



Coast Hotels Appoints Brigitte Diem-Guy as Vice President, Revenue Strategies & Communication

Expanding Hotel Brand Appoints New Vice President of Revenue Strategies & Communication and Accelerates Growth throughout North America

FOR IMMEDIATE RELEASE

Vancouver, B.C. – April 11th, 2022 – 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, is pleased to announce the appointment of Brigitte Diem-Guy as Vice President, Revenue Strategies and Communication.

In her new role, Brigitte will lead Coast Hotels’ Marketing, Communications, Revenue Performance and Sales operations, a new position representing the consolidation of these disciplines into one tightly knit department. This consolidation will allow Mark Hope, Vice President, Development, to lead the exponential growth strategy and advance distribution for Coast Hotels in major gateway cities throughout North America.

“On behalf of everyone at Coast Hotels, we are delighted that Brigitte has taken on this new cohesive role. I know that her revenue generation experience and talent along with a clear vision for the Sales and Marketing departments will prove essential in reaching our growth goals” said Takamasa Machiura, Executive Vice President, Coast Hotels.

Known as an accomplished senior revenue generation leader and advisory board member, Brigitte brings over 28 years of global marketing, communications, sales and brand positioning strategy to her role at Coast Hotels. Her proven success record spanning a broad cross-section of industries from destination marketing, travel and tourism, software and hospitality, includes the role as VP Sales, Marketing & Communication for SilverBirch Hotels & Resorts from 2011 to 2017.

“I’m honoured and excited to join the Coast Hotels team,” said Diem-Guy. “With the unwavering commitment of APA Hotels to the growth of this portfolio of one-of-a-kind properties and an unmatched dedication to guests, the revenue generation team is well-positioned to contribute to the long-term success of the company.”

About Coast Hotels

Each Coast Hotel property is as unique as the cities 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 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.

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