

you are the brand

may 2025

featuring:

Our feature Ambassador for the month of May is Leeann, our Front Desk Agent at the Coast Bastion Hotel in Nanaimo, BC.

Leeann was born in White Rock and raised in Prince George. After graduating high school, life brought her to Nanaimo to be with her boyfriend—and she's never looked back. Leeann has since fallen in love with the island's natural beauty and laid-back lifestyle, making Vancouver Island her forever home. Leeann's positive energy, dedication to well-being, and heartfelt approach to hospitality make her a truly deserving recipient of this month's You Are the Brand recognition.

Why did you choose the hospitality industry, and specifically Coast Hotels?

I have always been drawn to the hospitality industry because I really enjoy creating positive experiences for people. There is something rewarding about being part of someone's memorable stay.

What really attracted me to Coast Hotels specifically is the company's reputation for providing consistent, high-quality service while still maintaining a warm, local feel.

What's a piece of advice that resonates with you?

One piece of advice that is always stuck with me is: "People may forget what you said, but they'll never forget how you made them feel." It reminds me that kindness, empathy, and how you treat others can leave a lasting impact.

What is your definition of success?

To me, success means doing my best, learning from every experience, and making a positive impact no matter how small. It is about growing a little each day and supporting those around me.

What are you most proud of in your role?

I am most proud of the moments when I have been able to turn a challenging situation into a positive one for a guest. Whether it was helping resolve an issue or just going the extra mile to make someone feel cared for.

What inspires you and why?

I am inspired by the power of kindness. Even small acts, like a smile or listening to someone, can completely change someone's day. We all have the ability to make a meaningful difference, and that is what keeps me motivated.

If you could have lunch with anyone, who would it be?

If I could have lunch with anyone, it would be my Papa Gary. He was my best friend, and I miss him every day. Unfortunately, he passed in 2020 from COVID complications. He truly was the most selfless man, and I would give anything to sit down with him one more time, share a laugh, and to tell him how much he meant to me.

What would your dream vacation be?

My dream vacation would be a week at a wellness retreat, where I could focus on rest, self-care, and mindfulness.



What was your dream job when you were a kid?

When I was a kid, I wanted to be a veterinarian because I love animals and wanted to help them feel better. While I did not pursue that path, the desire to care for others has always stayed with me.

What is the top item on your "bucket list"?

The top item on my bucket list is to travel to Egypt. Exploring the historical sites and learning more about one of the world's oldest civilizations would be an unforgettable experience.

Describe your personality in three words:

Empathetic, supportive, patient.

If you could live anywhere in the world, where would it be?

As of right now, I am content with where I am currently living. Nanaimo feels like home, not just because of how beautiful it is here, but because of the amazing job I have. Being surrounded by nature, working a job that brings me purpose, and having that sense of belonging means so much to me.

thank you Leeann
*for being an amazing
ambassador!*

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