

*transformational partnerships*  
*collaborative approach*  
*competitive returns*



*our local approach is your strategic advantage*





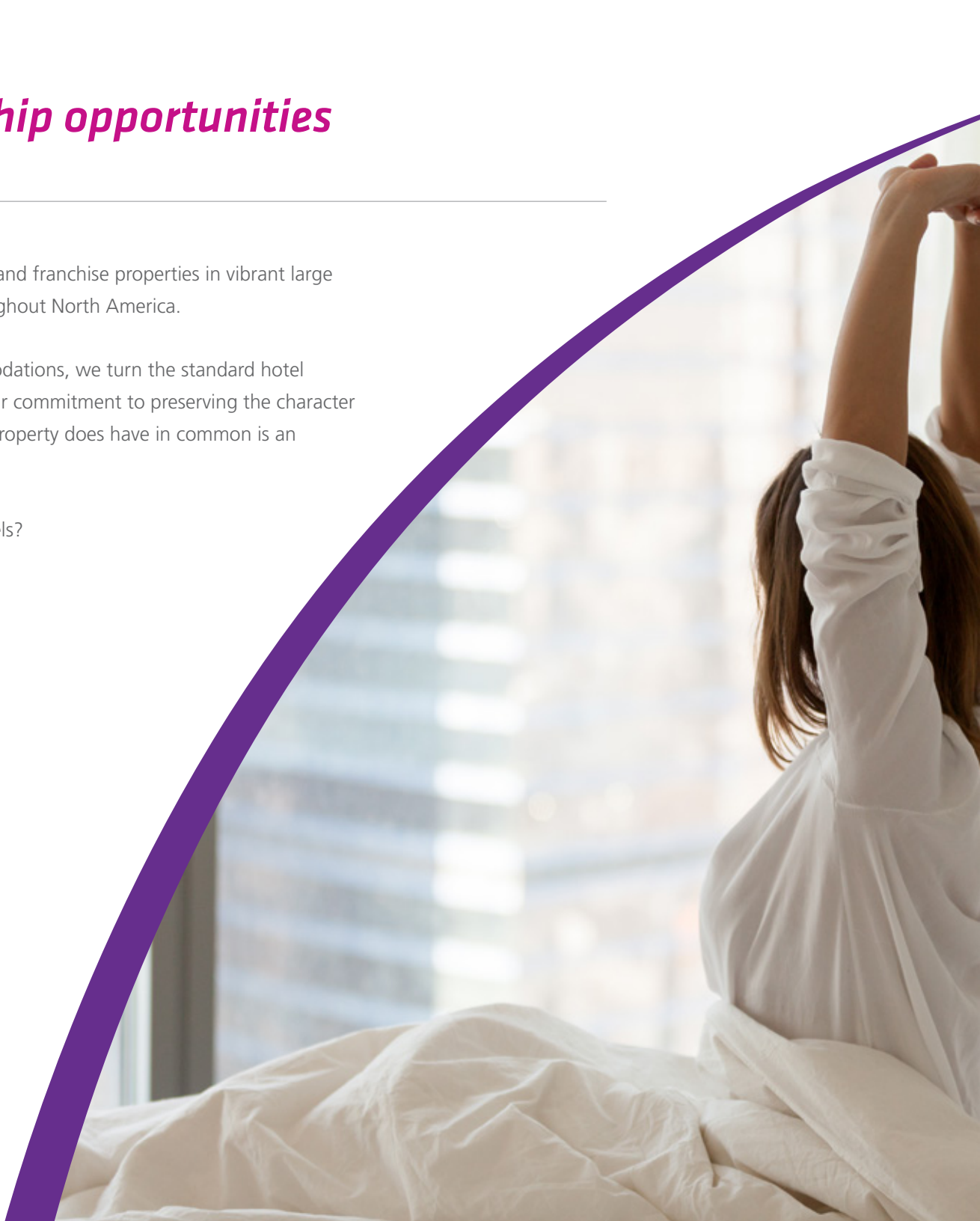
# *transformational partnership opportunities*

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Coast Hotels is anything but cookie-cutter. We own, manage and franchise properties in vibrant large cities, tranquil resort towns and everywhere in between throughout North America.

As today's travelers gravitate toward unique lodging accommodations, we turn the standard hotel brand concept on its head with our localized approach and our commitment to preserving the character of every community we are situated in. However, what each property does have in common is an exceptional value and an unmatched dedication to our guests.

Isn't it time that you joined our network of one-of-a-kind hotels?



# where we're located



## canada alberta

Calgary  
Canmore  
Edmonton (3)  
Grimshaw  
Jasper  
Lethbridge  
Nisku

## british columbia

Abbotsford  
Campbell River  
Chilliwack  
Fort St. John  
Kamloops  
Kelowna  
Langley  
Nanaimo  
Oliver  
Osoyoos  
Prince George  
Revelstoke  
Sechelt  
Sun Peaks  
Tsawwassen (Delta)  
Vancouver  
Victoria  
Williams Lake

## saskatchewan

Swift Current

## yukon

Dawson City

## usa

### alaska

Anchorage

### california

Burbank (2)  
Santa Barbara

### hawaii

Kauai

### washington

Bellevue  
Pullman  
Sea-Tac Airport  
Wenatchee



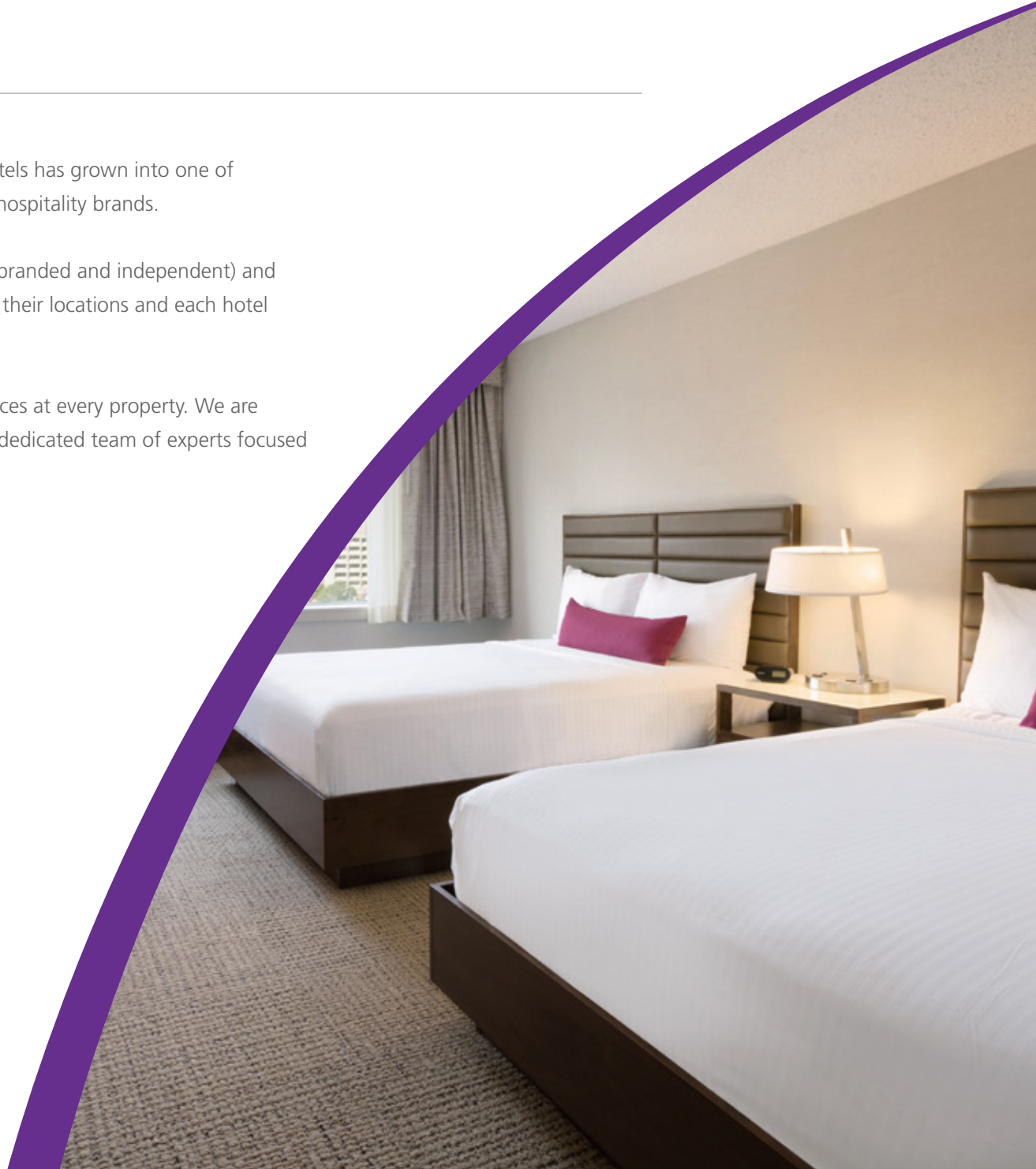
## *about coast hotels*

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Since acquiring our first property over 50 years ago, Coast Hotels has grown into one of North America's fastest-growing and one of Canada's largest hospitality brands.

Coast Hotels represents a diverse blend of owned, managed (branded and independent) and franchised properties. Our portfolio is as unique and varied as their locations and each hotel brings a style and personality all its own to the brand.

As hospitality experts, Coast Hotels facilitates unique experiences at every property. We are passionate professionals, offering superb management and a dedicated team of experts focused on driving revenue and guest loyalty.

