

Cambria Hotels Named A Top Brand For Business Travelers

Business Travel News' Recognition Comes on Heels of J.D. Power's High Marks for Guest Satisfaction

ROCKVILLE, Md., Oct. 14, 2019 /PRNewswire/ -- Cambria Hotels, an upscale brand franchised by Choice Hotels International, Inc. (NYSE: CHH), has been recognized by corporate travel buyers as a leading upscale brand, according to the *Business Travel News* 2019 Hotel Brands Survey. **The Cambria brand placed first in seven of 13 categories** — the most of any upscale brand. This accolade follows Cambria Hotels' recent ranking as one of only two brands in the highest tier for guest satisfaction among upscale brands in the J.D. Power 2019 North America Hotel Guest Satisfaction Index.

"Cambria meets the demand of today's time-starved, modern business travelers with hotels in central locations near corporations, convention centers and city attractions," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "Guests truly love and value the brand, and we can't wait for even more travelers to experience Cambria Hotels as we fast approach 50 open hotels from coast to coast."

Robert McDowell, chief commercial officer, Choice Hotels, added: "Cambria's recent honors show that business travelers and corporate travel buyers recognize the value proposition of Choice Hotels and the purpose-built Cambria brand. Choice's years of strategic investments in our brands, technology and loyalty program were made with one goal in mind: to provide everything today's business travelers want and need to make their lives easier on the road."

Choice Hotels recently announced a new slate of benefits tailored to business travelers exclusively for guests staying at Cambria Hotels. Choice Privileges members who book a qualifying Cambria hotel stay may earn three new benefits on top of their regular rewards:

- **Cambria credit:** Earn a \$10 credit with every qualifying stay to use at the Cambria marketplace or restaurant.
- **Double Your Extras rewards:** Each qualifying stay that includes at least one weeknight — any Sunday through Thursday night — comes with *double* the Your Extras rewards. Members can choose to earn twice the credit to spend at Starbucks, Amazon or Uber or select twice the Choice Privileges points or airline miles.
- **Diamond Elite Status Jump:** Business travelers who stay at the Cambria brand *just once* — and who participate in other hotel loyalty programs — are eligible to have their status upgraded to Diamond Elite. In addition to coming with extra perks, including a 50% elite point bonus, complimentary room upgrades, and an elite welcome gift or bonus points at participating U.S. hotels, Diamond Elite status is another way Choice is recognizing corporate travelers for their business. Guests must have a qualifying stay on Sept. 9, 2019, or after to be eligible for Diamond Elite Status Jump (and must not have had their status previously upgraded).

There are more than 45 Cambria hotels open across the U.S. in popular cities, like Chicago; Dallas; Los Angeles; Nashville, Tennessee; New York; Phoenix; and Washington, D.C. The brand is on pace to break its openings record for the second-straight year in top-tier markets, including Boston, Houston, Milwaukee and Anaheim, California. In addition, Cambria's pipeline of more than 80 hotels makes it one of the top hotel brands expanding in North America, as recently ranked by *Top Hotel News*.

For more information on Cambria, visit www.choicehotels.com/cambria.

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 45 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.


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.

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