



FOR IMMEDIATE RELEASE

Gitxaala Enterprises Welcomes Sean Martin as General Manager of the Crest Hotel

Prince Rupert, BC, May 19, 2026 — Gitxaala Enterprises Corporation (GECO), the owners of the Crest Hotel, are pleased to welcome Sean Martin as the newest addition to the team. Sean officially joined the Crest as General Manager on May 4, 2026, supporting the continued growth and operations of the property.

“We are excited to welcome Sean to the Crest Hotel. His hospitality experience, education, and professional track record make him a valuable addition to our team. With his prior experience in Northern BC, along with family connections to Prince Rupert, we look forward to the long-term stability that he will bring to the Crest Hotel,” – Michael Uehara, CEO of Gitxaala Enterprises.

“It is a genuine honour to join the Gitxaala Enterprises team and lead the historic Crest Hotel into its next chapter of modernization and excellence. My family and I are excited for our new life in Prince Rupert, and I look forward to ensuring the Crest continues to set the gold standard for hospitality on the North Coast.” – Sean Martin, General Manager, The Crest Hotel

About Sean Martin

Sean is an experienced hospitality leader, having served most recently as the General Manager for the Pangea Pod Hotel in Whistler for the past eight years. Previously, he was the General Manager of the Stonebridge Hotel in Fort St. John and a Relief General Manager for the Sandman chain throughout British Columbia, including assignments in Williams Lake and the Okanagan, where he was deployed as a turnaround specialist.

Having served as the first and only General Manager for Pangea from pre-opening in 2018, Sean has deep operational expertise, having led the full build-out and launch of the property. Under his leadership, the hotel became an award-winning hospitality product and achieved a 4.8 out of 5 guest rating on TripAdvisor, demonstrating his commitment to providing a positive and memorable guest experience.

Sean holds a Master’s Degree in International Hotel Management and brings a wealth of relevant experience that will be of benefit to the Crest, including harnessing modern technological systems, managing workers housing, and a proven ability to build a cohesive team in an independent boutique hotel.



Sean also has a personal connection to Prince Rupert, having married a former Rupertite. His wife's family is rooted in the region, and they are fully committed to building their long-term future in Prince Rupert.

Gitxaala Enterprises and the Crest Hotel are excited about the opportunities and growth that Sean Martin will bring to our organization and to our community.

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