



CRYSTAL LODGE

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CRYSTAL LODGE PRESS RELEASE

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CRYSTAL LODGE – WHISTLER, BC, Announces Major Rebranding

The Crystal Lodge, an independent hotel located in Whistler British Columbia, today announced a major re-branding to reflect the company's dedication to its timeless village spirit.

As the world is changing so too is Whistler. There is a whole new level of desire to explore the outdoors led by a new youth defining mountain travel and we at the Crystal – a proudly independent village lodge – want to show them the original Whistler hospitality. Just as we have for more than 30 years.

But to do so, we had to make a few upgrades.

In partnership with CHIL Interior Design Firm we are creating connectivity in our new spaces with design elements that repeat through our guestrooms and common areas. The Deluxe Studios, One Bedrooms, and Lofts have undergone a transformation including light tone millwork, black frame bathroom mirrors, Pacific NorthWest art by Sonny Assu, contemporary furniture choices with a modern Scandinavian look and feel, maintaining the modern, mountain cabin influenced design aesthetic. Combined with a homage to the mavericks whom originally formed the village, the Crystal is now home to historical artifacts and photos of a bygone era – giving guests a truly unique Canadian mountain experience.

From the moment the village emerged in the early 80s, The Crystal's service culture has inhabited the timeless hospitality and easygoing passion of mountain bliss. Our natural backdrop is a dreamlike spot for epic alpine adventures. Deep powder in the winter and blissful trails in the summer. Long days and tired legs. Cheeks flush with fresh mountain air. And as the sun dips below the piques, guests return to The Crystal for a warm welcome and sense of security knowing their every care is being addressed. *"We are very excited to unveil our new branding and rooms product to our guests. These changes highlight the importance our ownership places on ensuring we are stewards of the Whistler culture for visitors from around the world"*, said Ian Lowe, General Manager at the Crystal Lodge.

And it doesn't stop there – the Crystal Lodge's graphic presence has also evolved with a new icon symbolizing the Crystal's central location between Whistler and Blackcomb Mountains, amidst wild forests and lakes. The new design colours are reflective of the shadows when exploring our alpine forests and the alpenglow sunsets in the evenings. Most importantly the Crystal's new user-friendly website (www.crystal-lodge.com) is easy to navigate - providing a quick and seamless experience for our guests.

Has the Crystal Changed? Yes. Because sometimes change is necessary. It's still maverick. Still independent. Still pure. Still welcoming. We look forward to welcoming you soon.

MEDIA CONTACT

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ABOUT THE CRYSTAL LODGE:

For more than 30 years, Crystal Lodge has embodied the soul of Whistler: a warm welcome, award-winning service, and a purity of spirit as fresh as the alpine air. A long history of mountain memories unfolds here in this storied hotel in the very centre of Whistler Village. Today, Crystal Lodge is a modern tribute to a rich history, with spacious guestrooms, heated outdoor pool and hot tub, and an unbeatable location.