

# you are the brand

*june 2025* 

#### featuring:

Our feature Ambassador for the month of June is Liam, our Laundry Attendant at the Coast Victoria Hotel & Marina by APA in Victoria, BC.

Liam explored various occupations throughout his career, but it was not until March 2022 that he found the right fit when he joined Coast Victoria Hotel & Marina by APA.

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

I entered the hospitality industry largely by chance and chose this specific hotel for its convenient location. It is close enough for me to walk to work, allowing me to enjoy a beautiful stroll each day.

#### What would you say is the best part about your job?

I appreciate that my job is very straightforward, as I am an exceedingly straightforward person

#### What is your definition of success?

I have not figured out what the definition of success is yet, but I am sure it is relative and transitory

#### What is a piece of advice that resonates with you?

Nothing comes to mind right now, but anything proclaimed loudly will resonate with at least part of me

#### What is your biggest accomplishment in your role?

There is not a specific accomplishment or event of which I am most proud. However, if I perform my role to the best of my ability and satisfy the needs of my coworkers, then I am content.

*If you could have lunch with anyone, who would it be?* I would like to have lunch with my father. We are remarkably similar people, and I know he would not be overly loquacious

#### What would your dream vacation be?

My dream vacation would be somewhere in central Europe, Romania.

#### Who or What inspires you & why?

Medieval cathedrals and other works of monumental art and architecture. They remind me that people (at least at some point) were willing to labor at times for centuries to create works of great beauty in the service of something transcendent and not entirely quantifiable.



What is your favorite food? My favorite food is Lamb

**Describe your personality in three words:** Reserved, Sentimental, Laconic.

*If you could live anywhere in the world, where would it be?* Wherever my family is, is home.

What was your dream job when you were a kid? When I was young my dream job was to be a Knight.

### thank you Liam for being an amazing ambassador!

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