

## **CAMBRIA HOTELS CONTINUES EXPANSION WITH BLUEGRASS STATE DEBUT**

### **Upscale Brand Adds Downtown Louisville Property to Growing Portfolio in Top-Tier Markets**

ROCKVILLE, Md., Dec. 9, 2021 /PRNewswire/ -- [Cambria Hotels](#), an upscale brand franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), continues to expand in desirable markets across the country with the opening of the newest location, the [Cambria Hotel Louisville Downtown-Whiskey Row](#). The five-story, 128-room hotel is the second Cambria to open just this month, following the [Cambria Hotel Nashville Airport debut](#) last week in addition to the [Cambria Hotel Napa Valley](#), [Cambria Hotel Fort Lauderdale Beach](#), [Cambria Hotel Orlando Airport](#), [Cambria Hotel Rock Hill - University Center](#) and [Cambria Hotel Washington D.C. Capitol Riverfront](#) earlier this year.

Located at 120 South Floyd Street in the heart of downtown Louisville and its vibrant entertainment district, the hotel places guests blocks away from Waterfront Park, Louisville Slugger Field, the KFC Yum Center arena, and is just steps from nightlife, restaurants and bars on the famed Whiskey Row, once home to the Kentucky Bourbon industry. Guests can also take a short walk to Nulu, [one of the 18 Best Food Neighborhoods in America](#), or Museum Row, where they can visit the Kentucky Center for the Performing Arts, Evan Williams Bourbon Experience and the Muhammad Ali Center. Additional attractions and area corporate offices include the Kentucky International Convention Center, University of Louisville, University of Louisville Hospital, Ford Motor Company, Louisville Assembly Plant and Ernst & Young.

"The Cambria Hotel Louisville Downtown-Whiskey Row perfectly illustrates the best of the brand, with its exceptional location in the home of the Kentucky Derby and steps from downtown's top attractions and carefully curated amenities which make for an authentically local stay," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "As guests continue to return to travel, we know how important it is to craft inspiring design and special moments so they can stay at their best — whether traveling for fun, on business, or a hybrid of both. We can't wait to bring even more hotels to guests' favorite locations in the next few weeks, including Austin, Texas and Calabasas, California."

The Cambria Hotel Louisville Downtown-Whiskey Row 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 indoor heated pool and sundeck.
- Locally inspired design and décor, reflecting Louisville's unique horse racing culture, from natural materials such as walnut, soft hides, and deep marble fused with rich cognac and gold metals, to rustic and equestrian elements throughout the hotel.
- Contemporary and sophisticated guest rooms, complete with design forward fixtures, abundant lighting and plush bedding.
- Immersive, spa-style bathrooms with Bluetooth mirrors.
- The Jackdaw restaurant, featuring modern Irish flavors and fusions, as well as additional onsite American fare featuring freshly made food, local craft beer, wine and specialty cocktails, local Kentucky Bourbon, as well as convenient to-go options.
- Multi-function meeting and event spaces.
- State-of-the-art fitness center.

The Cambria Hotel Louisville Downtown-Whiskey Row was developed by Cardinal Hotel Partners LLC, an affiliate of O'Reilly Hospitality Management LLC. This is the fifth Cambria hotel owned by O'Reilly Hospitality Management, joining the [Cambria McAllen Convention Center](#), [Cambria Hotel Plano Frisco](#), [Cambria Hotel Phoenix - North Scottsdale](#) and [Cambria Hotel Omaha Downtown](#).

"We are ecstatic to enter the Louisville market with this amazing upscale Cambria Hotel," said Tim O'Reilly, co-owner and CEO, O'Reilly Hospitality Management LLC. "The hotel is incredibly comfortable and infused with design and artwork that is inspired by two local favorites - horse racing and bourbon! Our lobby and common areas are full of surprises like our Jackdaw Coffee & Bourbon Bar, the Magnum Moon Hayloft Bar & Grill with a full-size replica of its namesake racehorse, as well as plush meeting spaces that are designed to serve our guests on any occasion."

There are currently nearly 60 Cambria hotels open across the U.S. in popular cities such as Chicago, Los Angeles, New York, New Orleans and Phoenix, with over 70 hotels in the pipeline.

For more information on Cambria Hotels development opportunities, visit [choicehotelsdevelopment.com/cambriahotels](http://choicehotelsdevelopment.com/cambriahotels).

All Choice-branded hotels are participating in *Commitment to Clean*, an initiative that builds upon the strong foundation of Choice 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.

#### **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 nearly 60 currently open. To learn more, visit [www.choicehotels.com/cambria](http://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 over 600,000 rooms, in nearly 40 countries and territories as of September 30, 2021, 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](http://www.choicehotels.com).

#### **About O'Reilly Hospitality Management LLC**

Founded in 2006 by Tim O'Reilly and based in Springfield, Missouri, O'Reilly Hospitality Management, LLC is an experienced hospitality firm specializing in the design, development, and management of hotels, restaurants, and commercial properties across the nation. Founded on the principles of world class guest service, sustainable business practices, community involvement, philanthropic outreach, and a commitment to elevating the lives of its team members, O'Reilly Hospitality Management is truly an innovative force in the hospitality space, and brings a wealth of knowledge, experience and forward-thinking initiatives to 42 existing properties in its portfolio, with continuous development of new projects across the U.S. "We do whatever it takes to make every guest smile," thanks to award-winning service, sustainable and socially responsible business practices, and a TEAM buoyed by a caring and involved company. For more information please visit <http://www.ohospitalitymanagement.com> and to connect with O'Reilly Hospitality Management like us on [Facebook](#).

**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.

**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](mailto:development@choicehotels.com).

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Additional assets available online:  [Photos \(3\)](#)

<https://stage.mediaroom.com/choicehotels/2021-12-09-CAMBRIA-HOTELS-CONTINUES-EXPANSION-WITH-BLUEGRASS-STATE-DEBUT>