

CAMBRIA

Prototype Design Guide **CAMBRIA**
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A fresh strategy. An untapped market. A smart new prototype.

Insightful research has identified an untapped market opportunity: guests who don't feel special or valued when they travel. They may not travel enough to earn elite status in a hotel loyalty program, but they view travel as an opportunity to grow and explore.

Guests who are unattached, unloved and up for grabs. They're ready to fall in love with a hotel experience—and that's exactly what we've designed just for them.

Thoughtful design begins upon arrival and inspires the guest experience all the way to check-out. A room that feels like an upgrade. Unique public spaces that invite guests to hang out. Technology that can be found around every corner. A loyalty program that appeals to their interests. And compelling benefits for developers.

The new Cambria® prototype is as cost-efficient to build as it is to operate. A smart modular design that enables a market-driven mix of room types and suites. An operationally efficient F&B program that supports an increased

guest capture rate. And useful technology that allows responsive service without adding staff.

Cambria hotels & suites offers an **impactful opportunity** geared toward the future. A new strategy that addresses an untapped market. A new prototype that is designed for guests with developers in mind. And a new approach to upscale that makes sense. All of this backed by the scale, equity and resources of Choice Hotels International®, one of the largest hotel companies in the world.

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A First Impression That's Really Impressive.



An amazing first impression that makes guests feel special through design, service and amenities.

Curved front desk, custom lighting element and local art create a warm welcome.

Integrated mixed-use hangout space provides guests with interesting seating options.

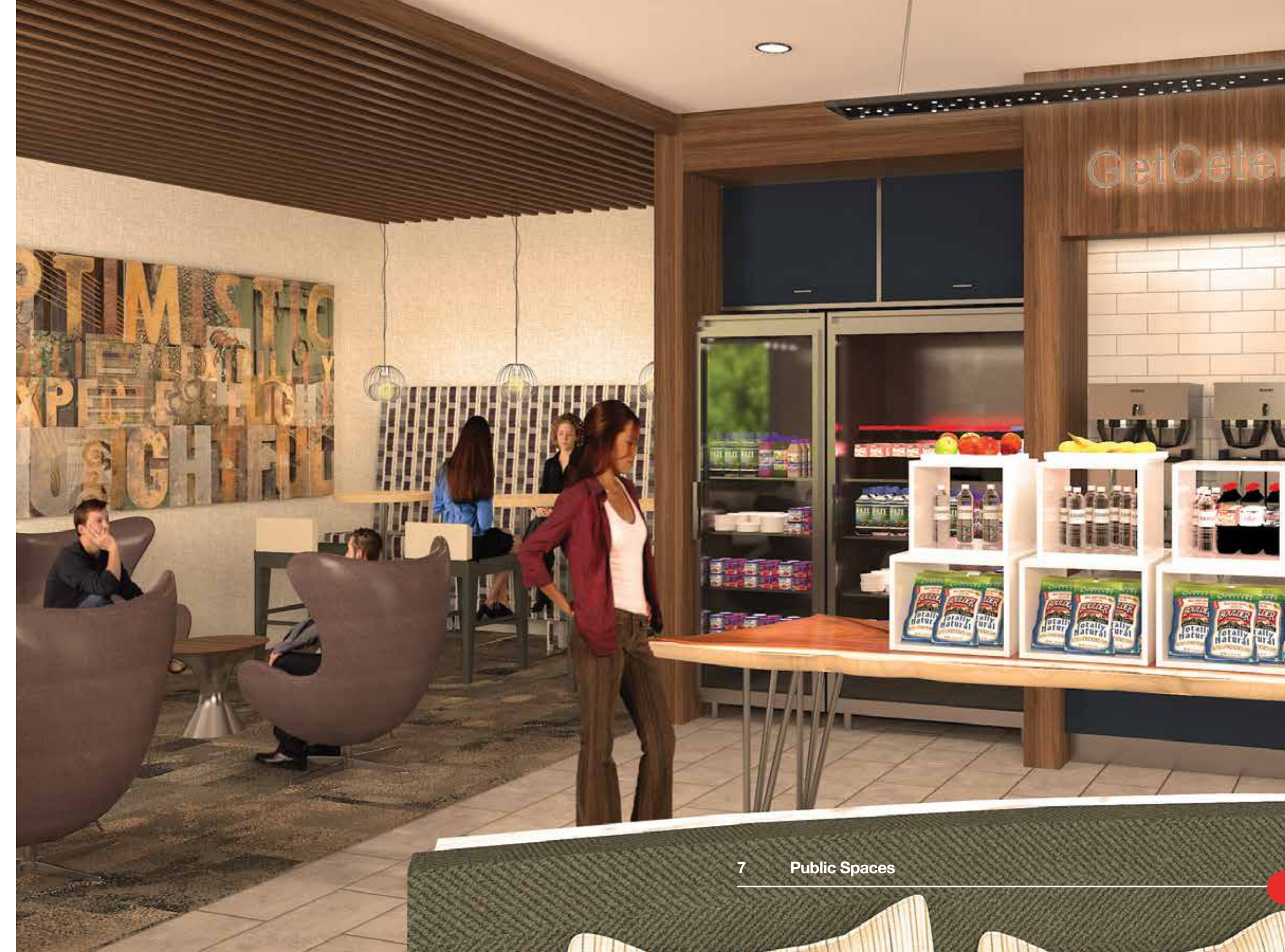
Public spaces are designed with options that invite guests to hang out.

