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Coast Hotels & Resorts Teams Up With Aeroplan to Offer Miles

Western North American Hotel Chain to Give Away One Million Aeroplan Miles

VANCOUVER AND MONTREAL, Jan. 20 /CNW Telbec/ - Coast Hotels & Resorts today announced that it has partnered with Aeroplan, Canada's premier coalition loyalty program, whereby guests can earn Aeroplan Miles per stay at over 40 Coast Hotels locations in western North America.

Starting February 1, 2011, Aeroplan Members can earn up to 500 Aeroplan Miles per stay at Coast Hotels' properties in British Columbia, Alberta, Northwest Territories, Alaska, Washington, Oregon, California and Hawaii. To earn miles, members simply present their Aeroplan card at the hotel when checking-in or join the Coast Rewards loyalty program and select Aeroplan as their earning preference. Coast Rewards members will be able to convert points to Aeroplan Miles through the Coast Rewards catalogue.

"Our partnership with Aeroplan significantly extends Coast Hotels & Resorts' value proposition by offering guests another premier loyalty program to choose from," said Graeme Barrit, President of Coast Hotels & Resorts. "The ability to earn Aeroplan Miles will create greater awareness of the Coast Hotels & Resorts' brand with millions of frequent travellers and allow us to better serve the business and leisure travel community."

As part of a special launch promotion, Aeroplan Members who book and stay at any Coast Hotels & Resorts' property between February 1, 2011 and April 8, 2011 will be automatically entered for a chance to win one of 10 prizes of 100,000 Aeroplan Miles in Coast Hotels' ONE MILLION MILE CONTEST. (Please visit www.coasthotels.com for additional information.) Aeroplan Members can also earn Double Aeroplan Miles for each hotel stay until April 8, 2011.

"Coast Hotels & Resorts' brand is well respected throughout the West Coast and we are thrilled to add them to the Aeroplan program," said Vince Timpano, President and Chief Executive Officer, Aeroplan. "This partnership will complement and enhance Aeroplan's extensive hotel portfolio and also give members more hotel options across western North America."

Meeting planners can also earn Aeroplan Miles with Coast Hotels & Resorts. Coast will offer the option to earn bonus miles for booking meetings and/or securing room-blocks starting with 5,000 bonus miles for a minimum of ten rooms at group eligible rates and up to 20,000 Aeroplan Miles for a booking of 100+ eligible rooms. Meeting planners will also receive one Aeroplan Mile for every three dollars spent on food, beverage and room rental charges for their event, excluding taxes and gratuities.

About Coast Hotels & Resorts

Coast Hotels & Resorts is a leading hotel chain in western North America. The company's philosophy of serving its guests through a superior standard of value, hospitality and service enables its continuing expansion. Coast Hotels & Resorts now owns, manages and franchises over 40 hotel and resort properties located throughout British Columbia, Alberta, Northwest Territories, the western United States, Alaska and Hawaii. Visit www.coasthotels.com or call 1-800-663-1144 for more information.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2010, over 2 million rewards were issued to members including more than 1.3 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 800 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.groupeaeroplan.com.

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