



Coast Hotels to expand USA footprint, completes acquisition of master franchise agreement

USA expansion plan will see Coast Hotels target a mix of owned and franchised properties, aiming at exponential growth in North America by 2027.

FOR IMMEDIATE RELEASE

Vancouver, B.C. – January 03rd, 2023 – Coast Hotels Limited, a fully owned subsidiary of APA Hotel Canada, Inc. and one of North America’s fastest-growing and one of Canada’s largest hotel brands, today announced that it has completed the acquisition of a master franchise agreement inclusive of all existing franchised hotels from Coast Hotels USA, LLC.

The USA expansion plan will enable Coast Hotels to increase its footprint, particularly throughout the West Coast. Operating as Coast Hotels USA, Inc., a newly established subsidiary of Coast Hotels Limited, the company aims to achieve significant growth through a combination of new franchise and hotel management contracts, mergers and acquisitions and the purchase of hotel real estate in key locations by 2027.

“Today’s announcement and our plans for the USA expansion represent one of the most important milestones in our 50-year history as a hospitality company,” said Mr. Jin Sasaki, President of Coast Hotels. “The opportunity to focus on USA’s most dynamic destinations and introduce our unique, localized approach and our unmatched dedication to our guests will present outstanding opportunities for expansion. We look forward to working with our parent company, APA Hotels, and all of our partners as we embark on a new era as a company.”

The USA expansion plan represents the latest phase of Coast Hotels’ growth strategy. In 2022, the company added five hotels to its portfolio including the acquisition and conversion of the Regency Suites Hotel to the [Coast Calgary Downtown Hotel & Suites by APA](#).

-30-

About Coast Hotels

Each Coast Hotel property is as unique as the destinations they are located in, yet they all have something in common: friendly service and our always pleasant amenities. Coast Hotels offers properties throughout British Columbia, Alberta, Saskatchewan, the Yukon, Alaska, California, Hawaii, 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 and

franchises hotels under the Coast Hotels brand and manages hotels on both a Coast Hotels branded and independent basis.

About APA Hotels

Headquartered in Tokyo, Japan, APA has a network of more than 620 properties and over 93,000 rooms in Japan making it the country's largest hotel group. It also has one hundred percent ownership of Coast Hotels, the brand, and owns the six "by APA" hotels in Vancouver, Victoria, Chilliwack, Prince George, Edmonton, and Calgary. APA is known for their urban-style hotel concept that delivers high-quality, highly functional, and environmentally friendly hotels to the market.

Visit www.coasthotels.com or call 1.800.663.1144.

Media Inquiries:

Brigitte Diem-Guy
Vice President, Revenue Strategies & Communication
(604) 642-4105
b.diem-guy@coasthotels.com