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## **Coast Hotels Paints the Town Purple. Now That's Refreshing.**

*International hotel group debuts its new brand identity and new feature-rich website*

**Vancouver, B.C.** – Coast Hotels is painting the town purple with the release of its new brand identity and the launch of its [new interactive website](#). The fresh look and feel epitomizes the Coast Hotels' friendly, authentic spirit and celebrates the hotel group's four decades of success in the North American market.

With 2013 marking Coast Hotels' 40<sup>th</sup> year of business, the brand's new *refreshingly local*<sup>™</sup> tagline showcases the sense of place and unique experience Coast has always delivered to guests across its portfolio of hotels. Each Coast property has a personality as distinct as the cities they're located in. The farthest thing from cookie-cutter, the road warrior business traveller or leisure experience seeker will delight in the differences that the unique hotel collection offers: from urban to suburban, historic 100 year-old classics to modern steel and glass, intimate lodges to larger conference houses.

Consistency still has its place. While distinctly different, Coast hotels are united in their commitment to deliver a great full-service experience and host of amenities such as complimentary Wi-Fi.

Coast Hotels' consultative brand development process included extensive stakeholder and customer engagement.

"We took the time to involve our customers and understand what really made Coast special to them. This new brand is about honoring our 40 years of history, while building for the next 40 and attracting new generations of travelers," shared Sarah Kirby Yung, executive director, marketing & communications.

The new website, [coasthotels.com](http://coasthotels.com), highlights the new look and feel of the brand and provides enriched functionality such as a streamlined booking process, improved Coast Rewards<sup>™</sup> loyalty member dashboard, and a new availability calendar. Use of responsive design was employed to deliver a strong guest experience across platforms from desktop to tablet to smartphone. In addition, new features such as a local guide and local events calendar for each hotel connect the guest to each destination helping them experience each one's local gems.

"Improving the visual richness as well as delivering enhanced functionality and an overall better online experience, were key goals for the website redesign," stated Kirby Yung.

"Our first priority is to delight our guests. Ensuring an engaging and easy online experience was important to us. We believe our new site helps guests connect to who we are, while meeting their expectations to make reservations anytime from their device of choice from tablet to mobile," adds Robert Pratt, president of Coast Hotels.



Key partners included GreenRubino, a Seattle-based award-winning integrated marketing agency and GCommerce, a leading hospitality marketing agency based in Park City, Utah. GreenRubino created the new Coast Hotels brand and brought it to life online across web, tablet and mobile devices. GCommerce developed the enhanced guest rewards and booking functionality, enterprise content management system and mobile platforms.

### **About Coast Hotels**

Coast Hotels offers properties throughout British Columbia, Alberta, Northwest Territories, the Yukon, Alaska, Arizona, California, Oregon and Washington. Coast owns, manages and franchises properties in cities large and small, as well as resort destinations. As one of North America's growing – and Canada's largest - hotel brands, Coast owes its continued expansion to its commitment to exceptional service, prime locations, value, and guest satisfaction. Visit [coasthotels.com](http://coasthotels.com) or call 1.800.663.1144.

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