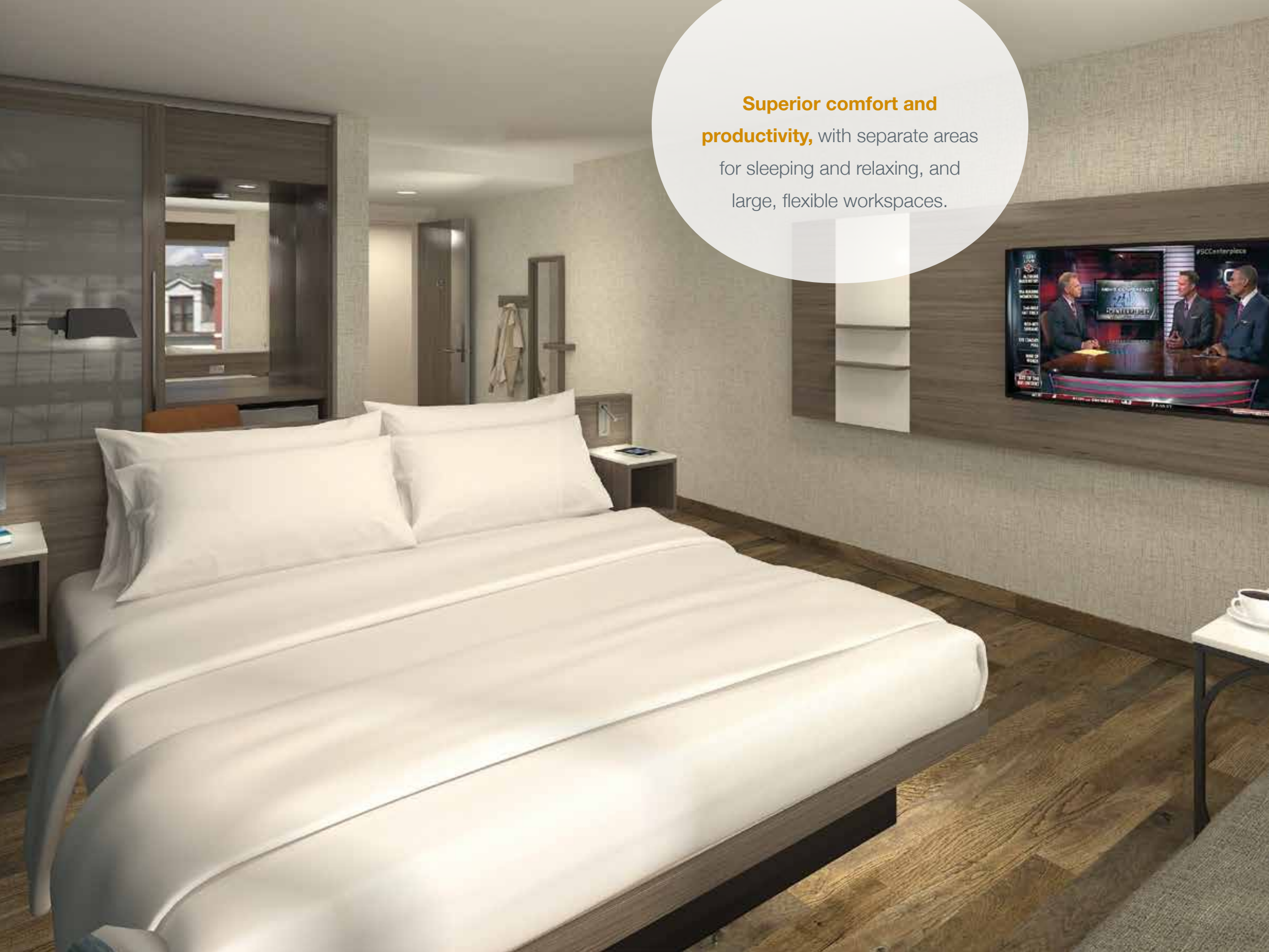




Social Circle™ is a bar-centric F&B concept that invites guests to linger and connect by focusing on simple, yet interesting food and a full bar featuring local craft beers.

GetCetera™ market offers an upscale, retail-inspired selection of coffee, grab-and-go food