

## **NEWS RELEASE**

## VICTORIA VISITORS TAKE TO TWO WHEELS WITH HOTEL GRAND PACIFIC New bike-lending program makes it easy for guests to explore the city by cycle www.hotelgrandpacific.com

May 13, 2013; Victoria, B.C. – Victoria's reputation as a bike-friendly city is about to get a boost among visitors. A new complimentary bike-lending program at the <u>Hotel Grand Pacific</u> helps guests get out there to explore on two wheels.

Hotel Grand Pacific guests will be able to take out one of four <u>Felt "Café Series"</u> city cruisers for up to four hours, free of charge. The bikes can be reserved up to 24 hours in advance, and come with helmets and locks, giving guests the ability to explore the neighbourhoods around the hotel by bike.

"Seeing Victoria by bicycle gives visitors a unique perspective on our active, bike-friendly city," says Reid James, General Manager of the Hotel Grand Pacific. "Whether our guests have a couple of hours between their business meetings, or are here to enjoy an adventure-filled weekend, this new bike program gives them an easy way to get out there on two-wheels."

One of the four bikes has a basket and another comes with panniers, so taking a picnic to one of Victoria's parks or beaches is made easy. Hotel guests can reserve the bikes at any of the guest service points including the concierge, front desk and bell desk. Maps showing favourite local routes and stops are also provided.

The Hotel Grand Pacific is a bike-friendly property, and title sponsor of the <u>Hotel Grand Pacific Harbour</u> <u>Sprints</u> – an annual racing series held on Belleville Street, along the Inner Harbour. Best described as "drag racing on bicycles," this year's event will be held over two Saturday evenings, June 15 and 22. According to Statistics Canada, Victoria is Canada's cycling capital, with more people commuting to work by bike than in any other city. Victoria is also home to champion cyclist, Ryder Hesjedal, the winner of the 2012 Giro d'Italia.



The Hotel Grand Pacific is a great choice for visitors looking for a hotel that takes health and wellness as seriously as they do. Along with the bike program, the hotel also offers all guests access to the on-site <u>Victoria Athletic Club</u>. The facility, which has 600 private members, features a 4-lane 25 metre marble lap pool, scheduled yoga and pilates classes, and is one of the world's only facilities with <u>EcoFit</u> – a green cardio program capturing energy produced by working out, and turning into electricity fed back to the grid. The hotel is also home to <u>SORA Spa</u>, and all of the property's food and beverage outlets offer healthy, sustainably-sourced choices for those looking to balance mind and spirit.

The **Hotel Grand Pacific** offers guests what they want, where they want it. Conveniently located on the Inner Harbour in downtown Victoria, it is the perfect choice for the lifestyle traveller seeking an alternative from the traditional branded hotel stay. With 304 spacious guestrooms and suites, the Hotel Grand Pacific is renowned for delivering an exceptional and personalized guest service experience. With a focus on health and wellness, the hotel offers complimentary access to the Victoria Athletic Club, located onsite. Relax at the spa or dine at the all-day Pacific Restaurant or The Mark, an award-winning fine dining restaurant. The Hotel Grand Pacific is a proud member of Preferred Hotels & Resorts Worldwide.

- 30 -

## Media Contact:

Wendy Underwood Fever Pitch Marketing Communications Inc. T: 604.418.5253 E: wendy@feverpitchcommunications.com