

CAMBRIA

The Cambria hotels brand promise is simple. We call it “**Approachable Indulgence.**” It’s the feeling of access without excess. It’s the feeling of treating yourself without the guilt. At Cambria, we’ve created an environment that blends the juxtapositions of life, in order to give our guests a more attainable sense of the finer things in life.



At Cambria we have the right product to fit the lifestyle and features that appeal to travelers who appreciate the little badges of indulgence that say, “**I’M GOING PLACES**”. With more Cambria hotels in more places than ever, we invite you to come explore the upscale and unique properties that are elevating the guest experience in cities coast to coast.

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Cambria hotels, **an approach to upscale that makes sense**, is growing faster than ever. All while backed by the reservations delivery and loyalty program of Choice Hotels International®.

90+
HOTELS

open or under
development in
33 States and
Canada

in reservations
delivered through
Choice Hotels® to
U.S. Hotels in 2016*

\$6.79+
BILLION

33+
MILLION

Choice Privileges®
rewards members

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*Figure includes revenues delivered through the Choice Hotels Central Reservation System (CRS) as well as non-CRS marketing channels.