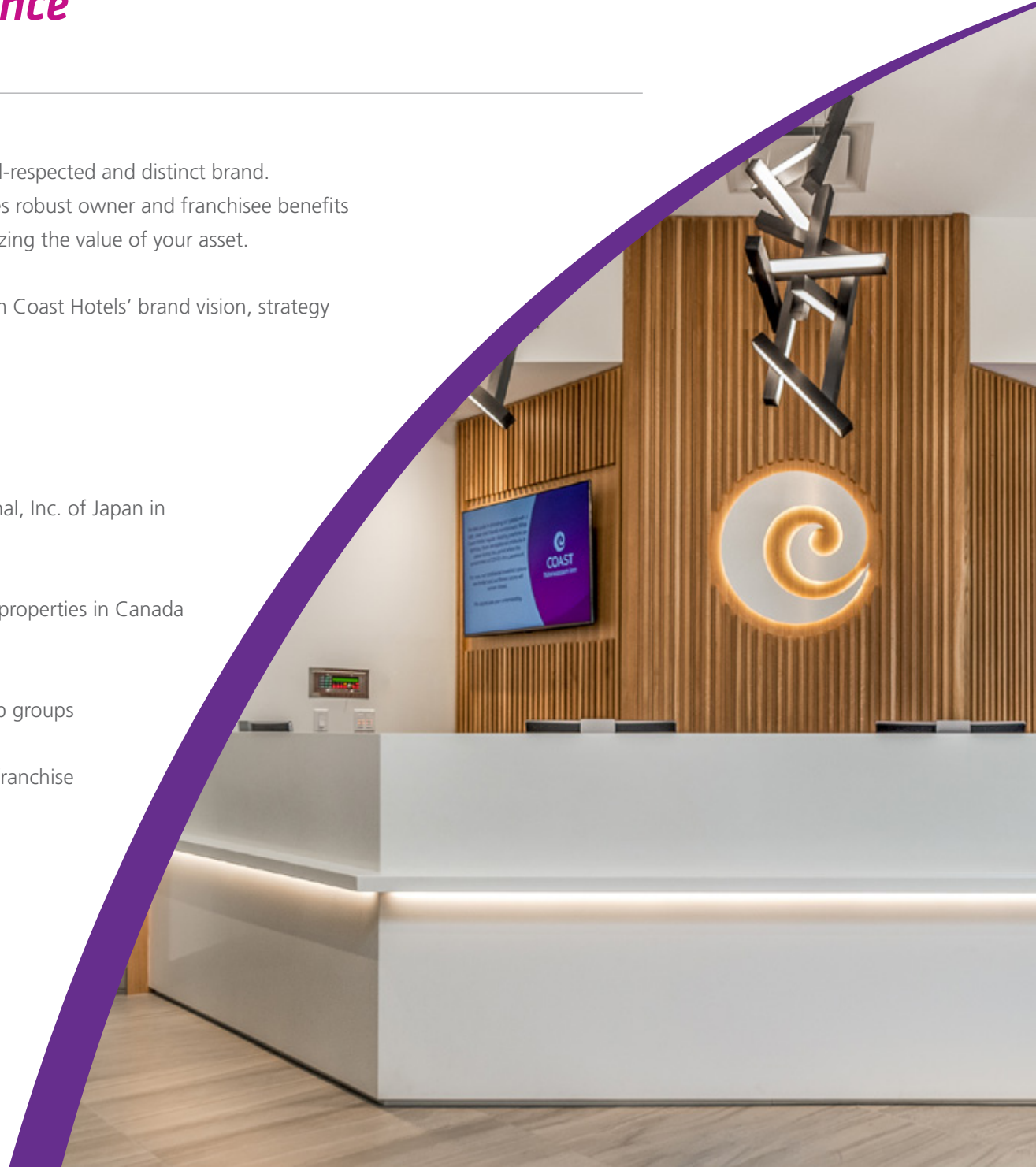


## *about coast hotels at a glance*

Coast Hotels enhances your property by aligning it with a well-respected and distinct brand. Through our brand delivery and services, Coast Hotels provides robust owner and franchisee benefits ultimately driving more profit to your bottom line and maximizing the value of your asset.

We believe that aligning your property's unique attributes with Coast Hotels' brand vision, strategy and services is the key to success.

- Headquartered in Vancouver, BC, Canada
- Founded in 1972 and purchased by APA Hotel International, Inc. of Japan in September 2016
- Coast Hotels currently owns, manages and franchises 39 properties in Canada and the United States:
  - Owns and manages 6 properties in Canada
  - Manages 4 properties for various Canadian ownership groups
  - Franchises 20 properties in Canada
  - Franchises 9 properties in the USA through a master franchise agreement with Coast Hospitality LLC



# meet the leadership team

Respected industry-wide, our highly experienced, visionary and diverse leadership team is committed to building mutually beneficial long-term relationships.



**Jin Sasaki**  
President



**Mark Hope**  
Senior Vice President,  
Development



**Manny Llao**  
Chief Financial Officer



**Kelli Steer**  
Vice President, Operations



**Brigitte Diem-Guy**  
Vice President, Revenue Strategies  
& Communication



**Zoilo Herico**  
Corporate Controller



**Brian Rohl**  
Director, Corporate Purchasing



**Linda Hagen**  
Director, Brand Engagement



**Nooshi Akhavan**  
Director, Revenue Performance



**Shafina Hajee**  
Director, National Sales



**Glen Merx**  
Director, People & Culture



**Neil Foster**  
Director, Technology



# *no place like coast*

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## *the fit*

Coast Hotels are as unique and varied as their locations. Each property brings a style and personality to the network.

## *our vision*

To grow our network of unique hotels, creating brand preference, happy ambassadors, and competitive return on investment.

## *our values*

At Coast Hotels, we work collaboratively with our partners to ensure that strategies are effective and relevant, and to achieve collective success. We are guided by five core values. All Coast Hotels ambassadors are hired and supported to demonstrate these values to our guests, stakeholders, and one another. These five values are:

- Act with Fairness
- Challenge the Limits
- Expect Commitment
- Live with Honour
- Win Together



# *owner-focused approach*

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## *distinctive*

Coast Hotels represents a diverse blend of owned, managed and franchised properties. Our hotels are as unique as their locations. Our Brand Touch Points ensure consistent guest experiences building on the personality of each hotel. This ensures travelers always enjoy the level of service and amenities they expect from a Coast hotel.

## *experienced*

The Coast Hotels team are experienced leaders with a wealth of hospitality and specialized experience. We consistently strive for new and innovative ways to drive business to Coast Hotels properties, researching and employing the most current tools, technologies and services to attract guests, cultivate repeat business and stimulate customer loyalty.

## *responsive & collaborative*

Just because you're in business for yourself doesn't mean you have to be in business by yourself. Because we're owners too, we have a responsive model that ensures your hotels have access to the right tools to maximize revenues, profitability and market share. We pride ourselves in being flexible and collaborative with our owners because each hotel is truly unique with different needs.



## *proactive approach*

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***coast clean***<sup>™</sup>  
SANITIZED FOR YOUR SAFETY



***coast events assured***<sup>™</sup>





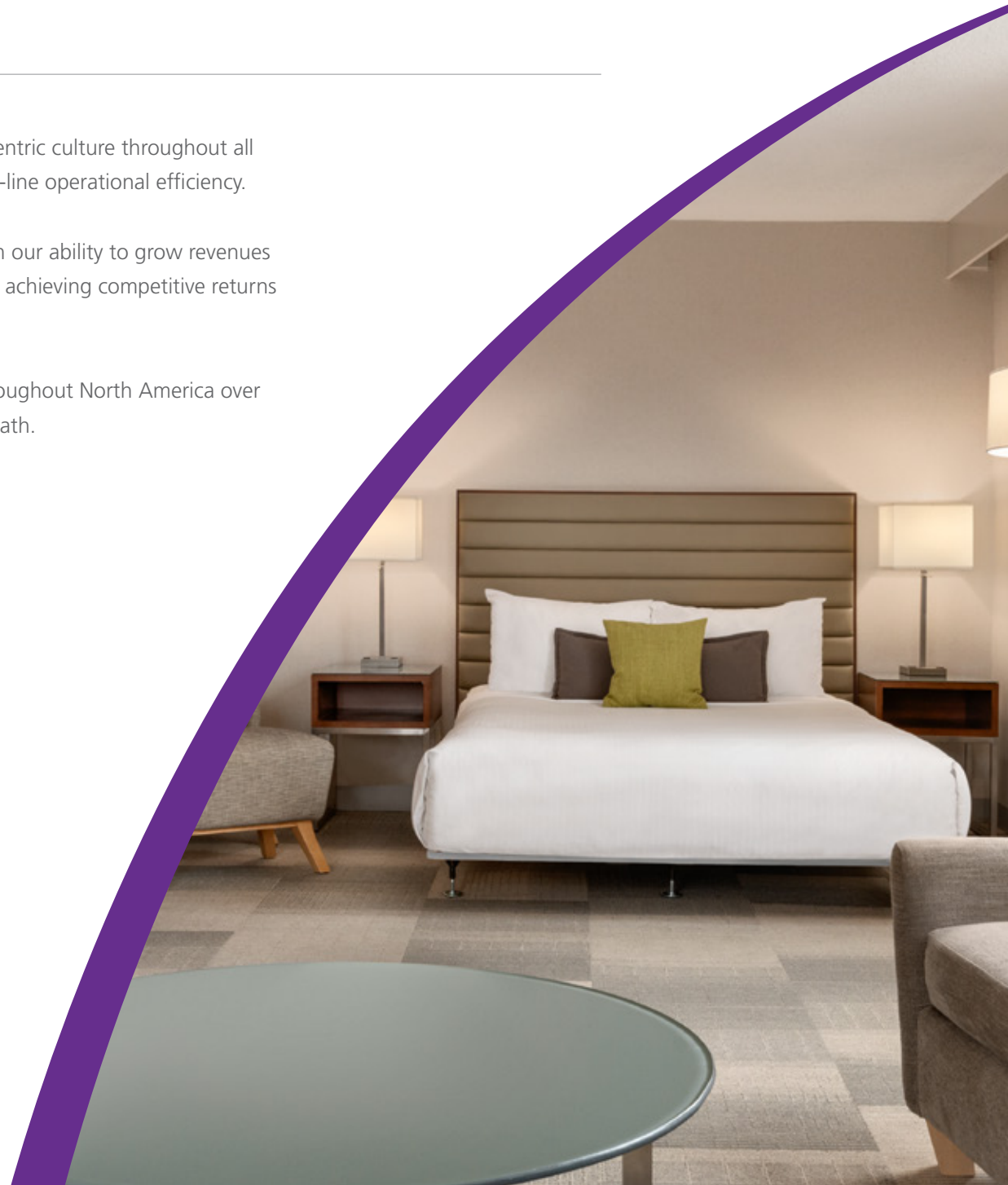
## *revenue centric focus*

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At Coast Hotels, our mission is to drive a high-performing revenue centric culture throughout all areas of our operations, from top-line revenue generation to bottom-line operational efficiency.

We balance our focus on creating memorable guest experiences with our ability to grow revenues and increase market share, knowing that delighted guests are key to achieving competitive returns and long-term sustainable ROI.

With the goal of more than doubling the size of our hotel group throughout North America over the next five years, our Network Strategy Map sets out our growth path.



