



Coast Hotels Expands Eastward with First Franchise in Saskatchewan Brand Selected by Local Swift Current Entrepreneurs

FOR IMMEDIATE RELEASE

Vancouver, BC (January 23, 2019) – Vancouver-based Coast Hotels is expanding once again with its first franchise and inaugural hotel in Saskatchewan. Local entrepreneurs the Thacker family decided to rebrand the property selecting Coast Hotels as their top choice.

The Coast Swift Current Hotel originally known as the Horseshoe Lodge and most recently the Days Inn by Wyndham Swift Current, has been in the Thacker family for 44 years. Patriarch Bill Thacker purchased the property in 1975 and under his leadership the hotel grew to become a local favourite in Swift Current. It is now managed by a second generation of Thackers: Terry, Patti, Bob and Bert.

Located in the Southwest region of Saskatchewan, the hotel is nestled equidistant between Medicine Hat and Regina on the Trans-Canada Highway, making it a perfect stop on a Prairie road trip or business trip.

Changes at the hotel have been just as swift as its name suggests. Guests can now enjoy the refreshing stays Coast Hotels is known for at this full-service hotel including spacious accommodations with triple-sheeted beds, free in-room high-speed Wi-Fi, flat screen TVs, and in-room Starbucks® for the love of java. The property also offers free breakfast and parking, space for groups from 25 to 250 with 4,200 square feet of meeting space, Smiley's Bar & Grill and a fitness centre.

The Thacker family selected Coast Hotels for its emphasis on unique properties in unique destinations. "Coast Hotels' strong leisure customer base, its strength in meetings and group, and popular Coast Rewards program offering room upgrades and mileage plan earning options, bring value to our business" said Patti Rogers, owners' representative. "As entrepreneurs we focus on ensuring strong asset value and revenue generation while playing a vital role in our community. We chose the Coast Hotels brand given they share the same performance focus and community approach we do" continued Rogers.



With a yearly average of 2,374 hours of sunshine, Swift Current ranks as one of the sunniest spots in the country. Swift Current is also known for clear skies to savour those endless vistas. The Canadian love of hockey reigns here as the city is home Saskatchewan Hockey Hall of Fame. Other visitor highlights include the Living Sky Casino, Grasslands National Park, golf, and the Mennonite Heritage Village living museum depicting the life and times of early settlers.

The new franchise property marks the brand's expansion eastward across Canada. The addition of the new Saskatchewan franchise will bring Coast Hotels' total properties to 35 in Western North America covering three provinces, one territory and five US states. "We're delighted to partner with the Thacker family to welcome guests to a new Coast Hotel and the beautiful province of Saskatchewan as we continue our growth across the country" said Takamasa Machiura, executive vice-president of Coast Hotels.

-30-

About Coast Hotels

Each one of the Coast hotels properties is as unique as the cities they're located in, yet they all have something in common: friendly service and a host of amenities. Coast Hotels offers properties throughout British Columbia, Alberta, Saskatchewan, the Yukon, Alaska, California, Hawaii, Oregon and Washington, and owns, manages and franchises properties in cities large and small. As one of North America's growing 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.

It's the differences that make things interesting. Each one of our hotels is as unique as

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