

# THE ST. REGIS HOTEL

**March 10, 2009, Vancouver BC.**

## **The St. Regis Hotel Reopening Reaches Important Landmarks**

*Full Capacity, Full Occupancy and Rave AAA Ratings in a Busy Month*

Inspired and named after the Astor-built NY masterpiece, Vancouver's St. Regis Hotel has served guests for nearly 100 years. When the current owner Rob Macdonald decided to give the hotel an extensive renovation, it was appropriate that the inspiration was not the faceless glass walls of modern hotels but an intimate, New York-style boutique aesthetic. With a sophisticated colour palette, unobtrusive service and details like original art installations throughout the rooms and public spaces, this St. Regis has completely redefined itself and has received nothing but raves since its reopening.

Recently, the St. Regis Hotel received its first visit from a CAA/AAA inspector since the completion of its 18-month, \$11 million renovation. These visits are a regular, and sometime stressful, part of life in the hotel business, setting as they do, an internationally-recognized benchmark for the quality of a hotel's rooms and amenities.

This would be the first chance for the inspector, who has had a long familiarity with the property, to see the results of the complete makeover given to this listed Heritage site. It's safe to say that nerves were on edge throughout the building as he walked through each of the four room layouts and the public spaces, all shaped and designed by Vancouver design icon Elaine Thorsell.

When the verdict was delivered to GM Jeremy Roncoroni, the inspector declared himself to be completely impressed by the new face of the hotel. He called the renovation "stunning", and said the rooms and bathrooms were all Four-Diamond quality. The St. Regis Hotel was asked to consider inclusion in the newly created "Boutique" rating being launched by the CAA/AAA this year.

Two more important milestones were also passed recently: full capacity and full occupancy. Like most renovation and reopening processes, the St. Regis opened in phases and the pressure to reach full capacity was created by the first full-occupancy nights in February. The hotel hummed as all the rooms were full and the staff got a sneak preview of what the busy tourist season will be like for Vancouver's newest and most historic boutique destination.

With special low-season rates starting at \$134 (CDN) including full breakfast, internet, free local calls and faxes, the St. Regis Hotel is Vancouver's destination for savvy travellers looking for big city style in the heart of downtown. For reservations and information, please visit [www.stregishotel.com](http://www.stregishotel.com) or call (604) 681-1135.