# network strategy

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## *driving customer loyalty - coast rewards™*

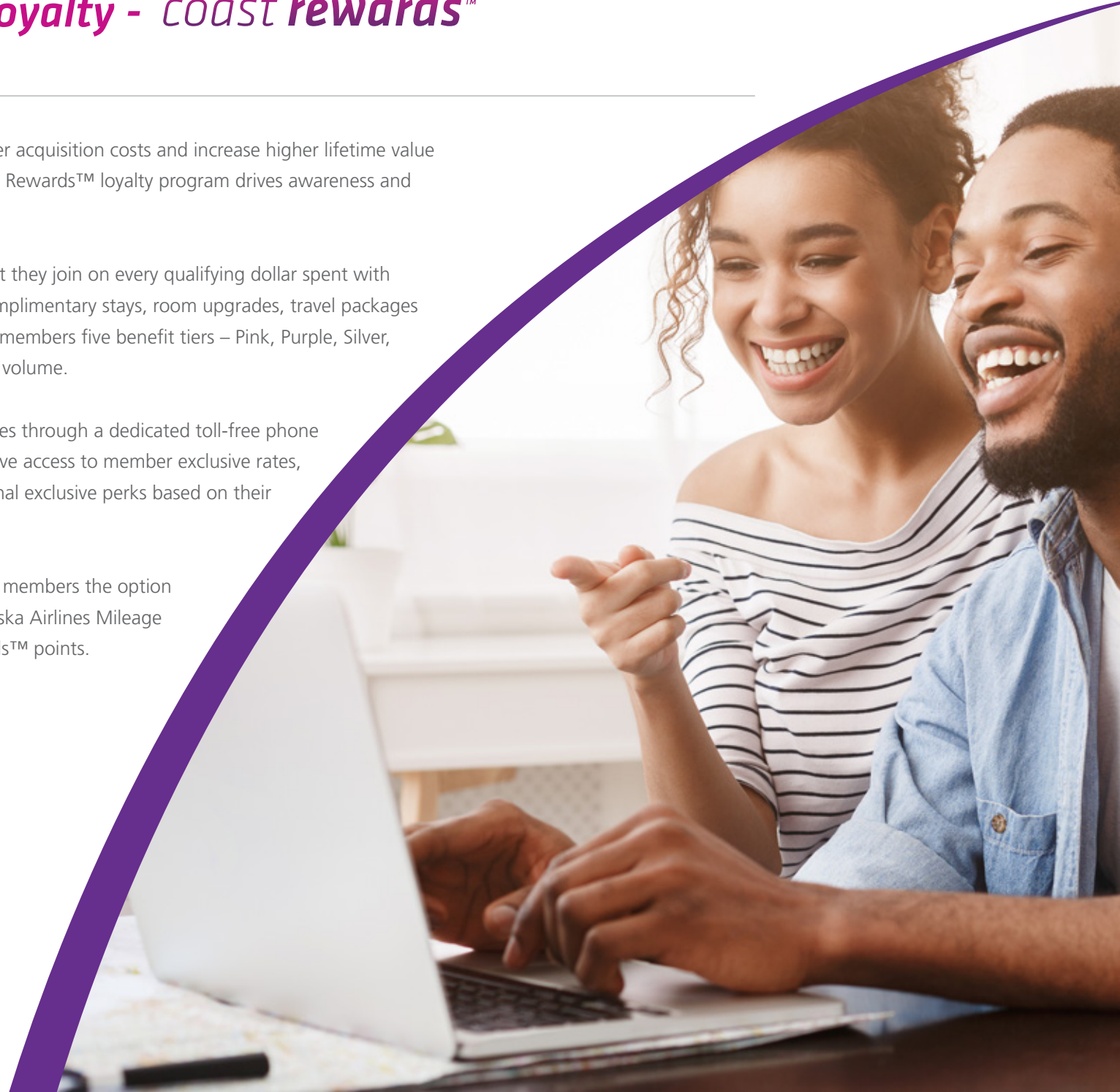
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Designed to drive customer advocacy, lower acquisition costs and increase higher lifetime value of guests, our innovative proprietary Coast Rewards™ loyalty program drives awareness and high engagement.

Rewards members earn points the moment they join on every qualifying dollar spent with every stay. Members redeem points for complimentary stays, room upgrades, travel packages and merchandise. Coast Rewards™ offers members five benefit tiers – Pink, Purple, Silver, Gold and Platinum – based on room-night volume.

Members enjoy exclusive reservation services through a dedicated toll-free phone line as well as online support. They also have access to member exclusive rates, receive express check-in and many additional exclusive perks based on their tier achievement.

In addition, we offer our Coast Rewards™ members the option to accumulate points with Aeroplan®, Alaska Airlines Mileage or More Rewards in place of Coast Rewards™ points.





*global integration* *coast rewards™* &



**APA HOTELS & RESORTS**

In 2016, Coast Hotels joined APA Hotels & Resorts, the largest hotel company in Japan.

We are now a global hotel network with over 670 locations and 20 million-plus reward members. With the goal of creating more value and offerings for our guests, our loyalty programs work together to reward our members every time they stay at a Coast Hotel or an APA Hotel.



## *more rewarding, more often -* coast rewards™ & AEROPLAN

Aeroplan is Canada's premier loyalty program and Air Canada's frequent flyer program. Aeroplan Members have access to over 26 member airlines.

Aeroplan members can earn 250 to 500 Aeroplan Points per qualifying stay at all Coast Hotels properties in Canada and the U.S. Members simply provide their Aeroplan number when booking their stay, present their Aeroplan card on check-in or join the Coast Rewards program and select Aeroplan as their earning preference.

Meeting Planners can also earn Aeroplan Points with Coast Hotels. Planners can receive up to 20,000 Aeroplan Points for meetings and events. Earn one point per dollar spent on room reservations, and one point for every three dollars spent on food, beverage and meeting room rentals, excluding taxes and gratuities.



## more rewarding, more often - coast rewards™ partners

Alaska Airlines Mileage Plan is the loyalty program for those who love to travel. Part of the oneworld® alliance and other Global Partners, Mileage Plan rewards its members with every flight.

Coast Hotels guests receive 500 Miles for every qualifying stay. Members can redeem their miles towards flights, seat upgrades and booking hotel stays



More Rewards is a top loyalty program in Western Canada. Earn points when you shop at Save-On-Foods, PriceSmart Foods, Urban Fare and other partners. Redeem points towards your travel needs through More Rewards Travel, gift cards, groceries and more.

More Rewards Members receive one point per dollar spent at any Coast Hotels property. Simply show your More Rewards card at check-in to earn.





*commercial focus to drive revenue & maximize  
your performance*



## ***national sales team***

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Coast Hotels' national sales and business development programs immediately and significantly increase your property's exposure. Dedicated to building and strengthening our business-to-business sales relationships, our national sales team targets, solicits and manages top accounts for the brand throughout Canada, the USA and, in the case of wholesale tour and FIT markets, internationally.

Our strength in the corporate travel and group convention and meetings segments helps provide a consistent year-round base of business and drives market share growth.

Sales and brand-wide stays are stimulated through our national and hotel-based sales teams who cross-sell business to drive room nights and revenue across our network.



## central reservations

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Our Central Reservations System (CRS) is the heart of Coast Hotels' network of hotels and resorts. We handle over 300,000 calls annually based on an 18 hour a day, 7 day a week basis. Based in Vancouver, British Columbia, Canada, CRS recruits, trains and retains the best sales associates to increase sales and revenue for our hotels. **Coast Hotels' CRS production is significant, contributing more than 50.0% of property room revenues.**

**CRS on average converts over 40.0% of calls to sales.** The success of CRS is partly due to our ability to cross-sell all Coast hotels on every call. Agents offer alternatives when a property is sold out or doesn't meet a customer's needs.

The rooms inventory of the entire Coast Hotels network, including day-to-day rates and availability, is dynamically managed and stored in the reservation system so that guests and agents are able to book rooms quickly and efficiently. All reservations are captured and confirmed within the CRS, helping ensure your property achieves maximum occupancy rates and revenues. CRS is an extension of, or is your hotel's reservation department.





## *insightful reporting*

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Each month-end, every Coast Hotels property receives a reporting package outlining volume and revenue by source, conversion rates by channel, average rates, the average length of stay and average lead time, with year-on-year comparisons.

These reports and insights allow you to leverage data to drive decision-making and gain a competitive advantage, reduce business costs and increase profit.





# *distribution*

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Coast Hotels branded properties are supported by a robust distribution platform that delivers high-value guests through several channels.

Guests can conveniently make reservations via:

- Online at [coasthotels.com](https://coasthotels.com)
- Telephone & Chat through our Central Reservations
- Email
- Third-party vendors through our Global Distribution System (GDS) including Travel Agents, Consortia, E-commerce, Corporate Travel Managers and Online Travel Agencies (OTAs)

Coast Hotels offers a private label WX chain code for its hotels. The WX code allows agents to find booking information for all Coast Hotels properties in one location on the GDS.

Additionally, consortia and negotiated rate solicitations can be submitted for the entire brand via our Cvent-Lanyon platform.



# *revenue management*

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Coast Hotels' revenue management team is dedicated to driving revenue to our hotel partners through a dynamic approach to revenue management. A vital part of effective revenue management is the process of understanding, anticipating and influencing consumer behaviour through the strategic distribution of hotel inventory.

Leveraging sophisticated systems such as IDeaS G3 Revenue Management Solution, we execute pricing strategies and inventory management that align with our forecasting tools to enhance your property's competitiveness, increase market share and maximize hotel revenue.

We provide appropriate levels of collaboration, ensuring you're fully engaged in decision-making and continue to own revenue performance and profitability.



# revenue management

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## *flexible & creative*

Coast Hotels' revenue management approach addresses the unique needs of each property. From technical support to strategic recommendations regarding inventory and pricing, Coast Hotels' revenue management supports each hotel's needs. We work with Coast Hotels properties to create customized solutions that capture share and optimize profits.

