

CAMBRIA



LIMESTONE

UPSCALE
BY
CHOICE

Designed for the Experienced Developer with a Creative Edge

- ✓ Strong performance - \$166.25 ADR* in 2024
- ✓ Rapidly growing pipeline and system growth – 70+ open covering top RevPAR markets; 70+ in domestic pipeline
- ✓ Create a unique sense of place within a proven upscale design framework curated for local markets
- ✓ Flexible prototype optimized for operational excellence, financial performance and guest appeal

FAST FACTS

CATEGORY	Upscale
TYPE	New Construction; Adaptive Reuse
TOTAL SYSTEM SIZE	135+ hotels open or under development worldwide



CAMBRIA[®] hotels

“With more people eager to travel than ever before; Cambria Hotels, with 70+ locations coast-to-coast, offer guests a locally inspired, design-forward experience with guilt-free indulgences and little luxuries to stay at their best. Last year, Cambria Hotels delivered the highest RPI in the brand’s history and led the upscale category. Cambria Hotels is preferred by guests, as compared to the competitive set in online review sites, helping to drive performance for owners.”

Mark Shalala

Senior Vice President,
Upscale Brands, Choice Hotels



What unites Choice Hotels with our owners is a shared belief that tomorrow will be even better than today. We know that while self-determination matters, we are greater together than we are alone. That you can be in business for yourself without being by yourself.

Today, Choice Hotels is a leader in upper midscale, midscale and economy hotels, continues to innovate from the front of extended stay and is the one to watch in the upscale and upper upscale categories. As we focus on driving revenue to hotels and lowering costs, we offer owners and operators a suite of proprietary cutting-edge technology solutions and access to the award-winning **Choice University** educational platform that have proven to help owners run their businesses efficiently and effectively. Additionally, our hotel brands participate in the award-winning, and fast-growing loyalty program **Choice Privileges**, which currently consists of more than **70 million members** around the world.

From pre-opening to grand opening and every day forward, Choice Hotels provides hotel owners with world class resources and globally recognized brands to help them maximize the return on their investment.



						
						
						



FRANCHISE WITH US



<https://www.choicehotelsdevelopment.com/>

*Source: See Cambria Franchise Disclosure Document dated April 1, 2025 Item 19. Data stated above reflects year-end 2024 figures. For the 48 hotels that were included in the 2024 performance sample, 19 hotels or 39.6% met or exceeded the average ADR presented. INDIVIDUAL RESULTS MAY VARY.

Unless otherwise noted, all statistics are from internal data of Choice Hotels International, Inc. This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Cambria Suites #F-4986. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 915 Meeting Street, Suite 600, North Bethesda, MD 20852 or at Development@ChoiceHotels.com.