



Mission, Vision & Values

MISSION

The Sidney Pier Hotel & Spa will offer a home-away-from-home for travelers of all ages attracted by a coastal lifestyle. Our skilled and caring team is inspired to create and deliver highly personalized services and innovative programs. Recognizing our role and responsibility to all stakeholders, we are committed to be fiscally responsible, community minded, and focused on minimizing our ecological footprint.

VISION

"To create the finest oceanfront experience in the Pacific Northwest".

VALUES

Comfort and Community

We will provide a comfortable and casual environment that puts our guests at ease and reflects the true West coast nature of our relaxed seaside community. The Pier will offer a timeless sense of style and service that is contemporary not trendy, down-to-earth not elitist, and welcoming not intimidating. We will measure our success by the personal connections we build with our guests and our long-lasting affinity with the local Sidney and Saanich Peninsula community.

Teamwork

We recognize our success as an organization is best achieved through cooperation and teamwork, and that our customers measure us as a whole rather than by distinct departments. In an effort to recruit and retain the industry's finest, we will remain committed to training and development and provide a stimulating work environment that encourages innovation, accepts accountability and embraces change.

Market-Driven, Customer-Focused

We will always seek to understand our guests as individuals and provide them with warm, personalized service that speaks thoughtfully to their needs. The initiatives we undertake, products we develop, and processes we establish, will be aligned to increase overall guest satisfaction, cultivate relationships, and create value for our guests.

Environmental Responsibility

We recognize that the natural environment is our greatest asset, upon which businesses and jobs ultimately depend. Therefore, it is vital that we take active measures to protect our natural resources and safeguard them against exploitation and contamination. We will lead by example and promote sustainable practices that minimize our ecological footprint and preserve the natural environment for future generations to enjoy.