

you are the brand

february 2025

featuring:

Our feature Ambassador for the month of February is Karndeep Nijjar, a Security Guard, at the Coast Prince George Hotel by APA.

Karndeep, known as KD, joined Coast Prince George Hotel by APA as a Security Guard in Oct 2023. KD resided in Toronto where he had 5 years of F&B management experience when decided it was time to try something new and tried his hand at upholstery. It was not working out well, when a friend who worked at Coast Prince George Hotel by APA gave him a call and referred him for a Security Guard position. KD got the job and made the move to Prince George!

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

I researched a lot about the company, and found out this hotel has people that have worked in it up to 50 years, so it must be a great place to work. Also, my friend referred me, and I trusted him that this was as good place to work.

I originally wanted to be at the Front Desk but started out as a Security Guard. Now that I am working as security, I like the position and the opportunity to be able to go all over the hotel. I enjoy helping in other department if needed and every day is different from the next.

What is the best part about working at Coast Prince George Hotel by APA?

Working as a team. I look out for the hotel and the Ambassadors here look out for me. Especially if I am interacting with someone that maybe should not be on the property, they will always ensure I have back up and someone looking out for me while I am doing my job.

What is your definition of success?

Success to me is when working your job isn't for the money, it is because you love your job.

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

Our GM, Gagandeep gave me advise last year that wherever you are in the hotel, you have an opportunity to learn something. I have grown so much over the year taking this advice.

What are you most proud of in your role or your biggest accomplishment in your role?

I am most of proud of the trust that people have in me at work. People here count on me and have faith that I will always do the right thing for our hotel, our guests and the company.

What inspires you and why?

I lost my father at a young age and have always been driven to provide for my family and ensure they are taken care of. It has always been important to me to have a stable job and income to support my family.

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

My mother, I haven't had much time to spend with her in the 7 years I have been in Canada. I am here to make a better life for her.



What was your dream job when you were a kid?

When I was around 12, I wanted to be an Engineer for artificial intelligence. I took classes in high school to go down this road but ended up here in Canada where I received a diploma in business management.

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

Travel around the world, specifically to visit Antarctica. **Describe your personality in three words:**

Honest, Ethical and Dedicated

What would your dream vacation be?

I would like to go to Mexico. There are a few Ambassadors that have gone this year, and it sounds like fun!

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

I would like to go back to my birthplace, West Bengal.

Any advice for people thinking of joining our industry?

Coast is an open and welcoming place to work where you can learn a lot of things.

thank you KD for being an amazing ambassador!

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