

featuring:

Our featured Ambassador for the month of June is Michelle, Sales Manager at Coast Coal Harbour Vancouver Hotel by APA.

Michelle has spent more than 16 years with Coast Hotels, though what some people may not know is that she didn't start her career in hotels at all. After working as a Professional Conference Organizer, she was considering a career change and was drawn to Coast Hotels by the welcoming culture and friendly people she encountered. After several interviews and plenty of competition, she earned her opportunity and has never looked back.

When you meet Michelle, what stands out is her genuine curiosity about people. Conversations with her rarely feel transactional. She has a natural ability to connect, build relationships, and make others feel welcome. More than any sales number or contract, it's those relationships that define her success—and why people remember her long after the conversation ends.

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

I chose hospitality because I genuinely enjoy people. I like getting to know different personalities, building relationships, and helping create experiences that someone remembers long after they've checked out. As for this hotel, it just felt like the right fit. It's fast-paced, full of interesting people, and no two days are exactly the same. I like environments that keep me learning, adapting, and connecting with others, and this place does that every day.

what would you say is the best part about working at Coast Hotels?

I feel incredibly fortunate to work with such a phenomenal group of people. Everyone here is committed to delivering an exceptional guest experience, and there's a real sense of teamwork and support. To be honest, it feels like a family.

what is your definition of success?

Success is showing up in a way that is meaningful and purposeful. When you live authentically and stay true to your values, success becomes not only attainable but deeply rewarding. To me, it isn't about money or possessions; it's about being kind, honest, and making a positive impact on the people around you.

what is a piece of advice that resonates with you?

I've been blessed with so many mentors who believed in me, and what I have learned from them all is that if you dedicate your energy only to your actions, your reactions and your efforts, everything else, such as people's opinions, outcomes and external events are outside of your control. I'm loud, I am who I am. But I can't be vexed by what they think of me.

what are you most proud of in your role?

Honestly, the team. I'm incredibly proud of the people I work with and what we've accomplished together. We've been through a lot—COVID, renovations, operational challenges—and through it all, people continued to show up, support one another, and deliver for our guests. If I had to pick a personal accomplishment, it's simply that I'm still here. Hospitality can be challenging, but I've grown tremendously through the experience, and I'm proud to still be part of this team.



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

Maya Angelou. She was a remarkable woman who overcame tremendous adversity and used her voice to inspire generations. She marched alongside Martin Luther King Jr. and lived through a period of history that presented enormous barriers for women and people of color. Yet she transformed those experiences into powerful literature and lasting wisdom. I think she would have incredible stories to share.

what inspires you & why?

People who are selfless and help others without expecting anything in return. Seeing that kind of generosity and compassion inspires me to be a better person and reminds me of the impact we can have on each other.

describe your personality in three words:

Honest. Friendly. Forthcoming.

*thank you Michelle
for being an amazing
ambassador!*

For our latest job postings, please visit
www.coasthotelscareers.com