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**FOR IMMEDIATE RELEASE**

**Cannery Pier Hotel & Spa Announces New Director of  
Sales & Marketing**

**ASTORIA, Ore., December 17, 2019** - The Cannery Pier Hotel & Spa, owned and managed by Vesta Hospitality, is pleased to announce the appointment of Linh DePledge as the new director of sales and marketing. The iconic 46-room hotel rests on historic pier pilings 600 feet over the Columbia River.

DePledge will oversee all aspects of marketing, sales programs, public relations, and annual budget in the hotel's continuing mission to deliver outstanding guest service and revenue growth. She joins the hotel's management team with more than 25 years of experience in brand development, product launch and sales and marketing for diverse businesses from internet start-ups to insurance. Most recently, DePledge was the director of operations and public relations for Adrift Hospitality, where she was responsible for managing four hotels in Oregon and Washington state.

"We are excited to have someone of her caliber and experience right here in Astoria join our team. DePledge has significant experience with her career concentration in sales and marketing and leading effective teams. Her leadership and creativity, combined with community involvement and her own-it and think-ahead values will be essential to the ongoing success of the Cannery Pier Hotel," said Don West, the hotel's general manager.

DePledge is involved in the Astoria Downtown Historic District Association and serves on its Business Development Committee. She lives in Astoria, and the Cannery Pier Hotel has always been an aspirational property with a special place in her heart.

"I've always loved the Cannery Pier Hotel from afar, and now I get to be a part of this distinctive property and the people who make it so beloved in our community and to our guests," said DePledge.

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## About Cannery Pier Hotel & Spa

The Cannery Pier Hotel & Spa rests 600 feet over the magnificent Columbia River on a 100-year-old pier that was once the site of the historic Union Fishermen's Co-operative Packing Company. Unsurpassed in location, sophistication and timeless beauty, our unmatched services make each stay as personal as can be.

We offer savvy travelers an escape from the pressure of the city with our signature amenities including the exclusive Vintage Car Chauffeur Service, the Cannery Pier Spa for relaxation, and Every Room with A View promise that includes private standing balconies with the best views of the Columbia River and the stunning Astoria Bridge as the backdrop. Guests enjoy watching the ships roll along the river wrapped in an exclusive Pendleton blanket. More information at [www.cannerypierhotel.com](http://www.cannerypierhotel.com)

## About Vesta Hospitality

Established in 1996, Vesta Hospitality is a fully integrated hotel development and hospitality management company based in Vancouver, Washington. A trusted investment partner, Vesta Hospitality also invests in - and operates - a portfolio of successful, award-winning properties across the country. Vesta Hospitality takes a strategic approach to expanding its holdings and leverages its leadership team's combined expertise to drive maximum profitability. More information at [www.vestahospitality.com](http://www.vestahospitality.com).



*Cannery Pier Hotel & Spa - Photo Courtesy of Doug Knight.*



*Linh DePledge, Cannery Pier Hotel & Spa director of sales & marketing*