

## **BEST WESTERN PLUS HERITAGE INN HIRES NEW GENERAL MANAGER, UPDATES GUEST ROOMS**

*Western Washington University Alumnus Britton Braswell Joins Management Team at  
Bellingham, Wash. Property Managed by Seattle's Coastal Hotel Group*

**BELLINGHAM, Wash. – (June 11, 2013)** – Western Washington University alumnus and Bellingham resident Britton Braswell has accepted the general manager position at the [BEST WESTERN PLUS Heritage Inn](#). The 90-room hotel in downtown Bellingham, Wash. was recently purchased by Shelby Co. in December of 2012 and is managed by [Coastal Hotel Group](#), a Seattle-based hospitality management company.

“Britton is no stranger to the area and brings a great understanding of both the hospitality industry as well as the marketplace that the hotel serves,” said Yogi Hutsen, president and CEO of Coastal Hotel Group. “This is a unique property that is well-respected for its high service standards and value. We are excited that Britton will be joining the management team.”

Braswell comes to the BEST WESTERN PLUS Heritage Inn from Hotel Bellwether, also in Bellingham, where he has held various positions since 2005 including front desk supervisor, accountant, manager of accounting and human resources, and hotel manager.

“It’s a privilege for me to work at this property,” said Braswell. “As a longtime resident of Bellingham, I have a passion for the hospitality industry and for this community. I look forward to the opportunity to lead this team of professionals and showcase the upgrades and amenities that the ownership group has added.”

Since the acquisition, the hotel has upgraded each guest room with new Simmons® Beautyrest Black™ Georgetown™ plush pillow top beds wrapped in luxury linens, new guest room carpeting and Keurig® in-room coffee makers.

“We’re pleased with the evolution of the property, both inside and outside,” said Jerry Anches, co-founder of Shelby Co. “Along with the guest room upgrades, we’ve made several cosmetic changes to the property grounds that complement the new look and feel of the hotel. I’m excited about the standards we’ve set, and anticipate our guests will as well.”

Conveniently located adjacent to the Bellis Fair Mall and nearby the Bellingham International Airport, the Best Western Plus Heritage Inn offers full complimentary breakfast for all guests, as well as 800-square feet of meeting space, 24-hour complimentary fitness center, seasonal outdoor swimming pool, hotel-wide WiFi access and more. For more information, visit [www.bestwesternheritageinn.com](http://www.bestwesternheritageinn.com).

Coastal Hotel Group manages a portfolio of boutique and meetings hotels, including the award-winning Cedarbrook Lodge in Seattle, The Resort at The Mountain in Welches, Ore. and Lodge on the Desert in Tucson, Ariz. For more information about Coastal Hotel Group, visit [www.coastalhotels.com](http://www.coastalhotels.com).

#### **About Best Western Plus Heritage Inn**

Located at 151 East McLeod Road in Bellingham, Wash., the Best Western Plus Heritage Inn is conveniently located for both business and leisure travelers. The hotel has 90 guest rooms, including suites with kitchenettes. Guest amenities include complimentary breakfast buffet, complimentary hotel-wide WiFi access, 24-hour fitness center and more. The property is owned by Seattle-based Shelby Co. and is managed by Coastal Hotel Group, a Seattle-based hospitality management company. For more information about Best Western Plus Heritage Inn, visit <http://www.bestwesternheritageinn.com>.

#### **About Coastal Hotel Group**

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. Coastal Hotel Group is a founding member of Stash Hotel Rewards™, a point-based program that allows guests at independent hotels across the country to quickly earn free nights at any participating property. For more information about Coastal Hotel Group, visit <http://www.coastalhotels.com>.

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