



Coast Victoria Hotel & Marina by APA Announces Guest Room Renovations to Enhance Guest Experience

Popular Victoria, BC, hotel offering stunning harbour and ocean views unveils plans for guest room renovations set to begin in December 2023.

FOR IMMEDIATE RELEASE

Vancouver, B.C. – October 11th, 2023 – 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 that [Coast Victoria Hotel & Marina by APA](#), British Columbia, unveiled its plans for guest room renovations, set to begin in December this year with an estimated completion in the spring of 2024. These renovations will offer guests an elevated Refreshingly Local™ experience with a focus on comfort, intuitively designed rooms and suites, and unparalleled service.

Nestled along the picturesque shores of Victoria Outer Harbour, Coast Victoria Hotel & Marina by APA has long been a beacon of coastal hospitality. The upcoming guest room renovations represent a significant investment in both style and comfort, further solidifying the hotel's position as a premier destination for leisure and business travelers alike.

"We are thrilled to be embarking on this renovation project," said Coast Victoria Hotel & Marina by APA General Manager, Marc Portelance. "We aim to provide our guests with an even more exceptional experience when they stay with us, from the moment they arrive until the time they depart. These new renovations will allow us to do just that."

The guest room renovation project will include updates to every room and suite, including new furnishings, bedding, fixtures, and full bathroom renovations. The design incorporates a unique coastal feel with contemporary lines and silhouettes that lend a relaxed elegance to the breezy simplicity of shore life. The redesigned open-concept space will also incorporate nature’s palette with a bit of drama and mood. Dark chocolates and caramel, the colors of earth, wood, and stone, will emulate a relaxing and warm feeling.

"We are proud to bring best-in-class accommodation to the residents of Victoria, Vancouver Island, and indeed the world", says Jin Sasaki, President & CEO of Coast Hotels. "We can't wait to reveal our beautifully renovated guest rooms and to offer those who have experienced the charm of Coast Victoria Hotel & Marina by APA a fresh, elevated experience."

The renovations are set to commence in December 2023 and will be completed in phases to minimize any disruptions to guests. During this time, the hotel will remain open, and guests can expect the same high level of service and comfort they have come to expect from Coast Victoria Hotel & Marina by APA.

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.

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