



Seda Hotels Pioneers “Customer Gold Service” in the Philippine Hospitality Industry

The Ayala-managed hotel chain is the 1st in the country to undergo accreditation for Certified Guest Service Professionals (CGSP) from the American Hotels and Lodging Educational Institute

Seda hotels, recognizing the impact of service excellence in the industry, is the first group in the Philippines and one of the first in Asia, to undergo training and accreditation for a new program of the American Hotels and Lodging Educational Institute (AHLEI), *Guest Service Gold*.

Group Director of Human Resources Wilma Estaura introduced the program to Seda employees upon earning her pin as a Certified Guest Service Professional in Chicago, Illinois, the only Filipino among an international group of hoteliers.

Guest Service Gold underscores the most important values in guest service based on extensive industry research by the American Hotels and Lodging Educational Institute. AHLEI is the global leader in hospitality training and hotel management certifications, certifying and validating competencies in conjunction with academia and industry experts.

Estaura states, “Training that aims for customer satisfaction is *de rigueur* in the hospitality industry. Seda takes service to a higher level with its culture of generosity of spirit and humility. We aim for selfless service, dedication and commitment. These all give rise to a genuine concern for our guests which makes the big difference.”

Guest Service Gold affirms the highest international standard of service for all hotel employees. To get this seal of approval, Seda’s participants underwent a test run and conducted by an official representative of the American Hotels and Lodging Educational Institute.

Seda’s Group General Manager Andrea Mastellone remarks: “The objective is not just to satisfy, but to “delight” a guest. To do this, a staff member must constantly seek ways to surprise a guest. After all, what guests remember most about a hotel is not so much the furnishings but the stories of their memorable experiences during their stay.”

Seda “urban lifestyle hotels”, which opened in December 2012, are located in Bonifacio Global City, Metro Manila; Centrio, Cagayan de Oro; Abreeza, Davao City, and soon, Nuvali, Laguna. The brand is owned and managed by AyalaLand Hotels and Resorts Corporation. ###



Photo shows Customer Service Gold training participants with Seda hotels' Group Director of Human Resources and Certified Guest Service Professional Wilma Estaura (seated, 5th from left), AHLEI-accredited Hospitality Management Trainer Colby Hutchinson (standing, 6th from left); and Seda Group General Manager Andrea Mastellone (standing, 7th from left) .

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