and drinks, and the “et ceteras” guests need.





Superior comfort and productivity, with separate areas for sleeping and relaxing, and large, flexible workspaces.

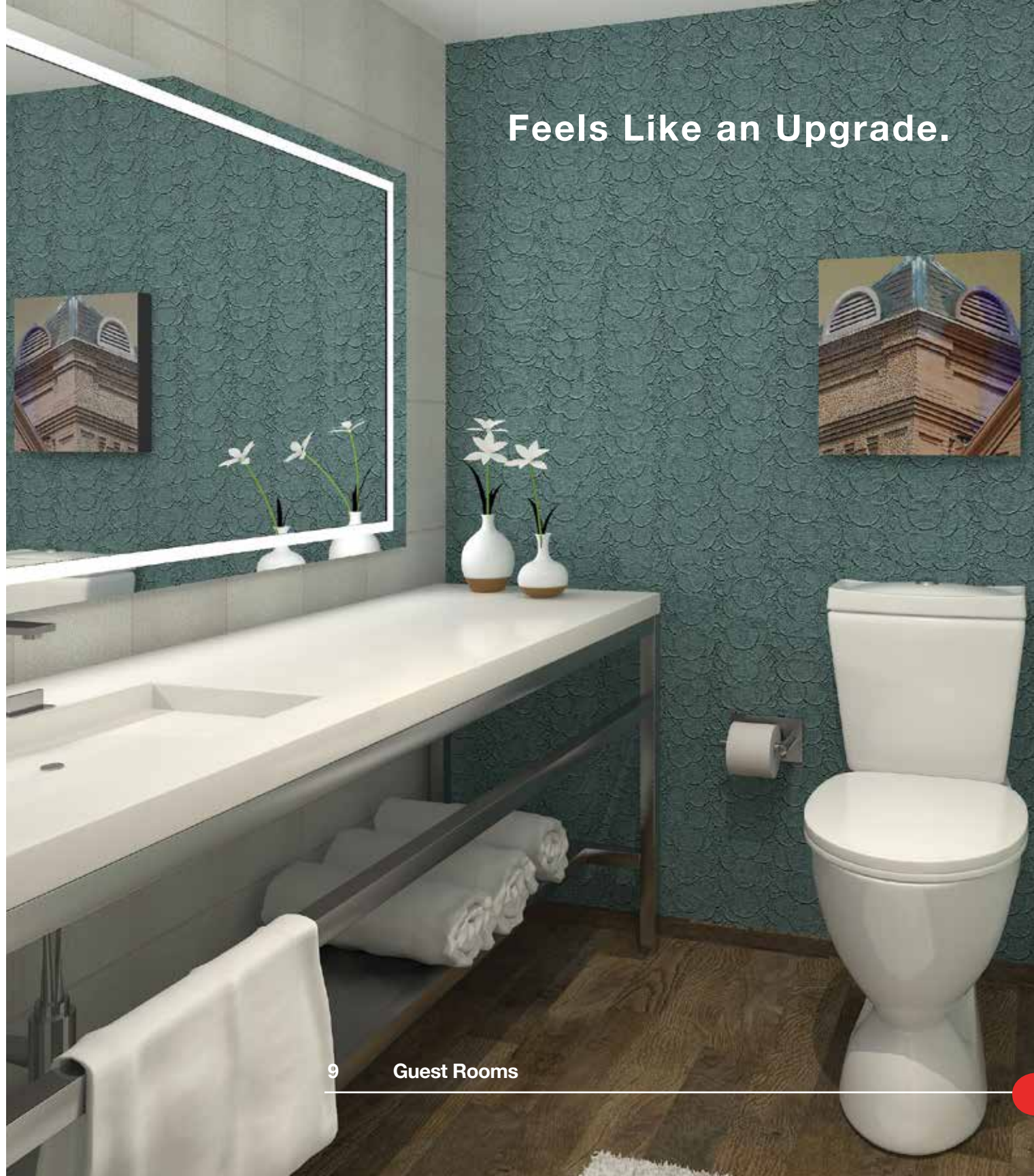
Rooms are spacious, open and airy, with thoughtfully efficient design and contemporary furnishings.

