

Cambria Hotels Introduces Oceanside Property In Fort Lauderdale **New Hotel with Prime Access to North Beach Area Becomes Upscale Brand's Fourth in Popular Sunshine State**

ROCKVILLE, Md., Jan. 14, 2021 /PRNewswire/ -- On the heels of the [official debut](#) of the [Cambria Hotel St. Petersburg – Madeira Beach Marina](#) on December 4, [Choice Hotels International, Inc.](#)'s (NYSE: CHH) upscale [Cambria Hotels](#) brand welcomed another property in the sunshine state with the opening of the [Cambria Hotel Fort Lauderdale Beach](#). This marks Cambria's fourth open hotel in Florida, joining the [Cambria Hotel Ft. Lauderdale Airport South & Cruise Port](#) and the [Cambria Hotel Miami Airport – Blue Lagoon](#). The brand continues to build upon its openings pace in 2020 with four hotels planned to open by the end of February, in Ft. Lauderdale Beach and Orlando, Florida; Rock Hill, South Carolina; and Washington D.C.

Located at 2231 North Ocean Boulevard, the Cambria Hotel Fort Lauderdale Beach is steps from the Atlantic Ocean, offering picturesque views and convenient access to The Strip, the city's popular waterfront promenade with dining and retail options. The hotel is also near the Broward County Convention Center; Port Everglades, one of the world's busiest cruise terminals; Hugh Taylor Birch State Park; Dr. Von D. Mizell-Eula Johnson State Park; and Bonnet House Museum & Gardens. Several corporate headquarters are close by to the property, including DHL Solutions America, SATO Global Solutions and Spirit Airlines.

"In the midst of winter, we're pleased to bring another Cambria hotel to the Sunshine State, where guests can experience warm weather and unwind outdoors at the pool or beach. Further, our hotels are designed to keep people well connected during their stay, so they can take advantage of 'workcations' and be reinvigorated by the beauty of their environment, whether working from our rooftops and outdoor, open spaces, or publicly, private, cocooning indoor spaces," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "Cambria maintained a solid cadence of openings during a challenging 2020, and for 2021, we're looking forward to three additional hotels planned to open in February across the country."

The Cambria Hotel Fort Lauderdale Beach features upscale amenities and approachable indulgences that appeal to modern travelers, including:

- Multi-purpose indoor and outdoor spaces for productive work or relaxation, including an outdoor pool and rooftop bar with stunning ocean views.
- Locally inspired design décor, reflecting the unique personality of the surrounding community.
- Contemporary and sophisticated guest rooms, complete with design forward fixtures, abundant lighting and plush bedding.
- Immersive, spa-style bathrooms with Bluetooth mirrors.
- Onsite dining featuring freshly made food, local craft beer, wine and specialty cocktails, now also including to-go options.
- Multi-function meeting and event spaces.
- State-of-the-art fitness center.

All Choice-branded hotels are participating in [Commitment to Clean](#), an initiative that builds upon the strong foundation of franchisees' long-standing dedication to cleanliness with enhanced training and best practices for deep cleaning, disinfecting and social distancing. Additionally, Cambria guests can limit their interactions with hotel staff by using the Cambria Contactless Concierge Service, a text messaging service for housekeeping requests, to-go food orders, meeting room requests and more.

The Cambria Hotel Fort Lauderdale Beach was developed by Hotel Motel Inc., which is owned by Jai and Jessica Motwani, experienced developers with several hotels in South Florida and the Midwest. There are currently over 50 Cambria hotels open across the U.S. in popular cities such as Chicago, Los Angeles, New York, New Orleans and Phoenix, with nearly 80 hotels in the pipeline.

For more information on Cambria Hotels development opportunities, visit 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, Los Angeles, New York, Pittsburgh, and Washington, D.C. There are over 130 Cambria properties open or in the pipeline across the United States, with more than 50 currently open. To learn more, visit www.choicehotels.com/cambria.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. With more than 7,100 hotels, representing nearly 600,000 rooms, in over 40 countries and territories as of September 30, 2020, 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.

About Hotel Motel Inc.

Hotel Motel Inc. is a full-service real estate investment and development firm located in Fort Lauderdale, Fla. Its primary focus is on hotel, resort and mixed-use development but also has investments in multi-family residential, condominiums, retail and office. For more information, visit hotelmotelinc.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 and our Quarterly Reports on Form 10-Q, any of which could cause actual results to be materially different from our expectations.

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