

# Historic Yuma Hotel Changes Brands

*July 27, 2014: YUMA, ARIZONA* - The historic Coronado Motor Hotel, one of the first hotels in the world invited to sign on with the Best Western brand, has decided to change brands. Says co-owner Yvonne Peach, "After sixty-eight years with Best Western, John and I have decided it's time for a change. We are a unique hotel, and want to stay that way. Nowadays travelers are in search of having an experience that is authentic to the area they are visiting, and as our guests tells us, our hotel certainly provides that sense-of-place of what Yuma once was, and is today."

John and Yvonne Peach have always been advocates in promoting Yuma as a historic and outdoor travel destination. Not only have they traveled the world promoting Yuma as an ideal southwest destination for international travelers, they also have an open door welcoming travel writers who want to experience and cover Yuma. This spring, they hosted ten travel writers to be part of Yuma's Centennial celebration which resulted in numerous articles, blog posts, video and radio features for the region. The hotel is also the headquarters and home base for mother-daughter travel writers and radio hosts Nancy Reid and Lisa Smith, who are traveling non-stop on their Big Blend Spirit of America Tour to promote all 401 National Park units and their gateway communities. "The Coronado is a historic icon for Yuma," says Nancy, "it's only a couple of blocks from the Colorado River, the Yuma Crossing National Heritage Area, and the historic downtown. It's a natural fit for Yuma to be the hotel's brand!"

John and Yvonne opened Casa de Coronado Museum at the Coronado Motor Hotel to showcase the history of Yuma, the Peach family, the hotel, and the history of travel and tourism. They also own the Yuma Landing Bar and Grill, which is on the same property as the hotel, and is the site where the first airplane landed in Arizona. There is a state monument on the property that features Robert Fowler, the pilot who landed the airplane. The restaurant is a popular stop for visitors who come in to view the extensive collection of historic photos of Yuma and Arizona, and of course enjoy the establishment's American and South-of-the-Border cuisine, cocktails, sports events and entertainment.

The Coronado was originally built by John's parents, John and Marie Peach, in 1938. The hotel had a cottage, and 14 guest rooms. The Peach family continued to expand the hotel property throughout the years, and today, the Coronado Motor Hotel has six wings and features 127 guest rooms, two swimming pools, a fitness center, two business centers, and two electric car-charging stations. Adding even more eco-friendly improvements, the hotel is currently finishing a 5-year renovation project.

This year, John and Yvonne accepted the Yuma Visitor Bureau's Crystal EGRET (Expression of Gratitude in Recognition of Efforts for Tourism) Award. The hotel was recently ranked as a silver level GreenLeader on TripAdvisor, and also received the TripAdvisor Certificate of Excellence. Says Yvonne, "We're real excited about being able to promote Yuma as our hotel brand, and be Yuma's best destination hotel that offers affordable rates with special Yuma Fun Packages and group specials, great dining and entertainment at the Yuma Landing Bar & Grill, and to continue to provide our guests excellent service, and clean, comfortable rooms with all the modern amenities they need. We encourage our guests to visit our new websites and sign-up for our monthly Captain's Log e-Newsletter for giveaways, special packages, local event news and articles, and even recipes."

Please note Yvonne's new email address is [ypeach@coronadomotorhotel.com](mailto:ypeach@coronadomotorhotel.com). For inquiries please call (928) 783-4453 or email [info@coronadomotorhotel.com](mailto:info@coronadomotorhotel.com).

[www.CoronadoMotorHotel.com](http://www.CoronadoMotorHotel.com)

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