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**Coast Hotels welcomes new property in the strategic Bow Valley, Alberta corridor
with addition of the Coast Canmore Hotel & Conference Centre**
Canmore's only conference centre hotel chooses the Coast Hotels brand

Vancouver, B.C. – Vancouver based Coast Hotels is welcoming its newest hotel with the addition of the Coast Canmore Hotel & Conference Centre effective June 11, 2014. This former Radisson Hotels property is strategically located in beautiful Canmore just 15 minutes from the resort town of Banff and 1 hour west of Calgary. The new property complements the brand's strong portfolio and existing locations in Calgary and Edmonton.

The branding of the hotel was done in conjunction with H2 Canmore Lodging LP (H2) who purchased the property. H2 president, leading industry veteran and local Canmore resident Michael Hannan selected Coast Hotels for the winning combination of friendly service and exceptional value it delivers to guests, as well as Coast's track record in brand delivery.

"As a business we focus on maintaining strong asset value and annual revenue generation while playing a vital role as part of the community. We made the decision to work with Coast Hotels as our brand of choice for the Coast Canmore Hotel & Conference Centre, given they share the same values, focus on performance, and a community approach that is refreshingly local" said Michael Hannan, president of H2.

The addition of the Coast Canmore Hotel & Conference Centre continues the brand's growth adding to its almost 40 properties in Western North America that cover two provinces, two territories and four US states. Each Coast hotel is known for its unique personality, prime location, and delivery of the brand's signature combination of full-service, value and local experience.

"We're delighted to partner with H2 Canmore Lodging LP to welcome guests to the Coast Canmore Hotel & Conference Centre, the destination's only conference hotel" said Robert Pratt, president of Coast Hotels. "Having a footprint in the strategic Bow Valley corridor will add value to our existing customer base by having a premium offering in this key Alberta market" continued Pratt.

Canmore, Alberta is known for its endless outdoor recreational opportunities including skiing, hiking, biking and fishing, as well as charming small town atmosphere. This new Coast hotel will service the corporate, meeting group, tour wholesale and leisure markets who will delight in this authentic mountain community nestled in the heart of the spectacular Canadian Rockies, that offers both easy access to, as well respite from, the hustle and bustle of neighbouring cities.

The Coast Canmore Hotel & Conference Centre is a full-service property offering 164 bedrooms and suites with individual climate control, triple sheeting and Coast's complimentary high-speed in-room Wi-Fi, 10,000 square feet of versatile meeting and banquet space including a 6,000 square-foot ballroom, Vic's Steakhouse restaurant featuring AAA local Alberta beef and game as well as Canadian wines, business centre, fitness centre and indoor pool.



“Coast Hotels has a strong presence throughout Western Canada and the United States. We are thrilled that they are coming to Canmore and excited to include Coast Hotels as part of our overall marketing strategy,” said Andrew Nickerson, president and CEO of Tourism Canmore Kananaskis. “Coast Hotels truly celebrates its local destinations and we are looking forward to seeing the rebrand of the property embrace the vibrancy and authenticity of our community” Nickerson added.

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About Coast Hotels

Each one of Coast’s hotels is as unique as the cities they’re located in, yet they all having something in common: a full service experience and a host of amenities. Coast Hotels offers properties throughout British Columbia, Alberta, Northwest Territories, the Yukon, Alaska, California, Oregon and Washington, and 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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