## *driving results with integrity*

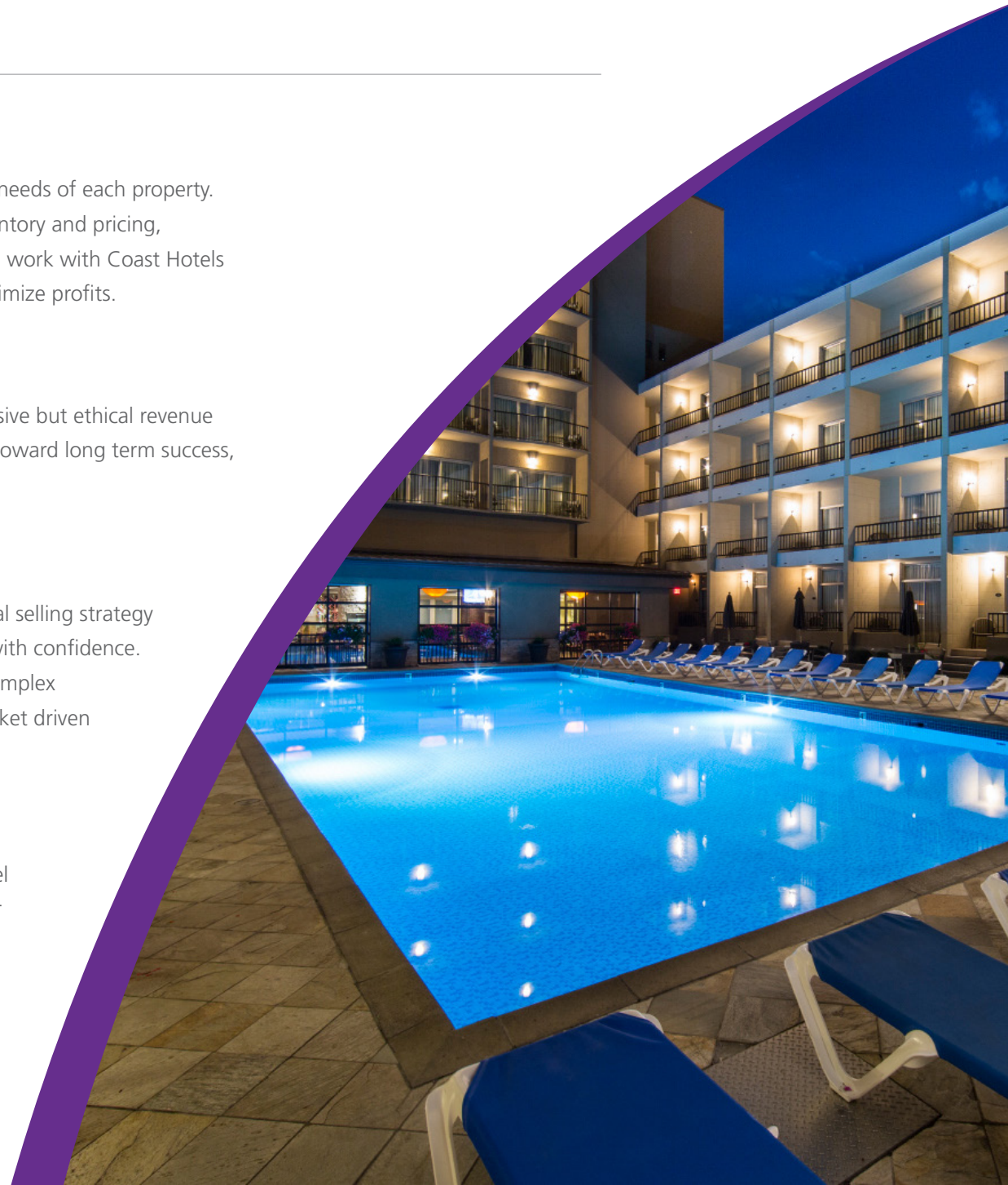
Coast Hotels values the loyalty of every traveler and practices aggressive but ethical revenue management. Our goal is generating short term growth that builds toward long term success, by earning the trust of travelers.

## *strategic priority*

Coast Hotels' revenue management focus is to determine the optimal selling strategy for each property. Analytical tools are utilized to develop strategies with confidence. In-house expertise drives achievement of those strategies through complex management of multiple channels. Our revenue management is market driven and pro-active rather than reactive.

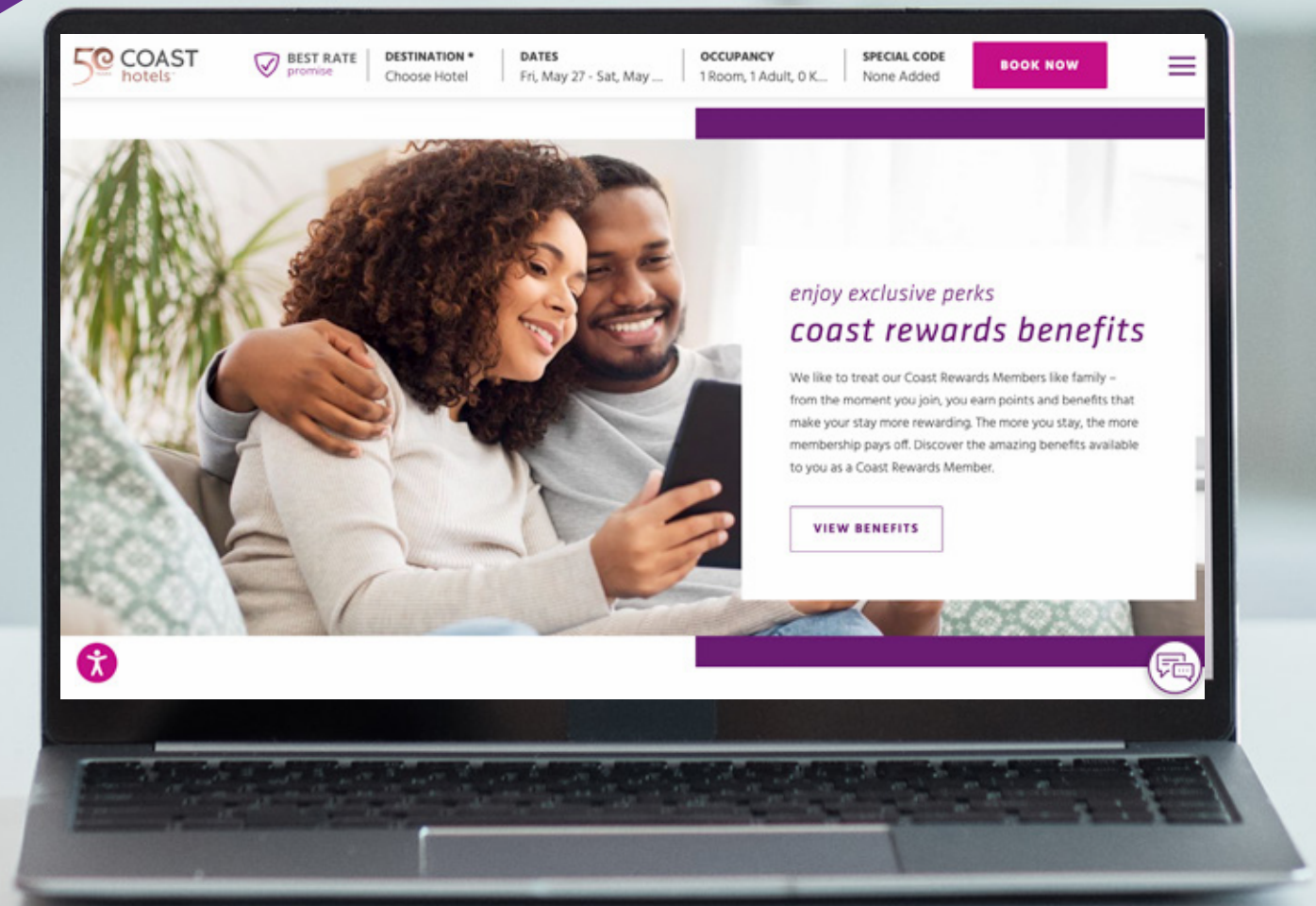
## *ota management*

At Coast Hotels, we manage the OTAs, as part of a complete channel management program. Our outstanding relationships with the major OTAs in North America gives Coast access to the resources we need when we need them, optimizing exposure, while minimizing cannibalism of our Coast Hotels booking channels.





## marketing & communications



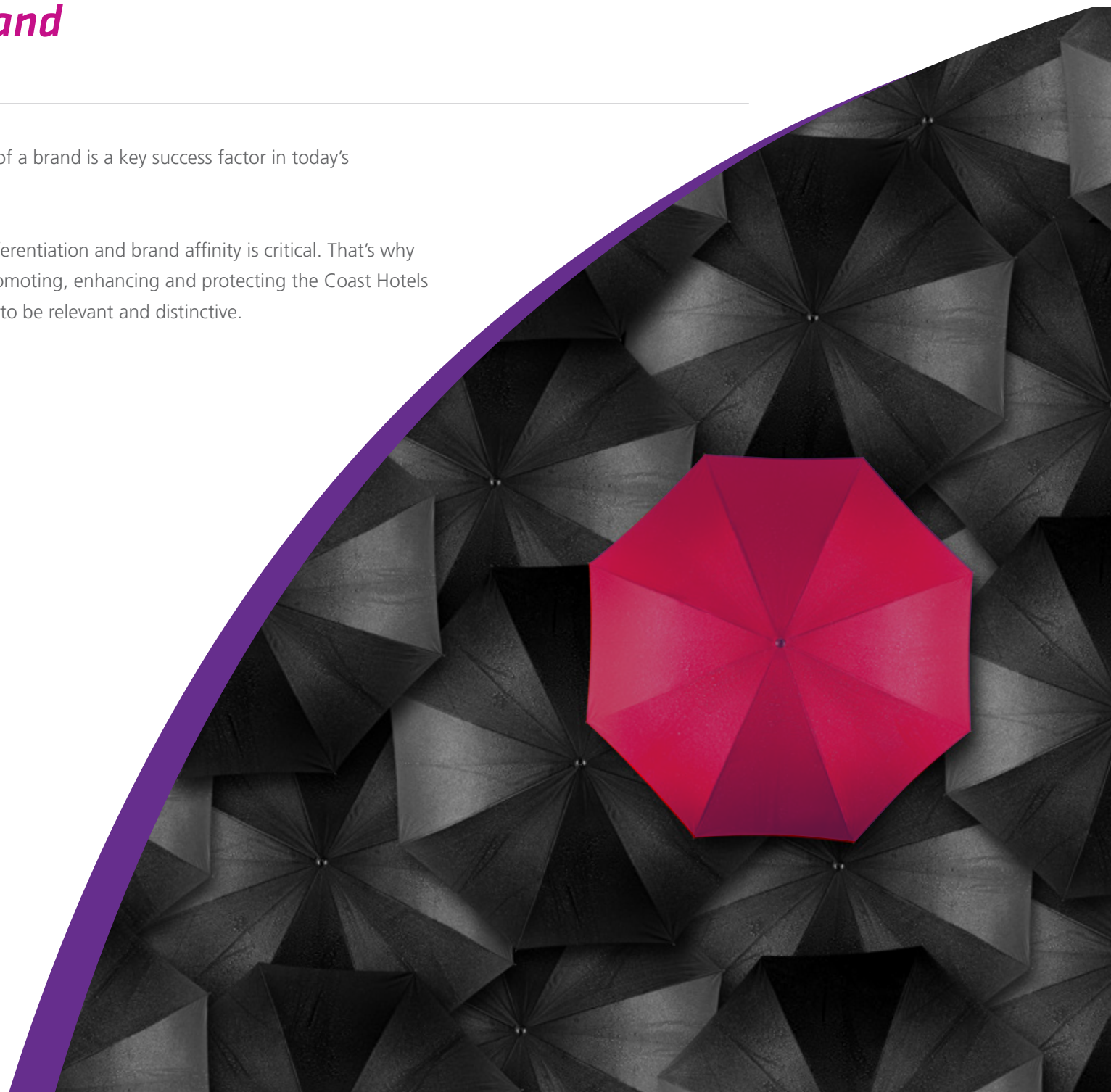


## *positioning the brand*

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Coast Hotels recognizes that the strength of a brand is a key success factor in today's competitive marketplace.