Anytime Lounger parallel to the window to work or relax.

Cambria platform bed with clean lines.

Technological upgrades are seamlessly blended into the room design, with options that let guests control the room environment from their own devices.

Bathroom is designed to emulate a spa-like experience, complete with contemporary fixtures, refined surfaces and abundant light.



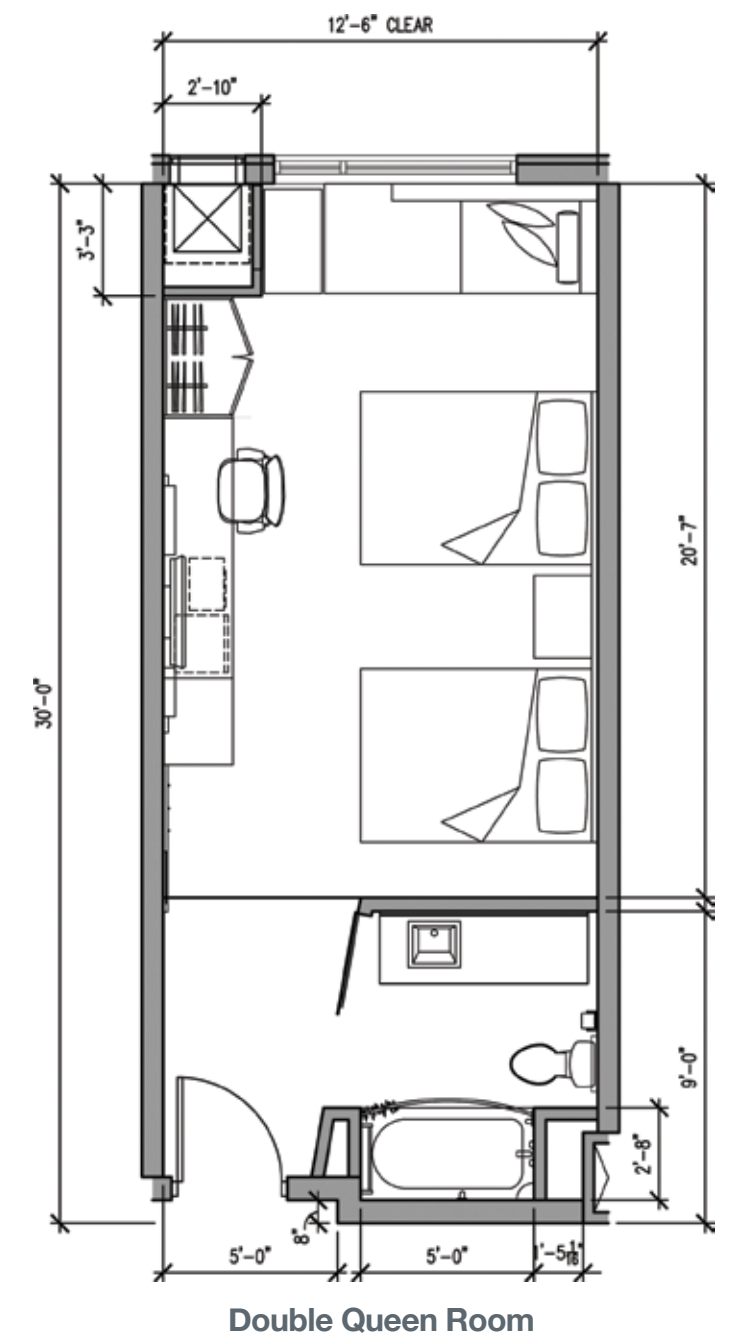
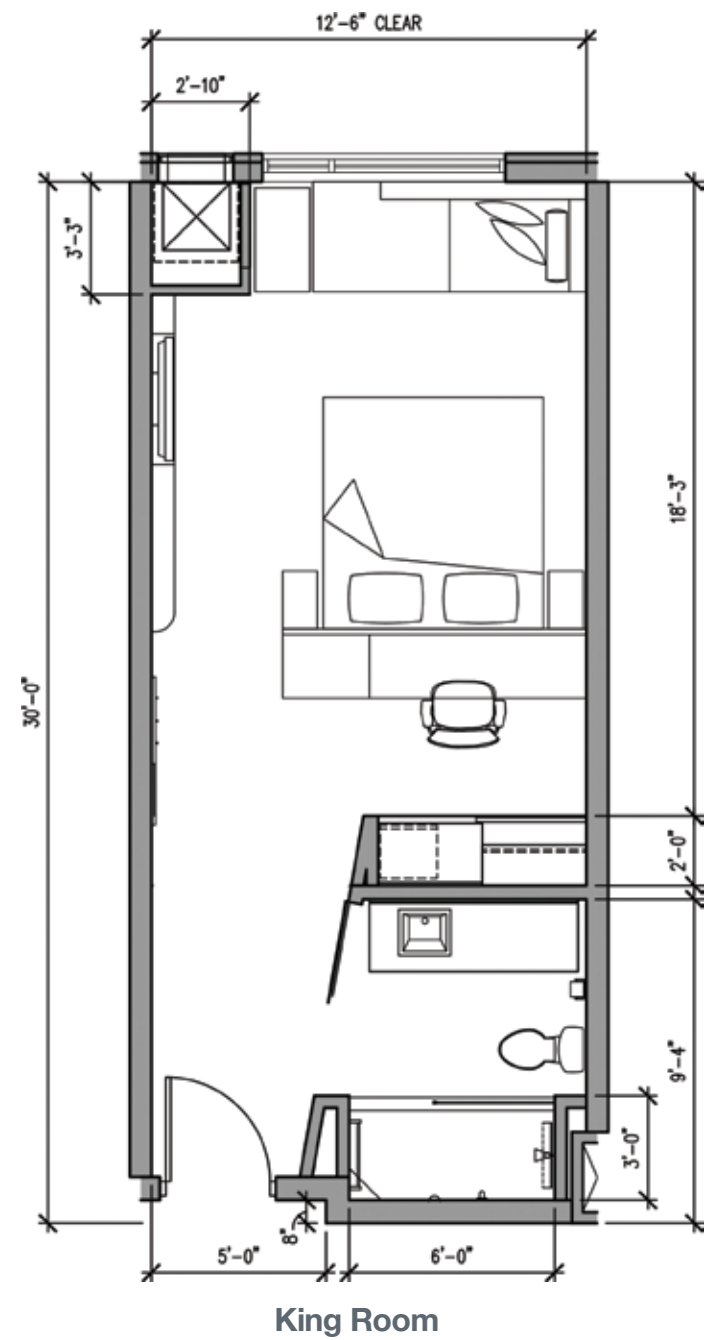
Feels Like an Upgrade.





Guest Room Layout

Modular guest room layout with king and double queen rooms that are the same size enables flexibility in room mix based on market conditions.





Site Plan

Designed to Inspire Every Guest.

