

Coast Hotels Crosses Another Frontier With The Addition Of Its First Whitehorse Hotel

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Vancouver, B.C. - Vancouver based Coast Hotels crosses another frontier as it welcomes its first property in the Yukon in its capital city of Whitehorse. Coast Hotels brings its blend of first-rate service and exceptional value to this former independent property which will be known as the Coast High Country Inn effective January 21, 2013.

The addition of the Coast High Country Inn continues the brand's growth adding to its more than 40 properties in Western North America that covers two provinces, two territories and six US states. Each Coast hotel is known for its unique personality and prime location delivering the brand's signature combination of full service, value and local experience.

The branding of the hotel was done in conjunction with Northern Vision Development LP (NVD) who acquire income producing property and raw lands in Canada's Yukon Territory. NVD has become known as one of Whitehorse's leading real estate companies, and has acquired an enviable portfolio including the Yukon Convention Centre adjacent to the Coast High Country Inn.

"As a business we focus on increasing asset values and annual revenue generation. We made the decision to work with Coast Hotels as our brand of choice for High Country Inn given they share similar values and focus on performance" stated Rich Thompson, president & CEO of NVD.

The Coast High Country Inn offers 82 guest rooms including 22 suites, 5,500 square feet of meeting space, a restaurant, pub, exercise room and a further 9,000 square feet of meeting space in the adjacent Yukon Convention Centre. NVD has invested \$1 million on renovations over the past year with further improvements slated for the coming year. Whitehorse is a well diversified market. This new Coast property serves the corporate, meeting group, tour wholesale and leisure markets that flock to the 'home of the Midnight sun' for the popular Aurora Borealis viewing.

"We're delighted to partner with Northern Vision Development to welcome guests to the Coast High Country Inn and deliver a strong return to our franchisee" said Robert Pratt, president of Coast Hotels. Pratt continued, "This is an exciting time in Coast Hotel's growth. Coast has a strong brand and we're looking forward to continuing to expand our portfolio in key markets such as Whitehorse."

About Coast Hotels & Resorts

Coast Hotels & Resorts is a leading North American 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 owns, manages and franchises over 40 hotels and resort properties located throughout British Columbia, Alberta, Northwest Territories, the western United States, Alaska and Hawaii and now the Yukon.

Visit www.coasthotels.com or call 1-800-663-1144 for more info.

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