Within the hotel sector, creating brand differentiation and brand affinity is critical. That's why we are building on our brand equity by promoting, enhancing and protecting the Coast Hotels brand to ensure our positioning continues to be relevant and distinctive.

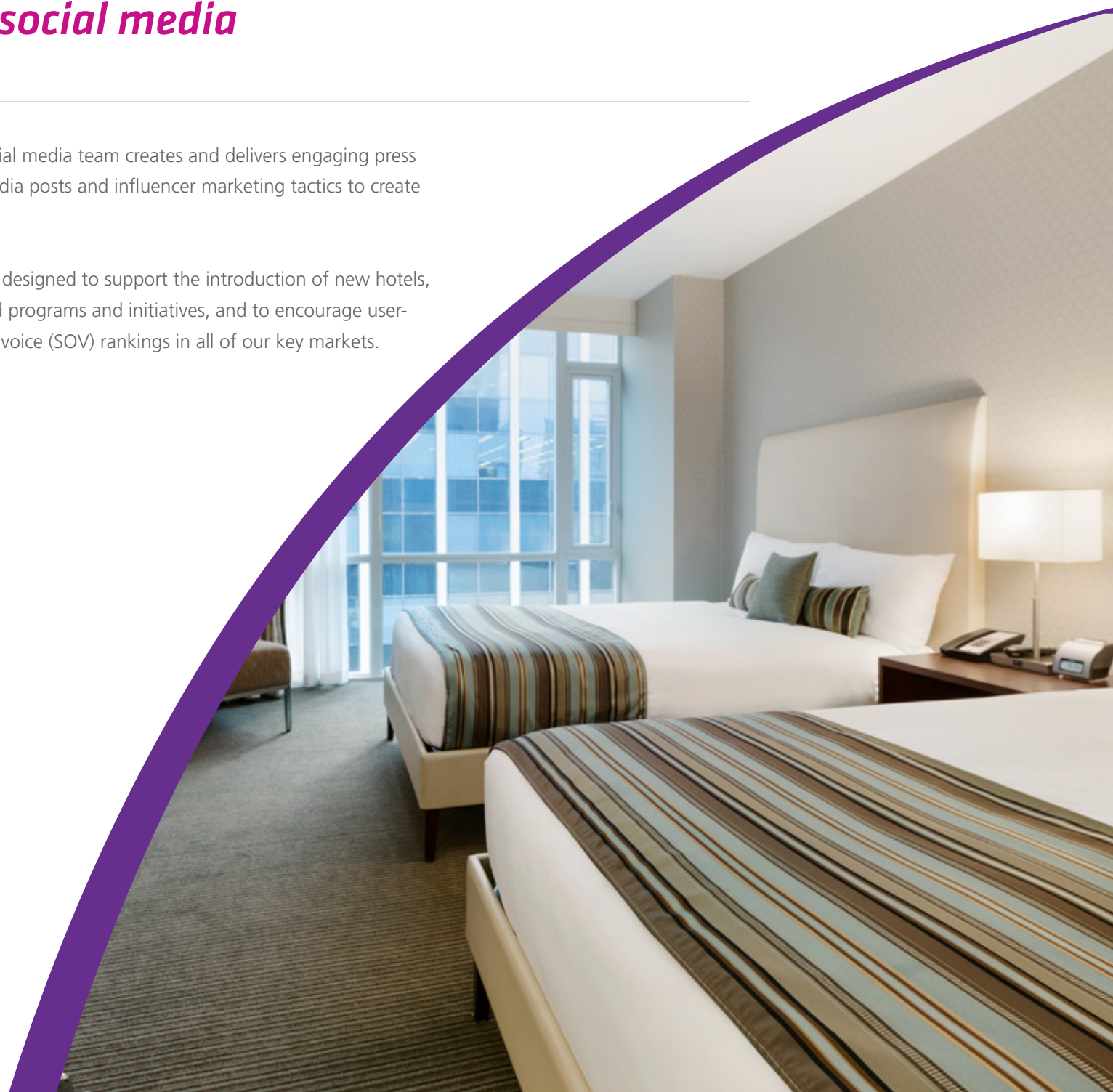


## *public relations & social media*

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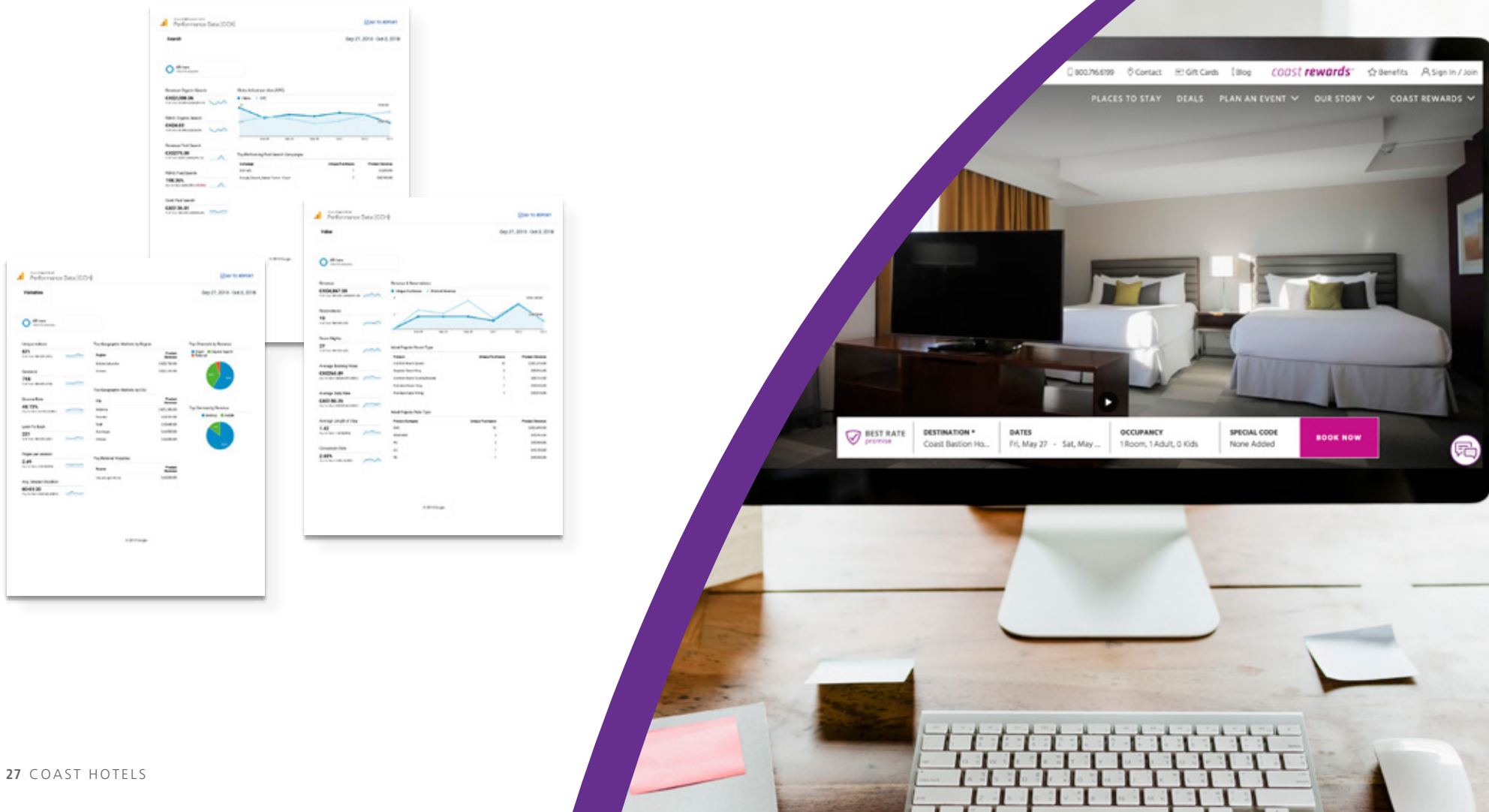
The Coast Hotels communications and social media team creates and delivers engaging press releases, blogs, paid and organic social media posts and influencer marketing tactics to create brand awareness and brand affinity.

Communications strategies and tactics are designed to support the introduction of new hotels, marketing promotions, property and brand programs and initiatives, and to encourage user-generated content to achieve top share of voice (SOV) rankings in all of our key markets.




*marketing*

The Coast Hotels marketing team will deliver a branded custom website and landing pages for your hotel that utilizes our powerful booking engine. We will also provide you with a custom Google Analytics account where you can view visits, popular rate types booked, geographic origin of visitors to the website, online revenue generated through paid search, and more.



