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Coast Hotels & Resorts Builds Regional Sales Team

Vancouver, B.C. – July 27, 2012 - Coast Hotels & Resorts has regionalized its Vancouver, British Columbia sales team for its signature Coast Coal Harbour and Coast Plaza & Suites downtown properties. Industry veteran Carla Cote joins the growing brand as Regional Director, Sales & Marketing to lead the new regional sales team, with the goal of providing enhanced and streamlined service to Coast clients.

Cote will be responsible for overseeing sales for the 269-room Coast Plaza Hotel & Suites and the 220-room Coast Coal Harbour Hotel. Cote brings more than 30 years hospitality experience to Coast, having served as Regional Director of Sales & Marketing and Director of Sales & Marketing at various Fairmont hotels in B.C., Alberta and Ontario, as well as holding progressive management roles with Triple Five Corporation, Courtyard Inns and Four Seasons Hotels & Resorts.

“Coast’s goal is to continuously delight and provide improved service to our valued clients” says Robert Pratt, president. “We recognized the opportunity to provide streamlined sales and booking resources for both Vancouver properties given they offer distinct benefits, yet are often both in demand by and a fit for our key customers” Pratt continued.

The Coast Hotels & Resorts brand is known for offering unique properties in distinct locations. Both downtown Vancouver properties offer a quintessential Vancouver experience with the Coast Plaza Hotel & Suites located in the heart of the West End neighbouring beaches, restaurants and the world-famous Stanley Park, and the Coast Coal Harbour boasting another prime waterfront spot within easy access to the Vancouver Convention and Exhibition Centre. Clients will now be able to book tour groups, conferences and catered events for both properties through one dedicated team.

The Coast Plaza Hotel & Suites is a landmark that offers spacious guest rooms and suites with many delivering spectacular views. Opened in 2010 in time for the Olympic Winter Games, the Coast Coal Harbour is a fresh, modern gem overlooking the inner harbour. Both properties serve corporate guests, conferences, tour groups and leisure travellers, as well as catered events with multiple choices for ballrooms, breakouts and special events.

About Coast Hotels & Resorts

Coast Hotels & Resorts is a leading North America hotel brand. The company's philosophy of delighting its guests through a superior standard of value, hospitality and service enables its continuing expansion. Coast Hotels & Resorts now owns, manages and franchises over 40 hotel and resort properties located throughout British Columbia, Alberta, Northwest Territories, the western United States, Alaska and Hawaii. Visit www.coasthotels.com or call 1-800-663-1144 for more info

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Media Inquiries

Jessica Agur

Marketing Coordinator

Coast Hotels & Resorts

T: 604-642-4102

E: j.agur@coasthotels.com