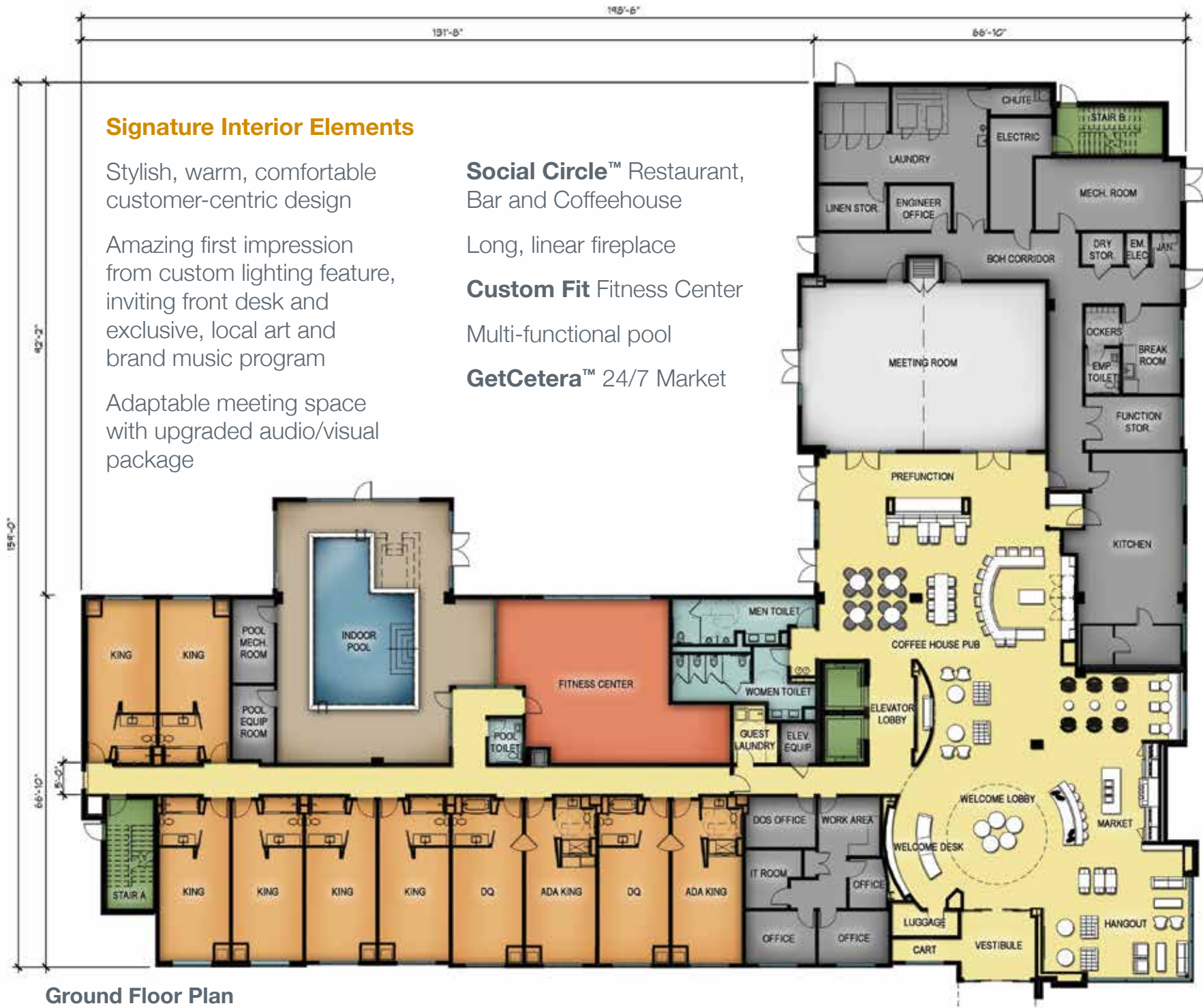
Signature Exterior Elements

- Tower element with floor to ceiling glazing
- Dramatic façade accent lighting

- Region-specific exterior fascia
- Back Porch** outdoor space



Side Elevation



Public Spaces

LOBBY/FRONT DESK	
Welcome Lobby	674 SF
You've Arrived	153 SF
Hangout	621 SF
Cart Storage	48 SF
Luggage Storage	59 SF
TOTAL LOBBY/FRONT DESK SPACE	1,555 SF

FOOD & BEVERAGE	
Social Circle™	1,949 SF
GetCetera™	269 SF
TOTAL F&B SPACE	2,218 SF

RECREATION	
Custom Fit	949 SF
Pool Toilet	50 SF
Pool & The Porch	1,841 SF
TOTAL INDOOR RECREATION SPACE	2,840 SF

FUNCTION SPACE	
Meeting Space/Ballroom	1,306 SF
Prefunction: Meeting Space Corridor	433 SF
Function Storage	162 SF
TOTAL FUNCTION SPACE	1,901 SF