# promotions calendar

<div>  <b>Promotional Calendar 2022</b> </div>													
Promotion	High Level Offer Detail	December	January	February	March	April	May	June	July	August	September	October	
BRAND-WIDE PROMOTIONS & FLASH SALES													
Boxing Day (Flash) - <b>Compulsory</b>	Up to 35% off Coast Flex; Book Dates: Dec 24 - 27 // Stay Dates: Jan 10 to May 18 (96 Hour Sale)	24-27	Stay Dates Dec 24 10 to May 18										
2X Coast Rewards points	Book Date: Jan 02 to Feb 28; Stay Dates Jan 02 to May 15		X	X	Stay Dates: Jan 02 to May 15								
Coast Hotels 50th Anniversary Sale (Flash) to be paired with launch of contest	2nd night for 50% off. 120 hr sale for Book Dates: TBD // Stay Dates: until May 31 // Or Do a longer sale period and offer \$50 off 2nd Night				TBD	Stay Until May 31							
Exclusive Member Only Sale	Take an extra 5% off any existing rate. Book Dates: April 01 to 31 // Stay Dates: April 01 through Oct 31					X	Stay Dates: April 01 to Oct 31						
Summer Lovin'	Save up to 25% on stays of 2 nights or more; Book Dates: June 1 to 30 // Stay Dates: June 1 - September 30th							X	Stay Dates: Sep 06 to Dec 17				
Amazon Prime (Flash)	TBD - savings TBC based upon market conditions, plan for 25% savings								TBD	Stay Dates: Aug 09 to 5			
Platinum only Coast Rewards offer	TBC									X			
2X Coast Rewards points	on 2023 bookings, Booked Sep 6 to Oct 31										Book Dates: Sep 06 to Oct 31		
Stay Longer, Save More	LOS promotion - 2 Nights 25% and 3 Nights Plus 30% off Coast Flex Book Dates: October 01 to 31// Stay Dates: Oct 1 to Jan 31/23												Sta
Autumn (Flash) Sale Coast Hotels 50th Anniversary Celebration Continues - <b>Compulsory</b>	Up to 35% off Coast Flex; Book Dates Oct 07 to 10 // Stay Dates: Oct 07 to Dec 15 (96 Hour Sale)												7 to 10
Pink Friday (Flash) - <b>Compulsory</b>	TBC Deeper discount 35% Plus off Coast Flex; Book Dates: Nov 24 to 28 // Stay Dates: Nov 24 to April 30 (120 Hour Sale)												
Last Minute Mobile Only Offer - <b>Compulsory</b>	w/in 24 hours of arrival - set by hotels	X	X	X	X	X	X	X	X	X	X	X	X
Booking Engine Enhancements - Focus on one tactic per quarter	Grow Incremental Revenues ie: Early Check-in \$ / Upgrade \$ / Parking \$ / Pets \$	Dec 01 to 30			Mar 01 to 31			Jun 01 to 30			Sep 01 to 30		
MULTI PROPERTY OFFERS													
Winter Wonderland		X	X	X	X								
Romance				X									
Spring Break Getaways for the Fam				late Feb - early Mar									
Splash Down - Pools							X						
Back to School										X			
Wine and Beer												to Sep 15	
Early Bird Snow Offer												from Sept 16	X
Holiday Stay and Shop												X	X
COAST REWARDS ENROLLMENT & REDEMPTION													
Enrollment							X						
Giving Tuesday	Coast Rewards point giveback opportunity for members	Nov 30 - Dec 4											
PARTNER OFFERS													
<b>Aeroplan</b>													
Conversion Campaign							X						
2X the miles												X	
air and hotel promo TBD													
<b>Alaska Airlines</b>													
2X the miles					X								
<b>More Rewards</b>													
10X the points							X						
Joint promo TBD													
<b>Enterprise Car Rental</b>													
Rental promo								X		X			
GIFT CARDS													
Holiday Promo		Nov 14 - Dec 31											
Mother's Day, Father's Day, etc.							X	X					



# search engine marketing

Your service fee will include an investment in ongoing organic search optimization (SEO) and paid search tactics such as pay-per-click advertising (PPC), display, remarketing and programmatic search.

ONLINE PERFORMANCE														August 2018
PAID SEARCH														
	2018	2018	2018	2018	2018	2018	2018	2018	2017	2017	2017	2017	2017	
	August	July	June	May	April	March	February	January	December	November	October	September	August	
Clicks	522	428	543	513	530	454	489	262	378	428	499	461	451	
Impressions	2,338	2,952	2,298	2,452	2,252	2,351	2,675	8,832	8,323	6,090	5,844	6,626	5,727	
CTR	22.33%	14.52%	23.63%	21.69%	23.53%	19.32%	18.28%	2.98%	4.54%	7.04%	8.54%	6.95%	7.87%	
CPC	\$0.96	\$1.18	\$0.82	\$0.95	\$0.98	\$1.00	\$1.02	\$1.61	\$1.33	\$1.14	\$1.09	\$1.08	\$0.85	
Cost	\$499.67	\$506.88	\$453.77	\$487.58	\$487.58	\$453.88	\$489.87	\$420.00	\$502.65	\$486.30	\$539.80	\$499.49	\$382.33	
Paid Search Revenue	\$3,735.35	\$2,384.90	\$2,896.06	\$4,499.73	\$5,736.00	\$4,355.00	\$5,174.00	\$5,579.00	\$2,625.00	\$4,636.00	\$4,055.00	\$2,154.00	\$3,781.00	
ROAS	\$7.48	\$4.70	\$6.90	\$9.13	\$11.61	\$9.62	\$10.35	\$11.14	\$5.22	\$9.53	\$8.11	\$4.31	\$9.90	
ORGANIC														
	2018	2018	2018	2018	2018	2018	2018	2018	2017	2017	2017	2017	2017	
	August	July	June	May	April	March	February	January	December	November	October	September	August	
Organic Sessions	8,754	1,533	1,526	1,555	2,212	2,414	2,687	2,392	8,492	1,500	1,506	1,714	1,891	
Organic Transactions	59	88	85	113	59	72	55	123	54	85	85	89	89	
Organic Revenue	\$13,969.29	\$13,366.66	\$14,695.05	\$23,654.53	\$23,376.03	\$27,392.09	\$21,748.00	\$25,865.00	\$11,687.00	\$15,727.00	\$14,532.00	\$15,563.00	\$21,766.00	
TOTAL REVENUE														
	2018	2018	2018	2018	2018	2018	2018	2018	2017	2017	2017	2017	2017	
	August	July	June	May	April	March	February	January	December	November	October	September	August	
Paid Search Revenue	\$3,735.35	\$2,384.90	\$2,896.06	\$4,499.73	\$5,736.00	\$4,355.00	\$5,174.00	\$5,579.00	\$2,625.00	\$4,636.00	\$4,055.00	\$2,154.00	\$3,781.00	
Organic Revenue	\$13,969.29	\$13,366.66	\$14,695.05	\$23,654.55	\$23,376.03	\$27,392.09	\$21,748.00	\$25,865.00	\$11,687.00	\$15,727.00	\$14,532.00	\$15,563.00	\$21,766.00	
Total Revenue	\$17,695.35	\$15,751.56	\$17,491.11	\$28,154.28	\$29,112.03	\$27,457.09	\$26,917.09	\$31,444.00	\$14,312.00	\$20,363.00	\$18,587.00	\$17,717.00	\$25,547.00	




# crm - guest satisfaction surveys & online reputation management

We will create a post-stay guest satisfaction survey for your property that will be automatically triggered by the CRM to each guest upon check-out. The survey measures customer advocacy, brand loyalty, cleanliness, guest services and more.

\*Online reputation has emerged as one of the most important factors behind a hotel's performance. It is directly linked to the hotel's image, which, in turn, is related to the financial performance of the hotels. Hence, it has become important for hoteliers to take steps to ensure that the online reputation management for hotels is addressed and maintained appropriately.

In order to manage our properties' reputation in the virtual domain, we have implemented an effective and intuitive online reputation management platform that can be used by everyone within the hospitality ecosystem, at both the property level and corporate, to quickly capture guest feedback, analyze results, engage with guests, drive sales and improve hotel and restaurant operations.

(\*opt-in opportunity for a fee)



**COAST**  
hotels

Guest Satisfaction Survey

We hope you enjoyed your recent stay with us and we look forward to seeing you back soon. How was your experience? We're continuously improving and would appreciate your feedback.

Let us know how we did in a short survey.

What was the nature of your stay? Select all that apply.

☐ Traveling on business

☐ On a romantic getaway

☐ Traveling solo

☐ Other

How likely are you to recommend a Coast Hotel again?

☐ Not at all likely

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 10

Would you stay at a Coast Hotel again?

☐ Not at all likely

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

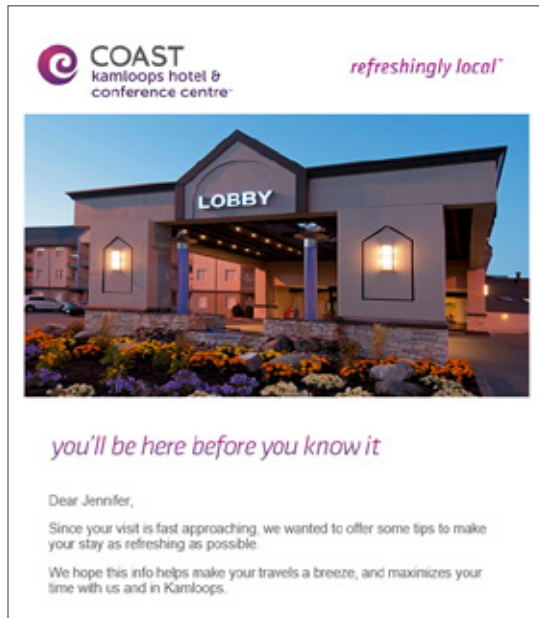
		Last 12 Months - KPI's												
		2017						2018						Grand Total
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
1. ATTITUDE	The front desk staff were warm, engaging and responsive.	98.74	99.40	99.45	97.53	98.77	98.78	98.09	98.84	99.09	98.78	98.73	98.48	98.47
	The housekeeping/maintenance staff were warm, engaging and responsive.	99.24	99.28	99.86	97.55	98.29	98.35	99.30	99.19	99.73	99.43	97.85	98.30	98.94
	The service was discreet and responsive.	96.13	94.67	96.19	90.24	96.92	97.78	82.00	82.00	88.21	82.50	90.59	90.94	90.82
	1. ATTITUDE TOTAL	96.04	97.78	98.90	95.11	97.99	98.30	93.13	96.68	95.09	96.90	94.65	96.94	96.84
2. CLEANLINESS	My guest room was clean.	98.74	98.58	99.33	97.83	97.84	98.13	98.99	99.27	99.22	99.49	97.44	98.02	98.87
	2. CLEANLINESS TOTAL	98.74	98.58	99.33	97.83	97.84	98.13	98.99	99.27	99.22	99.49	97.44	98.02	98.87
3. DELIVERY	My reservation was accurate on check-in and my billing was accurate on check-out.	97.82	99.12	99.63	97.44	98.29	98.88	98.74	98.18	99.81	99.05	98.07	98.47	98.53
	The meeting room set up, features and audio visual enhanced my experience.	100.00	99.00	99.00	91.43	97.50	98.67	88.00	100.00	77.14	73.33	90.00	90.00	91.17
	3. DELIVERY TOTAL	98.91	97.06	97.32	94.43	97.95	97.78	93.37	99.59	88.38	86.19	90.03	94.24	94.85
4. PRODUCT	The food presentation was appealing (taste, appearance, temperature).	100.00	N/A	100.00	90.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	98.87
	My guest room was comfortable and everything was in good working order.	97.41	97.77	98.16	94.95	96.49	98.13	97.47	98.13	98.98	98.81	99.28	98.48	97.18
	4. PRODUCT TOTAL	98.21	97.77	99.08	92.48	96.49	98.13	97.47	98.13	98.98	98.81	99.28	98.48	97.06
5. RECOMMEND	Would you recommend staying with us to others?	98.19	98.12	99.21	95.84	97.40	97.29	97.08	97.90	98.87	98.67	98.58	98.48	97.80
	I will recommend this venue to others.	95.47	92.44	97.14	84.02	97.19	89.78	85.33	81.71	91.20	89.25	90.00	90.59	90.58
	5. RECOMMEND TOTAL	96.83	95.28	98.18	89.92	97.30	93.53	92.71	89.81	95.03	93.95	90.29	91.54	94.20
6. NET PROMOTER SCORE	Would you recommend staying with us to others?	98.19	98.12	99.21	95.84	97.40	97.29	97.08	97.90	98.87	98.67	98.58	98.48	97.80
	6. NET PROMOTER SCORE TOTAL	98.19	98.12	99.21	95.84	97.40	97.29	97.08	97.90	98.87	98.67	98.58	98.48	97.80
	Grand Total	98.18	97.25	98.47	93.88	97.83	95.90	94.51	96.41	95.09	94.78	94.39	96.43	96.18

## crm - transaction emails

The Coast Hotels marketing team delivers a comprehensive suite of CRM (customer relationship management) services including branded and tailored reservation transactional emails, pre-stay messaging, upsell functionality, guest satisfaction surveys, and email marketing design, deployment and reporting.

