

For Immediate Release

Oak Bay Beach Hotel buyers receive five-star treatment from the get-go

Sept. 20, 2011, Victoria, BC – With the trend of five-star hotel living picking up all across North America, developers of the [Oak Bay Beach Hotel](#) property are upping the ante by introducing a concierge service that starts at the day of purchase.

Until the hotel opens in May 2012, the new residence and vacation hotel suites owners care concierge, Crystal Bruneau, will help buyers create the home (or vacation spot) of their dreams, assisting in everything from the individualized customization of their residential suites to arranging the details for move-in day and beyond. Twenty residences and vacation hotel suites are being built in the \$52M, Tudor-style waterfront hotel (seven of the 20 are already sold or are near closing).

“It’s so important for us that our buyers feel that signature, first-class hospitality right away, without having to wait until move-in day,” said Kevin Walker, owner and developer of the Oak Bay Beach Hotel project. “And after the hotel opens next spring, our on-site concierge will offer guests an unsurpassed, personal level of service – unlike anything that already exists in Victoria and exceeding visitor and resident expectations day in and day out.”

Bruneau joins the Oak Bay Beach Hotel team with a background in the hospitality, marketing, architecture and culinary industries.

“There’s really nothing comparable to Oak Bay Beach Hotel living,” said Bruneau. “Not only will it soon be Victoria’s premier resort destination, but for the lucky few, it will also be home. It’s such an honour to welcome our purchasers to the hospitality of hotel living right away and help them create a space that’s unique to their needs as well as beautiful.”

As Victoria’s first luxury hotel and spa with private residences, some of the perks available to residents will be the unlimited use of the seaside, therapeutic mineral pool, fitness centre and spa; services from an on-staff sommelier and fine dining in The Dining Room; and 24-hour room service and concierge. Oak Bay Beach Hotel is being built to LEED Gold Standards and will operate at the highest level of the Green Key Eco-rating Program (North America’s recognized leader in sustainable hospitality operations). Pre-opening pricing starts at \$350,000 Cdn (vacation hotel suites, ranging from 400-to 750-square-feet) and \$1M Cdn (residences, ranging from 900- to 1,900-square-feet).

For more information about Oak Bay Beach Hotel, visit www.oakbaybeachhotel.com or call 1-800-668-7758.

About the Oak Bay Beach Hotel

The new Oak Bay Beach Hotel is being completely rebuilt on the same spectacular oceanfront lot where the previous hotel sat for over 80 years. It will reopen as a 100-room hotel with 20 luxury residences and 100 vacation hotel suites in spring 2012. Built to five-star standards, hotel and residential amenities include butler and housekeeping services, in-suite chefs, seaside therapeutic mineral pools, a spa and fitness centre, dinner theatre program and fine-dining restaurant. Not only is this Victoria’s first combination full-service luxury hotel and private residence, it is also the only commercial waterfront development in Oak Bay.

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Note to editors: high-res renderings of Oak Bay Beach Hotel interiors/exterior are through [SendtoNews](#). Historic photos of the original building are also available.

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