



**FOR IMMEDIATE RELEASE**

## **Coast Hotels Announces Acquisition by Japan's Largest Hotel Network - APA Hotel Group**

**VANCOUVER, BC (September 6<sup>th</sup> 2016)** – Canadian-based Coast Hotels has announced its acquisition by APA Hotel Group, the largest hotel network in Japan. The business deal marks a new era of expansion into North America for APA Hotel Group, which has built a reputation on its own Urban Style Hotel concept providing high quality, highly functional and environmentally friendly hotels for its customers.

APA Hotel Group previously had 373 properties in Japan, and one in the United States. With the acquisition of Coast Hotels, APA has now grown its network to include more than 400 locations. Coast Hotels, with a reputation for quality and friendly service, as well as the vital servicing of many communities in the Pacific-Northwest, has 38 branded properties in Western North America.

“We are delighted that an organization as entrepreneurial and respected as APA Hotel Group has chosen Coast Hotels as its route into the North American market,” said Victor Komoda, President of Coast Hotels. “This deal is great news for our customers, who will benefit from the new urban style hotel concept APA has brought to the hospitality industry.”

The announcement was made at a joint press conference at the Coast Coal Harbour Hotel in downtown Vancouver, attended by: Mr. Toshio Motoya, Founder of APA GROUP, Ms. Fumiko Motoya, President of APA HOTELS, as well as Mr. Victor Komoda, President of Coast Hotels.

At the press conference Mr. Motoya stated “Coast Hotels is a recognized and respected brand. APA GROUP intends to position Coast Hotels as a sub-brand of APA Hotels & Resorts, boosting the ability to attract guests through the synergy of the expanded brand offerings.” Mr. Motoya further advised “APA expects to make Vancouver, which is strategically located to leverage Asia Pacific, its base of operations and head office for North American development.”

### **About APA Hotel Group**

APA Hotel Group was founded in 1971 by Mr. Toshio Motoya, and since then has expanded to include more than 373 hotels in Japan, making it the country's largest hotel group. Ms. Fukimo Motoya is President of the APA HOTELS, which prides itself on a new Urban Style Hotel concept that delivers high quality, highly functional and environmentally friendly hotels to the market.

In 2015, APA Hotel announced its first acquisition in North America, with the purchase of a property in New Jersey. With more than 60,000 rooms currently available under the APA brand, the company aims to reach 100,000 rooms by 2020.

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For interviews as well as photos and video of the press conference:

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