

CAMBRIA

New Orleans

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FOR IMMEDIATE RELEASE

Veteran Hotelier Diane M. Riche To Lead Sales and Marketing Team At Cambria Hotel New Orleans Downtown Warehouse District

New Orleans, Louisiana (September 20, 2017) – The city’s newest boutique hotel, **Cambria Hotel New Orleans**, announces **Diane M. Riche** as director of sales and marketing. A New Orleans native and graduate of Southeastern Louisiana University, Riche has established a reputation as a highly respected hospitality professional.

In 2016 Riche began her association with **Fillmore Hospitality**, a development investment, and property management group. She joined the organization’s sales team at Fillmore’s Maison Dupuy Hotel located in the French Quarter. By the spring of 2017, Riche was tapped to lead the sales and marketing effort for the city’s newest boutique offering, Cambria Hotel New Orleans slated to open this October in the Warehouse District. Among her many responsibilities at Cambria Hotel New Orleans, Riche will introduce the brand to local, regional and national markets while guiding her sales team through a carefully crafted plan designed to maximize revenue while creating consumer demand for New Orleans newest hospitality offering. “Diane Riche’s extensive sales and marketing expertise in the hospitality industry is a considerable asset as we prepare to enter the competitive New Orleans market,” explains **Christopher Johnson** sales and marketing executive with Fillmore Hospitality. “She possesses an intuitive awareness about this great city and as a local, Diane’s extensive business and community relationships make her the perfect choice to inspire her team’s success.”

During her tenure at Loews New Orleans Hotel, Riche was integral in launching the 285-room property in 2003. As director of sales, she impressively guided the pre-opening effort while successfully leading the hotel’s sales team. In 2008 Riche was promoted to director of sales and marketing, a position she held with Loews until 2016. Early in her career from 1988 to 2003, Ms. Riche worked her way up the ladder from sales manager with the Hotel InterContinental New Orleans to a leadership position as director of sales of marketing for the property.

Cambria Hotel New Orleans Downtown Warehouse District is located at **632 Tchoupitoulas Street**. The newly constructed upscale hotel is perfectly positioned within easy walking distance to some of the city’s most iconic visitor attractions. With **150** tastefully appointed guest rooms and **12** stylish suites, Cambria is a new build that provides New Orleans business and leisure

travelers with spacious accommodations equipped with the latest in communications technology. With a plethora of dining and entertainment options at the hotel's front door, Cambria is the perfect blend of upscale sophistication and a relaxed vibe for which the city of New Orleans is famous.

The opening of the new boutique hotel next month will mark Cambria's first venture into the Louisiana market. The property is part of a growing partnership between Fillmore Hospitality and **Choice Hotels**, a venture committed to developing a select group of Cambria Hotels across the country. For more information on Cambria Hotel New Orleans, visit www.cambrianeworleans.com.

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About Cambria Hotels

Cambria Hotels® are designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and fresh locally sourced cuisine and craft beer. Cambria Hotels is a rapidly expanding brand with hotels located in major U.S. cities like Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. Currently, Cambria has 32 hotels open across the United States with an additional 100 hotels slated to open or already in the pipeline across the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of June 30, 2017, 792 hotels were in our development pipeline. With more than 32 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

About Fillmore Capital Partners

Fillmore Capital Partners, LLC, is a private investment company that engages in the development, management, and distribution of investment vehicles for institutional and select private-client investors. FCP invests on behalf of its clients in lodging, healthcare, and operating company platforms, as well as opportunistic investments in other real estate asset classes. To learn more, visit www.fillmorecap.com.

About Fillmore Hospitality

Fillmore Hospitality, LLC is a management company that provides a full spectrum of development, investment and property management services to owners of hotels and resorts throughout North America. The firm's principals and executives have worked together for more than 25 years to deliver consistently superior financial results for their clients. Visit www.fillmorehospitality.com for more information.