

featuring:

Our featured Ambassador for the month of September is Sofia, Front Desk Agent at Coast Bastion Hotel. Sofia joined Coast Hotels in January 2026; returning back to the Island after working abroad as an interpreter.

why did you choose the hospitality industry?

I knew I wanted to get back into the hospitality industry to get my footing once I returned. Hotel and tourism sector was a familiar ground and I wanted to make use of my BBA. During my undergrad I worked at a couple places in the heart of downtown, so Coast Bastion felt like a natural choice.

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

I love a good slogan, and 'refreshingly local' really stuck with me. It's hard not to be local when Nanaimo is so small and tight knit, but Coast Bastion does it particularly well; it's a 'home away from home' for many travelers and it's our people that nurture this connection.

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

Try your best, do the right thing, and get better each day' - that's the John Barsby way. Maybe it's the repetitive nature of daily high school announcements or having to say them over the mic in my formative years.

what are you most proud of in your role?

I love language, the nuance of language and its impact on guest experience in my role. I have gotten very good at my check in speech' that is clear and direct. It was important for me to create my own script that covers all the necessary information without overwhelming the guest. It's interesting to see how and when people pay attention, and it's my responsibility to guide the guest and hopefully anticipate their concerns and resolve them before it's a problem. I learned how to write upside down to provide written records of information that the guest must not forget.

what was your dream job when you were a kid?

Always thought I'd be a ballerina. Visual and performance arts have always inspired me and have impacted on the way I approach my work.

what is your favorite food?

Anything that I get to make and share with loved ones.



who or what inspires you & why?

Most of all, love inspires me. Loving intentions for all that surrounds me. I love tying my cute little blue neckerchief before shift, I love eating a pb'n'j sandwich in the staff room at lunch, I love waving at people and guests passing by. My will is to act, and my will is guided by love.

what would your dream vacation be?

Drive a Lada 2105, from Moscow to BC through Georgia, Balkans, Spain and Americas.

**thank you Sofia
for being an amazing
ambassador!**

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