



### **AyalaLand Hotels launches its own hotel brand**

*The first of a series of Seda hotels opens in December at Bonifacio Global City offering the best that the Filipino today has to offer.*

November 2012 --AyalaLand Hotels and Resorts (AHRC) recently announced that it will soon be operating its first wholly-owned hotel brand with the soft opening in December of Seda Bonifacio Global City. Seda is an urban lifestyle hotel brand envisioned to offer the traveler the advantages of location, excellent service and great value. A second Seda hotel will also open to the public in Cagayan de Oro before the year ends.

All told, the tourism and hospitality subsidiary of property giant Ayala Land, Inc. (ALI) will add within the next 14 months a total of 665 rooms spread out among four Seda properties, each within an ALI mixed-use community, according to Al Legaspi, AHRC Chief Operating Officer.

Seda Bonifacio Global City, with 179 rooms, will be within easy access of the restaurants and shops of Bonifacio High Street and Serendra within the emerging business district. The second, Seda Centrio, Cagayan de Oro with 150 rooms, will be within the Centrio ALI mixed-use development which includes offices and retail. The Abreeza, Davao and NUVALI projects are scheduled to open in the first and last quarters of 2013 respectively.

Legaspi disclosed that Seda was conceptualized to capture opportunities presented by the booming tourism industry. "There is such tremendous opportunity in the country's flourishing foreign and domestic tourist industries. Our Seda hotel line is well positioned to capture more than its fair



market share across various regions with our superior product and strategic location within Ayala Land's mixed use developments.”

Andrea Mastellone, Seda group general manager, observed that because each Seda hotel is easily accessible to an Ayala mall and office spaces, it is destined to be a destination in each of the cities it is located. Moreover, the hotelier with 25 years experience in the global hospitality industry hopes to provide each visitor an “optimal guest experience” through state-of-the-art technology and the personable service that has distinguished the work of Filipinos in the hospitality industry worldwide.

“Seda will offer the convenience and security of a high-energy, central location on top of innate Filipino hospitality combined with global best practices,” he noted.

A Seda guest room and facilities will further be distinguished by contemporary design associated with boutique hotels. “Because AHRC is both the developer and operator of the Seda brand, we can be more flexible in giving our clients what they want at best values,” explained Mastellone. “We can be responsive to the market.”

Legaspi disclosed that AHRC tapped well-known Filipino architect Conrad Onglao to design all the interiors, including guestrooms and public areas. Onglao initially established his practice in the US West Coast where he worked with or was exposed to the best designers in the global hospitality industry.



Legaspi further disclosed that the name “Seda” means silk and was chosen to capture the “new and fluid hospitality experience” that represents the best today’s Filipino has to offer. ###

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