

Press Release

Best Western Primrose Hotel - Downtown Toronto Completion of Multi-Million Dollar Renovation

Toronto, Ontario, Canada. Dec 15th, 2013 - The Downtown Toronto Best Western Primrose Hotel announced today the completion of its largest renovation in operating history. The Multi-Million Dollar transformation was necessary to meet the demands of the downtown Toronto hotel's corporate, convention and leisure clientele.

“We are thrilled that this renovation is now complete and we look forward to impressing our guests with an enhanced overall experience,” said Scott Yellan, Director of Property for Arsandco Investments, Best Western Primrose Hotel Downtown Toronto. “This transformation has allowed us to evolve into an excellent leisure destination, a perfect meeting and function venue, and a new, trendy destination for dining or lounging.”

Architectural Changes to the Best Western Primrose Hotel Toronto would include the new front entrance to the hotel is located on Carlton Street, featuring a clean modern design. The lobby also underwent significant changes for an impressive new look. Changes include new front desk focal features, flooring and contemporary Barcelona furnishings. The backdrop to the front desk was crafted with Portifino Italian rock-wall, designed by Annabella Nogueira and Gino Monardo of Oakville Design.

“We look forward to welcoming back our loyal guests to our new look and inviting new customers to experience the new Best Western Primrose Toronto” said Steve Morris, Director of Operations. “Our customers expect exceptional service and with these exciting renovations, we should continue to exceed their expectations.”

The center piece of the heart of Downtown Toronto hotel’s renovation are the guest rooms, which have been completely transformed into clean-modern comfort zones. Premium bedding packages, 42" HD flat panels, and exceptional furnishing quality with stunning city views have been rolled out. A selection of traditional regal decor units have also been appointed into inventory.

Also completely updated and outfitted with contemporary decor are the Primrose lobby restaurant and lounge areas.

"Our restaurant and lounge is the perfect meeting place. Breakfast before touring the city, dinner before the show or drinks with the office crew. I am so proud of our new look!" said Grace Valentine, Food & Beverage Manager.

The Downtown Toronto hotel topped off their renovation with a complete remake of their banquet and meeting space. Incredible skyline views from the 23rd floor function areas are now drenched in modern flooring, wall trim, lighting and window treatments. The elegance carries into the 2nd floor Pearson room.

"These function facilities are so fresh, it's such a pleasure to show them" said Joseph Gorewich, Senior Sales Manager.

About Best Western Primrose Hotel Downtown Toronto

A full service property seamlessly integrated in the heart of Downtown Toronto – Best Western Primrose delivers impeccable service with a gracious dose of Canadian hospitality. Best Western Primrose Toronto features 340 guestrooms, more than 10,000 square feet of function space including our newly renovated 3,500 square foot Rainbow and Starlight rooms overlooking Toronto, Primrose restaurant and lounge, a lobby Tim Horton's, outdoor seasonal pool, saunas, guest business center, concierge service, free property wide wi-fi and fitness center.