



Coast Hotels Expands back into the Yukon

April 4, 2022, opening of the Downtown, a Coast Hotel in Dawson City, Yukon

FOR IMMEDIATE RELEASE

Vancouver, B.C. – March 15, 2022 – Coast Hotels announced today that it has entered into a franchise agreement to brand the Downtown Hotel, located in Dawson City, Yukon to a Coast Hotels property – The Downtown, a Coast Hotel. The hotel will start welcoming guests under the Coast Hotels banner April 4, 2022.



The Downtown, a Coast Hotel is a 59-room property with meeting space, airport shuttle, and a full food & beverage experience through the Jack London Grill, and the Sourdough Saloon.

The Sourdough Saloon is home to the famed “Sourtoe Cocktail.” For the brave, swagger through the saloon doors and muster up the guts to try the Sourtoe Cocktail, a strange initiation involving a mummified human toe! Members are inducted into the Club nightly. As the famous poet Robert Service said, “There are strange things done in the Midnight Sun”! And remember you can drink it fast, you can drink it slow, but your lips must touch the toe.

“We’re really excited about entering back into a partnership with Coast Hotels. A former property we owned was branded with Coast until it was sold and given an alternate use. We’ve always enjoyed a strong relationship with Coast Hotels and look forward to adding our Dawson City asset to the Coast Hotels family.” Says Rich Thompson, CEO of NVD LP which is a part owner and manager of the hotel. NVD owns the hotel in partnership with Tr’ochëk Limited Partnership which is wholly owned by the Tr’ondëk Hwëch’in Trust.

The hotel is centrally located in Dawson, the second largest town in the Yukon. Its location is recognized as being the heart of Dawson City and it’s 1905-era design depicts Dawson during the gold rush.

“The addition of the Downtown to the Coast family extends our brand further into the north and the Yukon, giving our guests another Coast option in another Coast city” says Mark Hope, Vice President, Development for Coast.

Reservations for The Downtown a Coast Hotel can be made by calling 1.800.663.1144. Guests can expect Coast Hotels amenities including complimentary wi-fi, triple-sheeted bedding, in-room Starbucks Coffee & tea, and being rewarded through the Coast Rewards program when visiting the property.

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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 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.

Visit www.coasthotels.com or call 1.800.663.1144.

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