



# COBBLESTONE HOTELS®

CENTERSTONE  
INN | HOTELS | PLAZA | RESORT

boarders  
— MANAGES —  
Cobblestone Hotels



COBBLESTONE  
INN | HOTEL & SUITES

## NEWS RELEASE

### COBBLESTONE HOTELS, LLC ANNOUNCES 2021 CONFERENCE

March 10, 2021 – NEENAH, WISCONSIN – Cobblestone Hotels announced they are going back to Florida for their brand conference being held October 17 & 18, 2021 at the Hilton Orlando Lake Buena Vista.

“We are in the hospitality industry, it is critical that people in this industry show they are willing to get out and travel.” said Brian Wogernese, President and CEO of Cobblestone Hotels. “We are still taking the pandemic seriously and have partnered with a location that makes cleaning and properly sanitizing a priority in order to keep our attendees safe.”

The toll the pandemic has taken on the lodging and travel industry is not lost on Cobblestone. With the intention to safely gather general managers, owners, and partners, Cobblestone Hotels also announced they are covering the lodging fees, meals, and registration fees for the general managers, to help lower the burden to the franchisees.

Cobblestone also announced a grand opening and groundbreaking tour being held at the end of this month to celebrate the openings of 2020. Cobblestone opened 14 new locations in 2020, and have continued traveling, developing, and opening hotels despite the pandemic. Wogernese said the hotel industry is a 24-hour, 7-days a week business and it was important to show team members on the front line, that they were right there with them, sleeves rolled up, and not delegating from home.

2021 also has a positive outlook for brand growth; they have eight locations under construction and another 25 in development.

#### ***About Cobblestone Hotels***

Based in Neenah, WI Cobblestone Hotels, LLC is a leading upper-midscale hotel brand with over 160 hotels open, under construction, or in development in 27 states. The company continues to pride itself in filling the lodging needs of communities through its upper mid-scale new build brand. Signature amenities include high-speed Internet access, complimentary breakfast, convenience store, fitness centers, business centers, and more.

Cobblestone Hotels includes Cobblestone Hotels & Suites, Cobblestone Inn & Suites, Boarders Inn & Suites, Centerstone Hotels, and KeyWest Hotels. For development information please visit [www.CobblestoneFranchising.com](http://www.CobblestoneFranchising.com).

Cobblestone Hotels offers the Cobblestone Rewards frequent stayer program where guests receive ten points for every dollar spent, and can be redeemed as award nights, or with other redemption partners. For more information visit [www.CobblestoneRewards.com](http://www.CobblestoneRewards.com)

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