CIRCULATION/SUPPORT SPACE	#/FLOORS	AREA	Total AREA (SF)
Corridors Public Space	1	719	719
Stair "A" Public Area	4	167	668
Stair "B" Public Area	4	163	652
Passenger Elevator Lobby	1	154	154
Passenger Elevator Shaft	4	131	524
Men's Toilet	1	180	180
Women's Toilet	1	215	215
Janitor's Closet	1	29	29
Vestibule	1	159	159
TOTAL CIRCULATION/SUPPORT SPACE			3,300 SF

Guest Rooms

ROOM TYPES	NUMBER	MIX (%)	AREA	Total AREA (SF)
King 01 GR	58	47%	390	22,620
King 02 GR	1	1%	408	408
Double Queen GR 01 & 02	32	26%	384	12,288
Double Queen GR 03 & 04	18	15%	391	7,038
One Bedroom Suite 01	2	2%	622	1,244
One Bedroom Suite 02	2	2%	761	1,522
One Bedroom Suite 03	2	2%	540	1,080
One Bedroom Suite 04	1	1%	532	532
Accessible King GR	6	5%	380	2,280
Accessible Dbl Queen GR	1	1%	580	580
Accessible One Bedroom Suite	1	1%	619	619
TOTAL GUEST ROOMS	124			50,211 SF

ROOM TYPES	#/FLOORS	AREA	Total AREA (SF)
Guest Room Corridor	3	1,662	4,986
Passenger Elevators	3	148	444
Guest Laundry	1	76	76
Linen	3	188	564
Vending	3	45	135
Tele/Data	3	49	147
Mechanical Room	1	146	146
Linen Chute	3	24	72
Electrical Room	3	86	258
TOTAL SUPPORT SPACE			6,828 SF

Back-of-House Areas

KITCHEN	
Kitchen	552 SF
Dry Storage	42 SF
TOTAL KITCHEN SPACE	594 SF

LAUNDRY	
Linen Storage	97 SF
Linen Chute Room	55 SF
Laundry	567 SF
TOTAL LAUNDRY SPACE	719 SF

EMPLOYEE AREAS	
Employee Break Room	162 SF
Lockers	43 SF
Employee Toilet	49 SF
TOTAL EMPLOYEE SPACE	254 SF

POOL SUPPORT	
Pool Equipment	100 SF
Pool Mechanical Room	111 SF
TOTAL POOL SUPPORT SPACE	211 SF

MANAGEMENT SPACE	
DOS Office	113 SF
Work Area	188 SF
Closet	10 SF
Office	57 SF
Office	119 SF
Office	119 SF
Engineering Office	88 SF
Parking Attendant	48 SF
TOTAL ADMINISTRATIVE SPACE	742 SF

MISCELLANEOUS SERVICE	
Back-of-House Corridor	726 SF
Mechanical Room	333 SF
Electrical Room	176 SF
Emergency Electrical Room	22 SF
IT Room	90 SF
Elevator Equipment Room	44 SF
TOTAL MISCELLANEOUS SPACE	1,391 SF

STRUCTURE	
Walls, Chase, etc.	5,117 SF
TOTAL STRUCTURE	5,117 SF

PROGRAM AREA SUMMARY	
Total Guest Rooms	50,211 SF
Total Guest Rooms Support	6,828 SF
Total Public Space	11,814 SF
Total Back-of-House	3,911 SF
Total Net Building Area	72,764 SF
Walls & Shafts/Estimated	5,117 SF
TOTAL GROSS BUILDING AREA	77,881 SF
TOTAL SF PER GUEST ROOMS	628 SF

DEVELOPED SITE SUMMARY	
Building Coverage	20,135 SF
Paved Areas (Parking, Walks, Decks, etc.)	53,894 SF
Net Landscaping Area	13,091 SF
TOTAL DEVELOPED SITE AREA	87,120 SF
	2.0 Acres



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Likeable. **Optimistic.** Authentic. Clever. Flexible. **Uncomplicated.**
Inclusive. Service-minded. Aesthetic. **Warm.** Tech-savvy. Discoverer.
Pragmatic. **Thoughtful.** Visual. Humanistic. **Generous.** Expressive.



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