

## **Cambria Hotels Furthers Nationwide Expansion with Openings in Sought-After Markets**

*New, upscale leadership set to harness segment growth and take to greater heights*

ROCKVILLE, Md., Nov. 1, 2023 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH), the challenger in the upscale segment, continues its growth, opening two [Cambria Hotels](#) in popular destinations this past October, and breaking ground on two others. The newly opened properties, located in Austin, TX, and Lake Placid, NY, join a collection of more than 60 open Cambria Hotels located around the country and an upscale portfolio of eight brands, including Radisson Blu, the Ascend Hotel Collection, Radisson and Radisson Individuals with hotels around the world.

Choice Hotels recently hired Indy Adenaw as senior vice president and general manager, upscale brands to grow Choice's upscale portfolio of eight brands. Indy is a hospitality industry veteran who has both led the turnaround of, and the launch of, several well-known hotel brands. Joining Indy in helping to strengthen the brands for consumers and developers alike is Alexandra Coleman, vice president, upscale brand management, and Patrick Curran, director of food & beverage, upscale brands. Senior vice president, upscale development, Mark Shalala continues to lead development across the segment and is joined by Marissa Ballan, Choice's new head of development for the Radisson Blu brand.

"I'm excited for the future of Choice's upscale segment," said Indy Adenaw. "We're opening world-class hotels, providing owners and operators with our best-in-class franchisee-facing technology platforms, are reinvigorating our Choice Privileges loyalty program. We have a dedicated, strong team of professionals working to grow the performance of our hotels across the segment."

The recent additions to the Cambria Hotels portfolio join four other properties previously opened this year and add to the 14% growth the brand has seen this year. The new destinations include:

- **Cambria Hotel Austin Downtown**
  - Situated in the heart of Austin's downtown area, this 15-story, 212-room modern hotel is centrally located to the city's top attractions, including Rainey Street Historic district, the Austin Convention Center, University of Texas at Austin, and thriving nightlife. The property captures the combination of the city's southern heart, western spirit, and Yankee intellect, accompanying [Cambria Hotel Austin Airport](#) and [Cambria Hotel Austin Uptown](#) as a trifecta of properties in the Texas State Capital, one of the nation's fastest growing cities.
- **Cambria Hotel Lake Placid - Lakeside Resort**
  - Located at 2125 Saranac Ave, this three-story, 185-room lakeside resort will allow guests to immerse themselves in the beauty of the Adirondack Mountains and stunning views of Lake Placid. Drawing local-design inspiration from the four-season beauty of the area, the resort boasts modern, upscale amenities and convenient access to Lake Placid area's top attractions like the Lake Placid Olympic Center and Main Street attractions.

Cambria Hotels broke ground on two additional properties in the Dallas-Fort Worth area in October 2023; the Cambria Hotel Fort Worth and the Cambria Hotel Northlake. Both are expected to open in Summer 2025, adding to Cambria Hotels' growing lineup of 8 Lone Star State properties.

"Cambria Hotels are award-winning – having been recognized as the top upscale brand in the J.D. Power 2023 North America Hotel Guest Satisfaction Index Study," said Mark Shalala.

"Cambria owners and developers are providing a superior product for guests, and this continued expansion for the brand should signal Choice accelerating into a new level of competition within the upscale segment. We look forward to providing even more top-notch lodging options for guests to enhance their travel adventures."

These new properties, along with those across the entire upscale segment are connected by the award-winning loyalty program Choice Privileges. Through the program, members can earn and redeem points at over 7,000 hotels across a diverse portfolio of brands with locations in 46 countries and territories. With the Choice Privileges Mastercard, cardholders can earn more points faster, including on everyday purchases including gas and groceries.

Choice knows that while its franchisees are in business for themselves, they are never by themselves, with the operations and management systems and tools they provide. All owners and operators have access to Choice's suite of proprietary, cutting-edge cloud-based solutions, including the **choiceEDGE** guest reservation platform, the **choiceADVANTAGE** property management system, and **Your Key to Profit**, a mobile-friendly platform with profitability tools including **G3**, a revenue management resource to help franchisees effectively manage room rates, distribution channels, and inventory. Additionally, **Choice University**, the most widely awarded learning program in the hospitality industry, delivers customized and always evolving learning and development resources. From pre-opening to grand opening and every day forward, Choice provides hotel owners with best-in-class resources to help them maximize the return on their investment.

For more information on Cambria Hotels development opportunities, visit [www.choicehotelsdevelopment.com/cambriahotels](http://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. Cambria properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting spaces, and local, freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with more than 60 hotels open in locations like Chicago, New York, Los Angeles, Washington, D.C., Nashville, and Phoenix. Cambria was ranked #1 in the upscale segment in the J.D. Power 2023 North America Hotel Guest Satisfaction Index Study. 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. The challenger in the upscale segment and a leader in midscale and extended stay, Choice® has approximately 7,500 hotels, representing nearly 630,000 rooms, in 46 countries and territories. A diverse portfolio of 22 brands that run the gamut from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® loyalty program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

### **Forward-Looking Statements**

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, email: [development@choicehotels.com](mailto:development@choicehotels.com).

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<https://stage.mediaroom.com/choicehotels/2023-11-01-Cambria-Hotels-Further-Nationwide-Expansion-with-Openings-in-Sought-After-Markets>