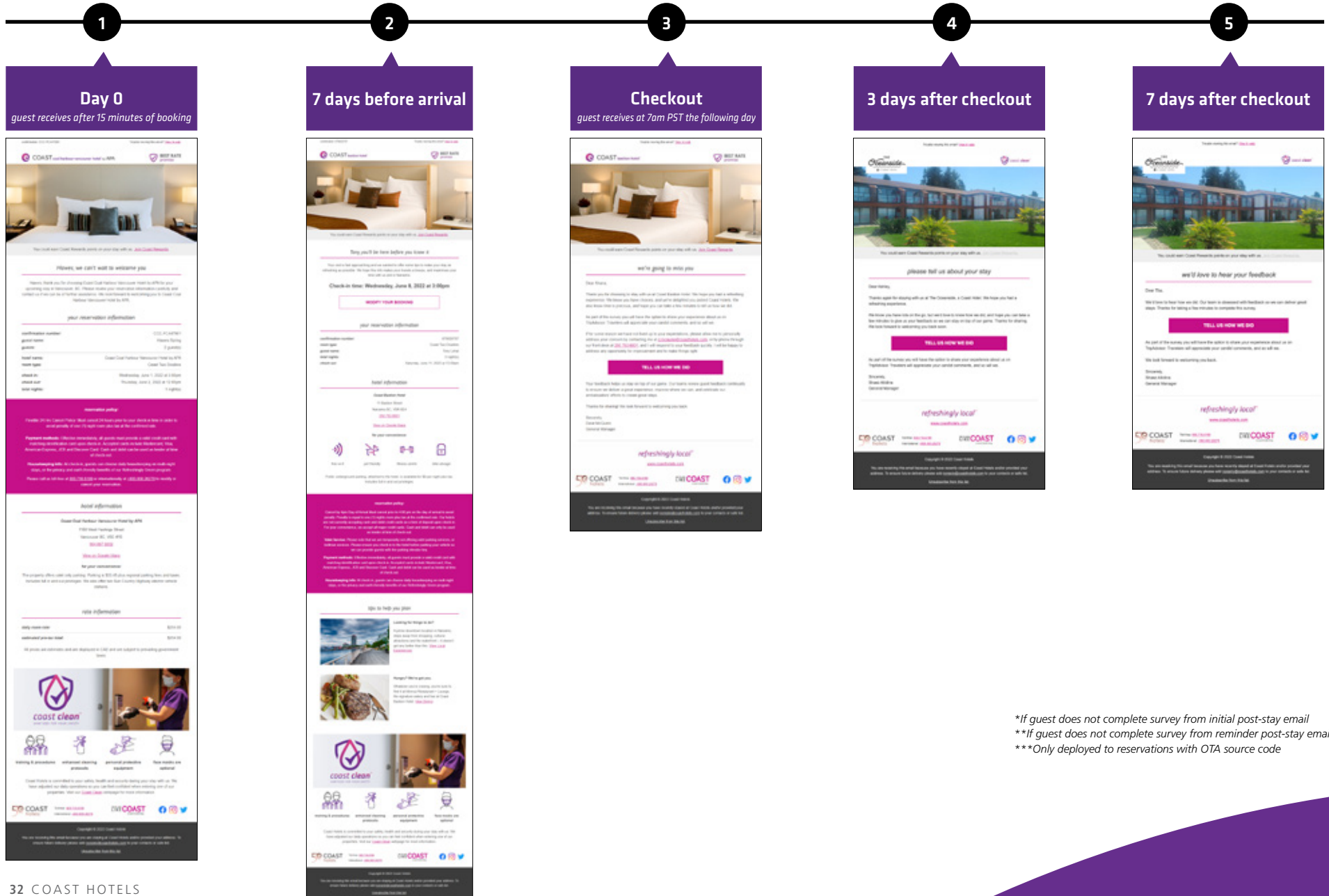
Coast Hotels recognizes the effectiveness of marketing to engage guests, increase guest satisfaction and maximize contribution from their stay.

Digital marketing also works to drive repeat visits, cross-brand stays, and build loyalty. Corporately, Coast Hotels is building marketing databases, and investing in digital systems that form the foundation of Coast Hotel's marketing strategy.





# crm - transaction email flow chart



\*If guest does not complete survey from initial post-stay email  
 \*\*If guest does not complete survey from reminder post-stay email  
 \*\*\*Only deployed to reservations with OTA source code

# crm - email marketing samples & reporting



View full details of this email

**COAST**  
Victoria Hotel & Marina  
by APA

**whale watching adventure**  
Experience the wild

Gear up for a thrilling whale watching adventure, plus a stay at our amazing waterfront hotel. You will experience Victoria Harbour in an entirely new way on this three-hour whale watching tour, guided by a certified marine naturalist.

**your whale watching adventure package includes:**

- Three-hour whale watching adventure for two<sup>1</sup>, aboard an Orca Spirit or covered vessel which departs right from our hotel's marina
- Accommodation for one night<sup>2</sup>
- Coast Signature breakfast for two

Available for one-night stays through October 31, 2022.  
 Please note your preferred departure time and vessel preference upon booking if we don't hear from you, we will contact you approximately one week prior to your arrival date.  
<sup>1</sup>Our reservations agents can add additional nights without whale watching at a reduced rate. Please call us for details.

**BOOK DEAL**

**COAST clean**  
SAFETY FOR YOUR STAY

**let's stay connected**

By subscribing to Coast Hotels Email Offers, you'll stay up-to-date on the latest offers and future bucket list travel ideas. Please click below to subscribe.

**YES, PLEASE STAY IN TOUCH**

**partner earning preferences**

APARCARD AEROPLAN Airline MileagePlus

COAST Hotels For the BEST VALUE experience, JOIN US! COAST Hotels

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**COAST**  
gateway hotel

**sea & stay**  
Includes \$20 dining gift card

Enrich your cruise vacation with overnight accommodations at Coast Gateway Hotel and get ready to set sail. Fuel up with a \$20 gift card to [Shore Restaurant](#), featuring modern American eats and a great selection of draft beers and spirits.

Coast Gateway Hotel is the closest hotel to the SeaStar Airport, and a 30-minute drive to Seattle's cruise ports. Don't miss it!

Valid for stays through October 31, 2022.  
 Must book by October 30, 2022.

**BOOK DEAL**

**COAST clean**  
SAFETY FOR YOUR STAY

**let's stay connected**

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**COAST**  
sundance lodge

**gear up for sun peaks' bike park expansion!**  
Ride all three mountains this summer.

Sun Peaks has expanded on it's world-class riding options with a second chairlift and trails available on all three mountains. Be one of the first to experience a total of 20m of new trails when Sun Peaks Bike Park opens on June 15, 2020.

When you stay at Coast Sundance Lodge, you have access to the best hiking, biking, golf and water activities in the area. With all the biking you will be doing, you will love our on-site and secure bike storage, offered free of charge. After a day of riding, there is nothing better than a good soak in our outdoor hot tub!

**Book early to secure the best dates for your summer adventure.**

**BOOK NOW**

**COAST clean**  
SAFETY FOR YOUR STAY

**let's stay connected**

By subscribing to Coast Hotels Email Offers, you'll stay up-to-date on the latest offers and future bucket list travel ideas. Please click below to subscribe.

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# digital advertising - samples

We will work to develop an annual digital advertising strategy for your hotel based upon available budget.



**holiday  
stay & shop**

**BOOK NOW**



**pet-friendly hotels**

We have a soft spot for your furry friends. **BOOK NOW**



**spring it on!**

Save up to 30% on your spring break getaway.



**BOOK NOW**

**splish,  
splash,  
& save**

Get back into the swim of things with up to 20% off.

For stays up to September 5, 2022

**BOOK NOW**



**un-brr-lievable  
hotel offers**

Cozy up to these great offers on winter getaways.


**BOOK NOW**



**fall in love  
with new  
places,  
together.**

Book your escape package before Feb 15.

**BOOK NOW**




**in celebration  
of our 50th  
anniversary  
flash sale**

Get an extra night at 50% off for every other night of your stay.

**BOOK NOW**

Book by April 8 for stays through May 31, 2022





*how coast hotels delights guests*



## *how coast hotels delights guests*

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As part of our strategy to realize our goal of becoming a brand of choice in North America, Coast Hotels has identified a number of select Brand Touch Point (BTP) standards.

Our goal is to ensure consistent offering and delivery of these BTP's at each and every Coast hotel. We know that guests value experience and they value consistency.

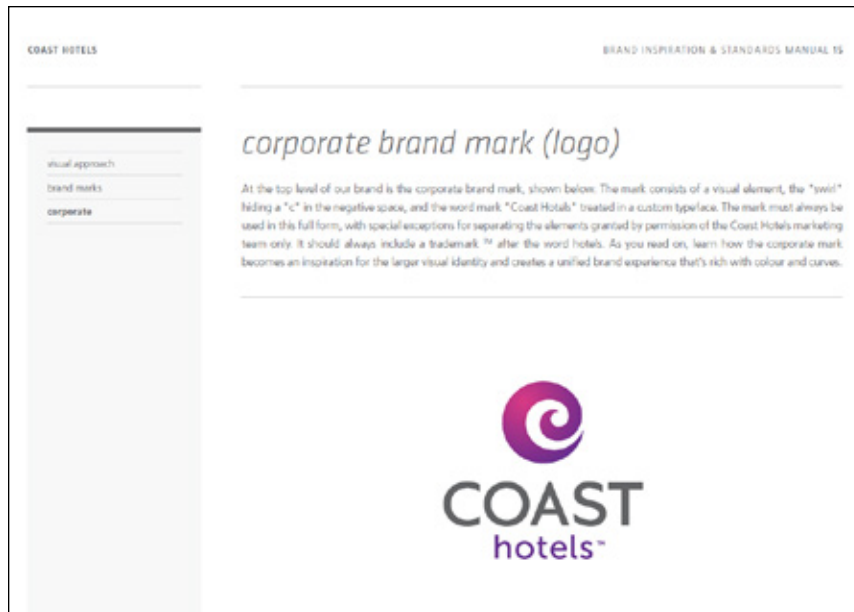
These BTP's encompass items guests tell us they care about the most, and include standards like triple sheeting, amenities and more.

