

K Hotels Adds New Member Property On Oregon Coast

By Konnect-PR

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The Coho Oceanfront Lodge Joins Independent Boutique Collection

LOS ANGELES (May 27, 2010) – K Hotels, sales and marketing experts for independent hotel properties around the world, is proud to announce the addition of a new member property to its collection –The Coho Oceanfront Lodge. Situated along the Central Oregon Coast, the addition of this idyllic oceanside retreat continues K Hotels’ successful expansion efforts in the United States.

The Coho Oceanfront Lodge in Lincoln City, Oregon reflects the ambience of the serenely beautiful Oregon Coast, complete with panoramic views of the Pacific Ocean. The recently-renovated and expanded property offers the warm comforts of a home away from home combined with the elegance and service of a boutique hotel. A great destination for a weekend getaway for a romantic excursion, The Coho Oceanfront Lodge embodies the best the Pacific Northwest has to offer.

“The Coho Oceanfront Lodge makes an excellent addition to our collection of hand-picked hotels,” said Lara Weiss, Managing Director, K Hotels. “It’s such a unique leisure property, and is sure to attract new clients, as K Hotels continues to expand our growing brand of hospitality expertise and service.”

“A small property like The Coho needs a company like K Hotels to enhance the marketing outreach to regional and national travelers that might overlook us when searching for an Oregon Coastal vacation,” said Rob Lee, Director of Operations at the Coho Oceanfront Lodge. “K Hotels also fills a much needed sales position that would otherwise be financially prohibitive for our hotel based on the sales efforts required to stay in front of travel agents and consumers not in our own backyard.”

Recently renovated by renowned interior designers Ankrom Moisan Architects, the Coho is a locally-owned and operated hotel committed to green practices. For more information on the The Coho Oceanfront Lodge, please visit www.thecoholodge.com. For more information on K Hotels, around the world locations and services, please visit <http://www.k-hotels.com>.

ABOUT K HOTELS

K Hotels represents a worldwide collection of independent hotels. K Hotels approaches each member (and traveler) with an exclusive relationship supported by professionalism, knowledge and enthusiasm. K Hotels distinguishes itself from its competitors by applying direct sales strategies, personalized marketing campaigns and customized services. With the mission of growing consumer awareness and strategically defining the independent hotels’ position in each market around the world, K Hotels has succeeded in becoming a leader in its category, and providing unforgettable experiences for its members and travelers alike.

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