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The FIRC Group in Asheville, North Carolina, Wins Multiple Prestigious Hospitality Industry Awards

ASHEVILLE, NC - May 2021 - The FIRC Group, Inc. of Asheville, North Carolina, has been recognized with multiple prestigious hospitality awards for all three of its hotel properties: the Cambria Downtown Asheville, the Haywood Park Hotel, and the Country Inn & Suites Asheville Westgate.

The Cambria Downtown Asheville has been recognized with the prestigious "Best of Choice" Award in the Hotel of the Year category from Choice Hotels International, Inc. As the top property operating under the Cambria flag, this award designation represents tremendous accomplishment.

"Recognizing stellar performance is one of the highlights of my role, and I want to offer my sincere thanks and congratulations to this year's Best of Choice winner, the Cambria Downtown Asheville," said Patrick Pacious, president and chief executive officer, Choice Hotels. "As a leading hotel franchisor, we count on our owners to make sure each guest that stays at our hotels feels welcome, wanted and respected. Award-winning hotels like the Cambria Downtown Asheville have demonstrated their commitment to delivering on this brand promise and more, and we are proud to honor their accomplishments as an example for others to follow."

The Cambria Downtown Asheville also won the Ring of Honor Award from Choice Hotels International, Inc. The Ring of Honor Award designation goes only to the top 1% of hotels within the brand with award criteria evaluated by Choice Hotels through its official property ranking reports. As one of the top tier properties operating for the Cambria Brand, the Cambria Downtown Asheville's staff has demonstrated an exceptional focus on guest satisfaction and dedication to superior service.

The Country Inn & Suites Asheville Westgate has been recognized with the prestigious Hospitality Excellence Award from the Radisson Hotel Group. Previously known as the President's Award, the Hospitality Excellence Award goes to the top 10% of hotels within the brand based on brand quality performance reviews, online guest reviews and to hotels that remained open for all of 2020.

“We are honored to receive this prestigious award from the Radisson Hotel Group for the fifth consecutive year,” said Alex Fraga, Vice President of the FIRC Group. “But more so this year as being recognized by guests for exemplary service and for providing a clean, safe environment during the COVID-19 pandemic speaks to the ingenuity, dedication and hard work of our staff. We are very proud of all of their efforts culminating in this award during this challenging time.”

Additionally, all three FIRC Group hotels including Cambria Downtown Asheville, the Haywood Park Hotel, and the Country Inn & Suites Asheville Westgate have been recognized with the 2021 Travelers’ Choice award. This achievement celebrates businesses that consistently deliver fantastic experiences to travelers around the globe, having earned great travel reviews for the past 12 months. As challenging as the past year was, all three FIRC Group hotel properties stood out by continuously delighting travelers.

“Congratulations to all the winners of the 2021 Travelers’ Choice awards,” said Kanika Soni, chief commercial officer at Tripadvisor. “I know the past year has been extremely challenging for tourism businesses. What has impressed me is how businesses adapted to these challenges, implementing new cleanliness measures, adding social distancing guidelines, and utilizing technology to prioritize guest safety. The Travelers’ Choice Awards highlight the places that are consistently excellent – delivering quality experiences time and time again even while navigating changing customer expectations and new ways of working. Based on a full year of reviews from customers, this award speaks to the great service and experience these properties provided guests in the midst of a pandemic.”

“We strive hard to ensure that all guests that stay at our hotels receive the highest level of courtesy and service from our staff,” said Tony Fraga, President of the FIRC Group, Inc. “Winning such prestigious awards from Choice Hotels International, the Radisson Hotel Group and Tripadvisor is confirmation to our staff that they are providing exceptional customer service and a top-notch experience to our guests.”

For more information or to make a reservation at the award-winning Cambria Downtown Asheville, visit <https://www.cambriadowntownasheville.com/>.

For more information or to make a reservation for the award- winning Haywood Park Hotel, visit <https://www.haywoodpark.com/>.

For more information or to make a reservation for the award-winning Country Inn & Suites Asheville Westgate, [Click Here](#).

For over forty years, the FIRC Group has been a leading visionary amongst commercial real estate and retail development, residential development, hotel development, and restaurant development.

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