



## Coast Inn of the North Enters a New Era

*On May 2, 2019, The Coast Inn of the North Became the Coast Prince George Hotel by APA*

### FOR IMMEDIATE RELEASE

**Vancouver, B.C. – May 6, 2019** – The Coast Inn of the North recently celebrated its 50-year anniversary in Prince George. Now, Coast Hotels is pleased to announce that the hotel is changing its namesake and is offering upgraded amenities as it completes its conversion to a Coast Hotels by APA property.

“The new amenities provide a truly differentiated experience in the Prince George market”, states Coast Prince George Hotel by APA General Manager, Arun Mutalik. “We’re excited to have guests experience the new by APA elements, knowing that they can still expect our signature warm, friendly welcome and service.”

Coast by APA properties incorporate electric bidet seat (TOTO®) Washlets, 55” flat screen TVs, slippers and traditional welcoming origami cranes – a symbol of hospitality. These are signature features of APA Hotels, and unique to APA’s urban-style hotel concept.

“Prince George is a market with significant growth potential and we’re excited to continue evolving our Coast property to ensure it maintains top-standing in the community”, noted Coast Hotels President, Jin Sasaki. “These urban-style updates add to the hotel’s allure.”

Coast Prince George Hotel by APA celebrated the conversion with a special reception on May 2<sup>nd</sup>. Mr. Toshio Motoya, APA Group CEO & Founder and Mrs. Fumiko Motoya, President, APA Hotels were on-hand for the festivities.

**Please note:** Medium resolution photos are available for download [here](#).

### About Coast Hotels

Each Coast Hotel property 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 in cities large and small. As one of North America’s fastest growing hotel brands, Coast Hotels owes its continued expansion to its friendly service, prime locations, value and guest satisfaction. Coast Hotels owns hotels, franchises hotels under the Coast brand and manages hotels on both a Coast Hotels branded and independent basis. Visit [coasthotels.com](http://coasthotels.com) or call 1.800.663.1144.

## About APA Group

Headquartered in Japan, APA Group (Always Pleasant Amenities) acquired Coast Hotels in 2016. In addition to Coast Hotels, APA operates more than 400 properties in Japan and a stand-alone property in the United States. APA is known for their urban-style hotel concept which is also earth friendly. Their down-sized guest rooms have allowed for reduction of carbon emissions by one-third.

## Media Inquiries

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