

Ayala Land Brands and Properties Cop Prestigious “World Travel Awards”
Seda named “Philippines’ Leading Hotel Group”

October 2014.....Two hospitality brands and two properties of the AyalaLand Hotels and Resorts Corp. (AHRC) were named winners at the recent World Travel Awards considered “the Oscars of the travel industry.” AHRC is the wholly-owned Ayala Land subsidiary focused on maximizing opportunities presented by the growing tourism industry.

In the past two years, AHRC has exponentially expanded its portfolio of products ranging from island resorts to iconic global hotel brands as well as the introduction of Ayala Land’s own hotel brand, Seda. All of these AHRC properties showcase the best of Filipino hospitality.

At the country level, three of the seven Philippine winners are part of the AHRC group. Seda hotels, which now has four properties nation-wide, was named the “Philippines’ Leading Hotel Group.” Fairmont Makati, the newest luxury hotel in the city, was named the “Philippines’ Leading Hotel”, while InterContinental Manila was named “Philippines’ Leading Business Hotel.”

In the Asia regional level, El Nido Resorts, Ayala Land’s eco-tourism destination in Palawan, won “Asia’s Responsible Tourism Award” and will compete at the end of the year with other regional winners for the world’s best title in the same category.

The World Travel Awards, which celebrates its 21st year this year, was established to recognize “those organizations that are pushing the boundaries of industry excellence,” according to its website www.worldtravelawards.com. Winners of the prestigious annual program are selected by travel professionals and high-end tourism consumers. In 2013, over 500,000 individual votes were cast to determine the winners.

“We are very pleased with the recognition garnered by InterContinental Manila, Fairmont Makati, El Nido Resorts, and Seda”, according to Junie Jalandoni, AHRC president. “Collectively, the awards serve as an affirmation that AyalaLand Hotels and Resorts is contributing towards the growth of the tourism and travel industry.”

The recognition accorded to Seda, a completely Filipino-owned and operated brand competing with international players, is especially meaningful to AHRC, disclosed Al Legaspi, AHRC Chief Operating Officer. “This was envisioned to be a key player in setting quality standards in the markets it serves and now we are seeing that vision turn into reality from what was a mere vision a few years ago.”

Legaspi confirmed that AHRC has aggressive expansion plans for Seda, which has been identified as an anchor project for leading-edge Ayala Land developments in key areas of the country.

He also related that the new Fairmont and Raffles Hotels, as well as the Holiday Inn & Suites were developed to provide visitors to the booming financial district of the country with wider and more varied choices. “We intend to keep raising hospitality standards for accommodations and service in each of the Ayala Land communities we serve,” he says. InterContinental Manila, meanwhile, is “the grand dame of Makati” and Ayala’s first venture into the hospitality industry.