Coast Hotels provides a Director of Brand Engagement as a key resource for properties to help them with the implementation and consistent delivery of these brand standards.



# brand graphic standards

The Coast Hotels Brand Inspirations and Standards Manual identifies expected brand standards for usage of the brand logo and visual identity. Adherence to these standards helps us collectively build a consistent and strong brand in the marketplace.





# *information technology*

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Technology is an important component of improving internal processes and enhancing the guest experience.

The strategy is built on the following principles:

- Building the foundation
- Maximizing applications
- Improving guest experience



*how coast hotels drives operational efficiency to  
reduce your costs*





## central purchasing

Backed by the purchasing strength of our properties, Coast Hotels has negotiated the best possible prices directly with manufacturers and suppliers, providing the opportunity for cost savings for your property.

Coast Hotels has established long-term relationships with our vendors, who in turn extend preferential pricing to Coast Hotels. Distributors stock the items we specify so that they're easily accessible to all Coast Hotels properties.

Prices are net, with no mark-up or rebate to Coast Hotels which adds up to better bottom-line results for you. Any negotiated rebates flow back to the property based upon your individual buying history.





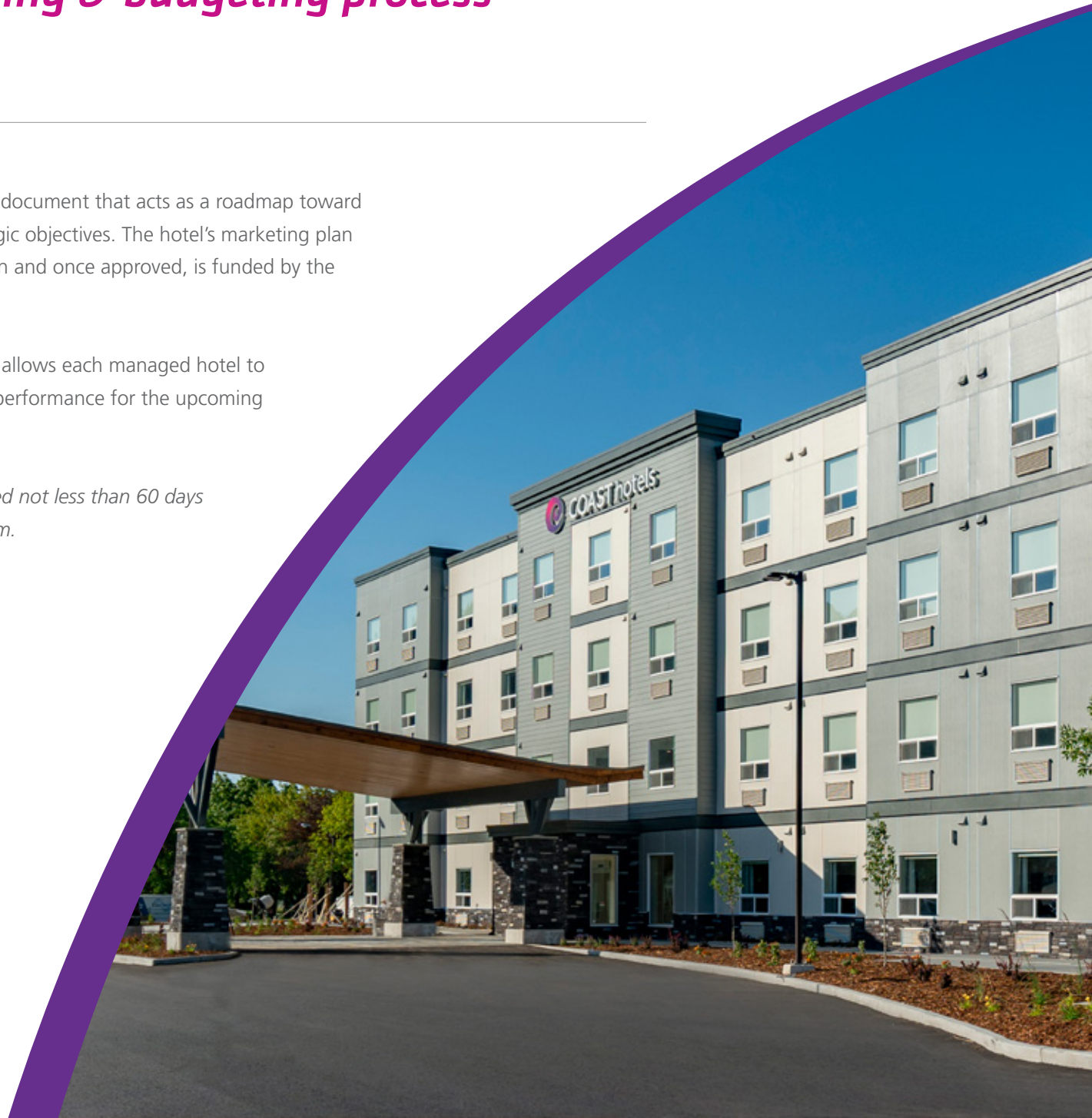
# annual strategic planning & budgeting process (for managed hotels)

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The **annual strategic/operating plan** is a detailed document that acts as a roadmap toward helping our managed properties achieve their strategic objectives. The hotel's marketing plan is also included in the annual strategic/operating plan and once approved, is funded by the approved budget.

The annual budget plan is a detailed document that allows each managed hotel to review and formulate the hotel's expected financial performance for the upcoming year as well as capital expectations.

*Both the operating and budget plans will be delivered not less than 60 days prior to commencement of each year during the term.*



## franchise & management fees

---

Coast Hotels has low initial start-up fees, making your transition to a Coast Hotels property effective and easy.

Each month we charge a flow through marketing fee that helps fund marketing of the brand, a flow through reservation fee that is more than competitive, a flow through revenue management services fee that covers our cost for revenue optimization services, and a royalty fee that helps cover our overhead and provide our company with profit. If you select Coast Hotels as the management company, we include a monthly management fee.

You will find that Coast Hotels delivers programs at a fraction of the cost that other hotel companies charge to franchises. All of the fees are based on a percentage of Gross Room Revenue. The Management Fee is based on a percentage of Total Revenues.

2.0% Royalty Fee

2.0% Brand Marketing Fee

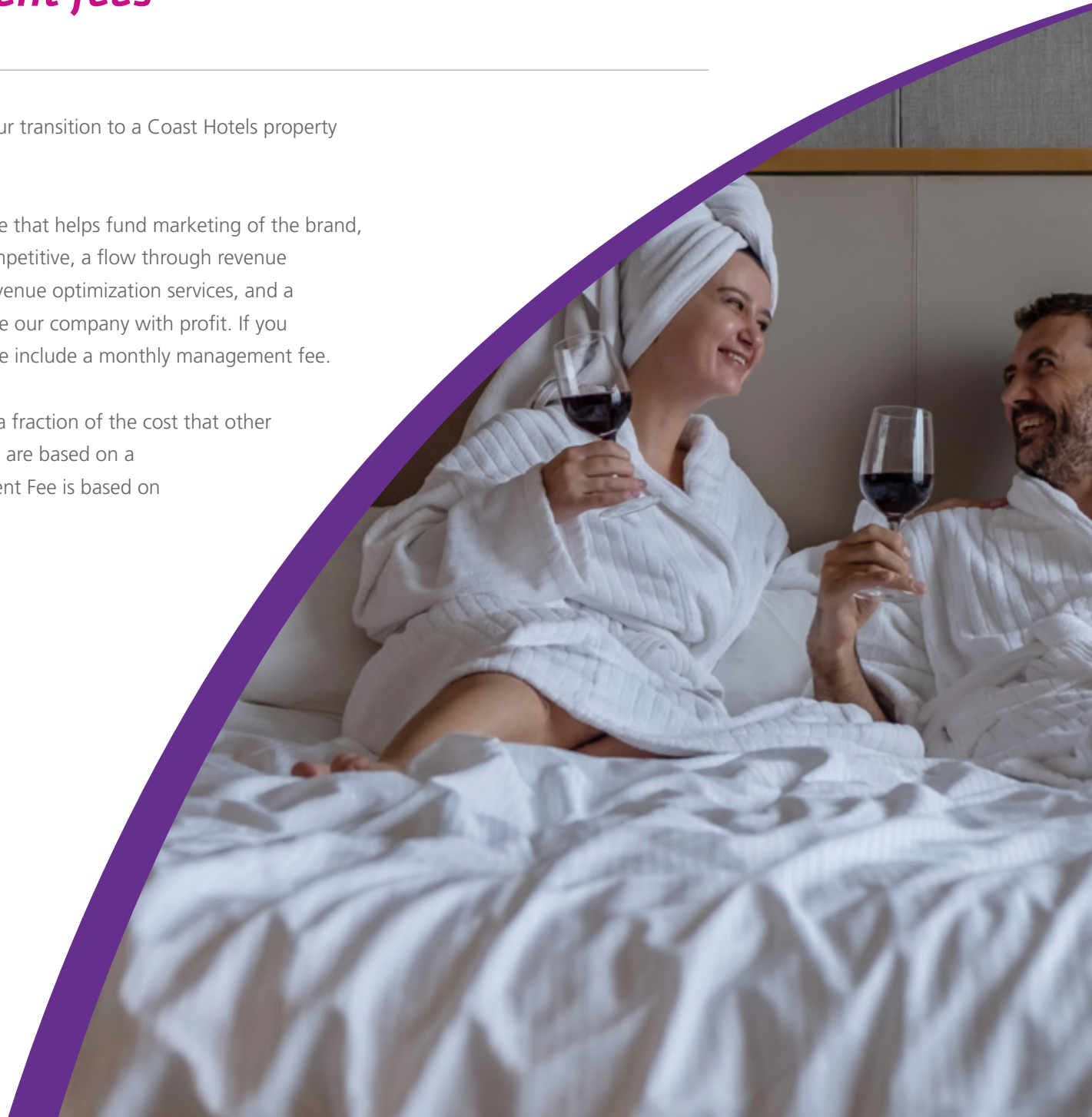
1.5% Reservations Fee

1.0% Revenue Management Services Fee

**6.5% Total Franchise Agreement Fee**

3.5% Management Fee

**10.0% Total Franchise/Management Fee**



*let's talk!*

**Mark Hope**

Senior Vice President, Development

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