

FOR IMMEDIATE RELEASE

Love to Write? Win the Road Trip of a Lifetime and Be Part of the International Great Coast Road Trip

Coast Hotels, the refreshingly local™ North American hotel group, is seeking a budding writer to join a fleet of established bloggers set to travel through Canada and down the U.S. West Coast visiting 21 cities and logging more than 2,650 miles

VANCOUVER, B.C. – (April 16, 2014) – This spring, Coast Hotels is fueling up for its first ever [Great Coast Road Trip](#), a month-long 21 city tour across Canada and down the scenic U.S. West Coast visiting the brand’s properties and local hotspots along the way. With a squad of seven bloggers setting out to capture refreshingly local stories and photos already in place, Coast Hotels is now announcing an international search to fill the final leg of this exhilarating road trip through the Sunshine State and find an aspiring blogger to join the Great Coast Road Trip team.

“Each leg of this remarkable campaign will offer a selection of truly local experiences,” shared Sarah Kirby Yung, executive director, marketing & communications for Coast Hotels. “All of the Coast Hotels properties have personalities as distinct as the cities they’re located in. Instead of trying to create a cookie-cutter brand that makes you forget which city you’re visiting, we embrace the uniqueness of our hotels to bring value and personalized experiences to our guests.”

Launching online today, the application for entering the Great Coast Road Trip Contest can be found at www.greatcoastroadtrip.com/contest, and takes just a few minutes to complete. The winner will be announced on May 15, the same day the road trip officially kicks off, and will receive an all-expenses-paid adventure through California in exchange for sharing their experience on the trip blog on the [Great Coast Road Trip website](#).

Each blogger will complete one leg of the month-long Great Coast Road Trip and then hand the official car off to the next blogger in their final destination. Their experiences will span a variety of travel adventures, including explorations of the local foodie scene, outdoor exploits, couples-only activities, family-friendly travel stops and more. These memorable moments will be shared on the campaign website throughout the journey allowing armchair travellers to experience the destinations along with the writer – and plan their own future visit to the cities that appeal to them most.

Timed with the spring launch of the Great Coast Road Trip, Coast Hotels will also be launching its summer Stay Longer, Save More promotion. Early bird travelers who book by June 30 will receive 20-percent off a two-night stay, 30-percent off a three-night stay and 40-percent off a four-night stay or more at participating hotels. Anyone who joins the [Coast Rewards](#) program can also start earning points towards future free nights as the more guests stay, the more points they earn.

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“With long awaited summer around the corner, leisure travelers are eager to enjoy the warmer weather and unforgettable experiences,” said Kirby Yung. “Coast Hotels is happy to help make those moments possible by providing trip inspiration with our Great Coast Road Trip journeys and a welcoming home base with our friendly service, prime locations, and great value.”

To learn more about the Great Coast Road Trip or to enter to win the last travel leg of the journey, please visit www.greatcoastroadtrip.com/contest.

About Coast Hotels

Coast Hotels offers properties throughout British Columbia, Alberta, Northwest Territories, the Yukon, Alaska, California, Oregon and Washington. Coast owns, manages and franchises properties in cities large and small. As one of North America’s growing – and Canada’s largest – hotel brands, Coast owes its continued expansion to its friendly service, prime locations, value, and guest satisfaction. Visit coasthotels.com or call 1.800.663.1144.

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