

*Hotel Executive* (monthly visitors 17,980)  
May 21, 2010



## ***Coastal Hotel Group Partners with Stash Hotel Rewards***

### **Guests at Coastal Hotel Group properties can earn and redeem points through a new point-based rewards program**

SEATTLE, WA - Coastal Hotel Group, a privately held Seattle-based hospitality management company, is pleased to announce its partnership as a founding member with Stash Hotel Rewards™, a hotel rewards program that enables travelers to quickly earn free nights at any participating hotel. Stash members can earn and redeem points at 65 independent hotels in more than 50 cities, including all four Coastal Hotel Group properties: Cedarbrook Lodge in Seattle; Hotel Fifty in Portland, Ore.; The Resort at The Mountain in Welches (Mt. Hood), Ore. and Lodge on the Desert in Tucson, Ariz.

Stash Hotel Rewards is a new, innovative and unique rewards program for travelers at a variety of independent hotels across the country. Points can be earned immediately, are easy to redeem and do not expire. Additionally, travelers never have to worry about blackout dates or other inconvenient restrictions, plus members have access to exclusive travel deals such as point bonuses matched to their travel history and weekend getaway offers customized to their home city. Stash Hotel Rewards is free and travelers can become members by signing up online at <http://www.stashrewards.com>.

“This is an exciting and truly rewarding program for travelers, whether for business or pleasure,” said Yogi Hutsen, president of Coastal Hotel Group. “While many programs leave guests frustrated, Stash Hotel Rewards makes it simple for guests to stay at unique, independent non-branded hotels and resorts comparable to those in the Coastal portfolio.”

Each Coastal Hotel Group property has a distinctive and individual identity, yet shares the common goal of providing personal attention to the needs, wants and expectations of every guest.

Thoughtfully situated less than five minutes from the Seattle-Tacoma International Airport, Cedarbrook Lodge is a 104-room quintessentially Northwest hotel, ideal for business and leisure travel needs, as well as professional and social gatherings. Conveniently located in downtown Portland, Hotel Fifty is a 140-room, full-service boutique hotel overlooking Tom McCall Waterfront Park – literally where “downtown meets the river.” Nestled in the western highlands of Mt. Hood less than an hour east of Portland, Ore., The Resort at The Mountain is a premier 157-room spa, golf, ski and meeting destination, offering a diverse array of experiences for couples, families, outdoor enthusiasts and meeting or event groups. Lodge on the Desert is a

charming, authentically Arizona property in Tucson, with 103 guest rooms that afford guests a sanctuary in which to retreat and relax.

For more information about Coastal Hotel Group, visit <http://www.coastalhotels.com>.

Coastal Hotel Group is a privately held, Seattle-based hotel hospitality management company specializing in distinctive luxury hotels, resorts, inns, and lodges. Established in 1987, Coastal Hotel Group has earned a reputation for providing remarkable lodging choices for the discerning traveler. For more information, visit <http://www.coastalhotels.com>.

Stash Hotel Rewards is a hotel rewards program where members earn and redeem points at authentic, independently run hotels across the U.S. Launched in May 2010, Stash makes it easy for inspired travelers to break free from big, bland hotel chains and stay where they really want. Stash was founded on a belief in the happiness-producing power of traveling to places that convey a unique and interesting story – places with soul. It's a belief that is shared with the independent hoteliers and the independently minded travelers the company was created to serve. For more information about Stash, visit <http://www.stashrewards.com>.