forces with them to bring this Cambria project to life in our hometown."

There are currently more than 40 Cambria hotels open across the U.S. in popular cities, like Chicago; Dallas; Los Angeles; Nashville, Tenn.; New York; New Orleans; Phoenix; and Washington D.C. The brand is on pace to break its openings record for the second-straight year and is fast approaching 50 open Cambria hotels.

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 more than 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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of June 30, 2019, the Choice® family of hotel brands provides 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.

About Brar Hotels Group LLC

Mohinder and Paramjeet Brar are local entrepreneurs who have 13 years of experience owning and operating hotels. The Brars currently own and operate the Best Western Plus Lakefront in Moses Lake, Washington. Under their ownership, the property underwent extensive renovations for its successful conversion to a Best Western Plus. The Brar Hotels Group team works with heavily experienced architect, general contractor and project management teams.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated development and 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/2019-08-06-Spokane-First-Cambria-Hotel-Under-Development>