



FOR IMMEDIATE RELEASE

New Urban Style Hotel Lands Harbourside in Victoria

VANCOUVER, BC (February 15th 2017) – Victoria has a newly named hotel today, bringing a New Urban Style Hotel concept to one of the best locations in the city. The Coast Victoria Harbourside Hotel & Marina has been officially renamed the **Coast Victoria Hotel & Marina by APA**. It is the second APA branded hotel in Canada following the acquisition of Coast Hotels by Japan’s APA Hotel Group and rollout of the APA concept in downtown Vancouver.

At a reception and ribbon cutting ceremony today, clients and local Victorians toured the renovated lobby and newly refreshed guestrooms with enhancements including: Japanese electric bidet seats (TOTO®), 55” flat screen TVs and traditional welcoming origami cranes, a symbol of hospitality. These high quality amenities are signature features of APA Hotel in Japan and unique to APA’s Urban Style Hotel concept. With the rebranding, members of APA’s popular rewards program will now be able to earn APA points when staying at the hotel.

The president of Coast Hotels, Victor Komoda, attended the opening event. He said, “We’re delighted to have chosen Victoria to be the second Canadian Coast Hotels by APA property. The Coast Victoria Hotel & Marina by APA has one of the most serene locations in the city. Its unrivalled waterfront setting will now be matched with unrivalled guest amenities.”

The Coast Victoria Hotel & Marina by APA features a spectacular oceanfront location on Victoria’s lively outer harbour, panoramic views, a full-service 42-slip marina, the popular Blue Crab Seafood House, indoor/outdoor pool and gorgeous event spaces. Guest rooms feature large windows to take in the fresh ocean air with most offering Juliet or patio-style balconies. The hotel’s location offers easy access to Fisherman’s Wharf, the harbour ferries, Helijet, Parliament Buildings and the inner harbour.

Also in attendance: Mr. Hayashi Sasaki, president, APA International, Mr. Victor Komoda, president, Coast Hotels, Mr. Bill Lewis, chair, Tourism Victoria, Mr. Daryl West, Hotel Manager.

APA Hotel Group announced the acquisition of Coast Hotels with its 37 branded properties in Western North America in September 2016. APA has 348 hotels in its network in Japan, with a total of 415 properties planned including new builds and franchise hotels. APA’s goal is to achieve 100,000 rooms by 2020.

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