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Stage West bucks the trends

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In this age of generic no-frills hotels with entertainment often restricted to a singer, a guitar and a microphone in a single lounge, Stage West continues to buck the trends.

"We've had great success with hotels that have the complete package — dinner theatre, large food and beverage services, and in some cases casinos," Jason Pechet, president of the newly renamed parent company called Stagewest Hospitality, has told *The Edmonton Sun*.

"I've always had a passion for amenities and we like to pamper our customers with full service," adds Pechet.

Stagewest Hospitality, which was renamed from Mayfield Hospitality Group to better reflect the company's current holdings, operates Camrose Resort Casino, Stoney Nakoda Resort and Stage West Calgary, all in western Canada and Stage West All Suite Hotel on Dixie Rd. south of Hwy. 401 in Mississauga. They are partners with Bellstar Hotels and Resorts in two other properties in Canmore, Alta. and B.C.

The Pechet family involvement in what became Stagewest developed when 91-year-old Eugene Pechet, who still lives in Edmonton, founded the company in 1944 and bought the Auditorium Hotel in North Battleford, Sask. His son Howard carried on the business and Howard's sons David and Jason have now moved from California to Calgary to be more hands-on with the firm.

Stage West operations in Mississauga and Calgary specialize in musical and comedy productions, often combined together, in a formula that continues to sell 25,000 annual season tickets for the company.

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