



FOR IMMEDIATE RELEASE: MARCH 20, 2018

Nanaimo's Coast Bastion Hotel scoops brand's Hotel of the Year twice in a row

Coast Hotels announced the honour at its annual conference in Victoria, BC

Vancouver, B.C. – The Coast Bastion Hotel earned Coast Hotels' top annual award at its recent brand conference in Victoria, British Columbia. General Manager Daryl West was on hand to proudly accept the award, together Director of Sales and Marketing Elverna Edwards-Mailloux who took home the Platinum Salesperson of the Year award.

The Hotel of the Year is given by the brand to the property that demonstrates top results and improvement on a number of measures, including net promoter score (NPS) and revenue generated per available room. Coast Hotels considers NPS - the likelihood a guest will recommend a property to others – a top measure of success. The hotel snagged the recognition in a two-peat performance.

West, who is originally from the UK, joined Coast Hotels as hotel manager of the Coast Victoria Hotel & Marina by APA in June, 2016, bringing hospitality operations and financial leadership experience to the brand. He recently took up the reins of general manager of the Coast Bastion Hotel, lured by the warmth of the community and the great staff.

West said "This award for Hotel of the Year belongs to our amazing team at the Coast Bastion Hotel who make our guests feel so welcome. It's a joy to join such a great group of people and the Nanaimo community."

West believes there is tremendous opportunity for Nanaimo to be a key home base for visitors seeking West Coast adventure on Vancouver Island, and to cement itself as a desired BC tourism destination. The new Canadian citizen and adventurer (he trained to pilot bobsled on the Whistler Olympic track during the 2010 Olympic Winter Games doing 20 runs with 4 crashes!) is wasting no time putting down roots with plans to hike the local back country, ride the mountain bike trails and continue his passion for sky diving and kite boarding with his fiancé Beth whom he is marrying in November.

The Coast Bastion Hotel has been a landmark in Nanaimo for more than 30 years. 'Bastion' comes from the French circa 16th century and is regarded as something that upholds an attitude. Fitting, as the hotel has been a longstanding welcoming beacon for travellers and the local community.

About Coast Bastion Hotel

The Coast Bastion Hotel is located in the heart of Nanaimo, near the ferry terminal and within walking distance to the seawall walkway, restaurants, bars, and boutiques of all kinds. Guest rooms – many with spectacular ocean views - are bright and modern, featuring complimentary Wi-Fi as well as access to a business centre and well-equipped fitness centre.

About Coast Hotels

Coast Hotels offers properties throughout British Columbia, Alberta, Northwest Territories, the Yukon, Alaska, California, Hawaii, 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 friendly service, great locations and a refreshingly local approach. Visit coasthotels.com or find us [@coasthotels](https://www.instagram.com/coasthotels).

For Social Media

#Nanaimo's Coast Bastion Hotel scoops brand's Hotel of the Year twice in a row. The two-peat was announced [@coasthotels](https://www.instagram.com/coasthotels) annual conference. #ExploreNanaimo #ExploreBC [@tourismlanaimo](https://www.instagram.com/tourismlanaimo) [@DestinationBC](https://www.instagram.com/DestinationBC) [@TIABC_CA](https://www.instagram.com/TIABC_CA)

Media Contact

Sarah Kirby-Yung
t: 604-642-4105
e: s.kirbyyung@coasthotels.com