



Coast Hotels Announces Strategic Leadership Change to Accelerate U.S. Expansion and North American Growth

USA expansion plan will see Coast Hotels target a mix of owned and franchised properties, aiming at exponential growth in North America by 2028.

FOR IMMEDIATE RELEASE

Vancouver, B.C. – April 23rd, 2024 – Coast Hotels Limited, a fully owned subsidiary of APA Hotel Canada, Inc. and one of North America’s fastest-growing and one of Canada’s largest hotel brands, today announced a significant leadership transition aimed at propelling its ambitious expansion plans in the United States and driving exponential growth across North America by 2028.

As part of this strategic move, as of May 16th, 2024, Jin Sasaki, the current President of Coast Hotels Limited, will be relocating to Seattle, WA, to assume the role of President & CEO of Coast Hotels USA, Inc., a newly established subsidiary of Coast Hotels Limited. With his extensive experience and proven track record in the hospitality sector, Sasaki is poised to spearhead Coast Hotels rapid expansion efforts throughout the US Pacific Northwest.

Commenting on this transition, Sasaki expressed his enthusiasm, stating, "I am excited to take on this new role and lead Coast Hotels expansion in the dynamic U.S. market. With our commitment to delivering exceptional guest experiences and simplifying hotel franchising with our consultative and flexible approach, I am confident that we will achieve remarkable success in the years to come."

Simultaneously, Takamasa Machiura, currently holding a key leadership position within APA Hotels, will return to Vancouver, BC, to serve as President & CEO of Coast Hotels Limited. Machiura brings a wealth of expertise and strategic vision to this role, having played an instrumental part in Coast Hotels growth journey thus far.

"This is an exciting time for Coast Hotels as we embark on this strategic transition to accelerate our expansion and strengthen our presence across North America," remarked Machiura. "I am honored to return to Vancouver and lead Coast Hotels Limited as we continue to uphold our commitment to excellence and drive sustainable growth."

The strategic leadership change reflects Coast Hotels unwavering commitment to guest satisfaction and operational excellence. With a clear vision for the future and an experienced and dynamic leadership team in place, Coast Hotels is well-positioned to achieve its ambitious growth goals and solidify its position as a leader in the hospitality industry.

About Coast Hotels

Each Coast Hotel property is as unique as the destinations they are located in, yet they all have something in common: friendly service and our always pleasant amenities. Coast Hotels offers properties throughout British Columbia, Alberta, Saskatchewan, the Yukon, Alaska, California, Hawaii, and Washington State in cities large and small. As one of North America's fastest-growing hotel brands, Coast Hotels owes its continued expansion to its friendly service, prime locations, value, and guest satisfaction. Coast Hotels owns and franchises hotels under the Coast Hotels brand and manages hotels on both a Coast Hotels branded and independent basis.

About APA Hotels

Headquartered in Tokyo, Japan, APA has a network of more than 620 properties and over 93,000 rooms in Japan making it the country's largest hotel group. It also has one hundred percent ownership of Coast Hotels, the brand, and owns the six "by APA" hotels in Vancouver, Victoria, Chilliwack, Prince George, Edmonton, and Calgary. APA is known for their urban-style hotel concept that delivers high-quality, highly functional, and environmentally friendly hotels to the market.

Visit www.coasthotels.com or call 1.800.663.1144.

Media Inquiries:

Brigitte Diem-Guy
Vice President, Revenue Strategies & Communication
(604) 642-4105
b.diem-guy@coasthotels.com