

## **Cambria Hotels Expands with New Openings in California, Florida, Massachusetts, and Oregon**

*Brand continues to grow in top national markets, with nearly 60 more properties in the pipeline*

NORTH BETHESDA, Md., Aug. 19, 2025 /PRNewswire/ -- Cambria Hotels, an upscale brand of Choice Hotels International, Inc. (NYSE: CHH), is expanding with the opening of four new properties in Templeton, California; Tampa, Florida; Plymouth, Massachusetts; and Portland, Oregon. These additions reflect Cambria's commitment to delivering modern, design-forward accommodations in desirable locations for travelers.

"We're proud that Cambria Hotels continues to grow in both high-demand and emerging markets," **said Indy Adenaw, Senior Vice President, Upscale Segment, Choice Hotels International**. "Each new property presents the brand's signature contemporary design, thoughtful amenities and localized touches that appeal to a variety of guest preferences. Whether it's a city-center escape, an eco-conscious stay or a relaxing retreat, every Cambria hotel enhances the portfolio, helping drive greater guest affinity."

Today, the Cambria Hotels brand boasts stunning properties in top U.S. markets, with nearly 60 hotels in the pipeline. This includes anticipated openings in Times Square, NY and Fort Worth, Texas. Cambria is also expected to open its first Canadian property, in Thunder Bay Ontario, next year. Backed by Choice Hotels' growing upscale portfolio, which now exceeds 110,000 rooms globally—up 15% year-over-year—and nearly 29,000 more in development, Cambria is uniquely positioned to attract travelers in even more aspirational destinations.

"As a brand that resonates strongly with guests, Cambria continues to be a standout opportunity for developers in the upscale space," **said Mark Shalala, Senior Vice President, Development, Upscale Brands, Choice Hotels International**. "Our commitment to the brand's success is reflected in the deep bench of resources we provide owners to help them succeed in a dynamic new construction environment. Whether developing hotels ourselves or investing directly alongside franchisees, we are focused on building a diverse, high-performing portfolio in key markets designed for long-term growth and profitability."

### **Cambria Hotel Templeton: California Wine Country Meets Adventure**

Situated in the heart of California's wine country, near Paso Robles, this 132-room hotel invites guests to immerse themselves in the region's natural beauty, rich rancho heritage, and vibrant wine culture. Powered by solar energy, it caters to environmentally conscious travelers while offering a thoughtfully designed experience rooted in local character.

Through an exclusive partnership with Margarita Ranch, the property serves as a gateway to unforgettable curated experiences including ziplining, horseback riding and wine tastings. Guests can also savor fresh, locally sourced cuisine at the Ironhorse Restaurant and Bar, where seasonal dishes and regional wines showcase the best of California's culinary landscape.

The property marks Cambria's fourth hotel in California.

### **Cambria Hotel Tampa: Cruise-Ready Escape near the Bay**

With a record number of Americans projected to set sail this year, according to AARP, this 104-room hotel serves as the perfect launchpad for those seeking a cruise adventure or city exploration. Guests can purchase the Snooze & Cruise Package, which includes breakfast for two and complimentary parking for the duration of their trip. With easy access to top attractions like Busch Gardens, the Florida Aquarium, and the Tampa Riverwalk, the hotel invites guests to discover the best of Tampa before or after their voyage.

The property marks Cambria's fifth hotel in Florida.

### **Cambria Hotel Plymouth: Gateway to Coastal History**

This 107-room property is thoughtfully designed to reflect the beauty and character of coastal Massachusetts. Ideally located near storied landmarks like Plymouth Rock and Cape Cod National Seashore, the hotel offers a welcoming home base for exploring the scenic shoreline and historic sites.

With flexible meeting space for up to 120 attendees, it's equally suited for business gatherings and celebratory events. Pet-friendly accommodations—including an on-site kennel—ensure every member of the family can enjoy the experience, four-legged companions included.

The property marks Cambria's third hotel in Massachusetts and the greater Boston area.

### **Cambria Hotel Portland: Urban Style in the Pearl District**

Cambria's first Oregon property features 178 rooms and nearly 1,400 sq ft of meeting space in Portland's vibrant Pearl District. Guests will enjoy access to the Pearl District's many boutique shops, bars, restaurants, and art galleries while only being a couple blocks from downtown. The hotel's restaurant, Recess, pays homage to its location across from the historic North Park Blocks and playground.

### **Gaining rewards nights at Cambria Hotels**

These hotels participate in Choice Privileges, Choice Hotels' travel rewards program, which was recently named the best travel loyalty program by [U.S. News & World Report](#) and also [WalletHub](#). Members of Choice Privileges can earn and redeem points for reward nights at Cambria properties, along with more than 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. The [Choice Privileges® Mastercard®](#) also offers a fast way to earn points, including through a limited time offer\* for new cardholders to earn 60,000 bonus points after qualifying purchases. Members with the [Choice Privileges® Mastercard®](#) or [Choice Privileges® Select Mastercard®](#) can also earn points on everyday purchases at gas stations, grocery stores, and other categories.

\*Terms apply. Offer current as of August 2025.

### **About Choice Hotels®**

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with over 7,500 hotels, representing nearly 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties enables Choice Hotels® 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® rewards 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).

### **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 locally inspired food and beverages. Cambria Hotels is rapidly expanding in major U.S. cities, with more than 70 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).

### **Forward-looking Statements**

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 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 915 Meeting Street, Suite 600, North Bethesda, MD 20852, or by email at [development@choicehotels.com](mailto:development@choicehotels.com).

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