



## **SEDA ABREEZA HOTEL HIGHLIGHTS DAVAO'S NEWFOUND GLOBAL PROMINENCE**

*The urban lifestyle hotel offers technological amenities that usher in a new era in hospitality*

January, 2014, Davao City, Philippines.....The 186-room Seda Abreeza hotel in Davao City highlights the newfound status of this metropolis in the Asian region. Leading a new generation of hotels earmarked for global travellers, the joint venture between AyalaLand Hotels and Resorts Corp. (AHRC) and the Anflo Group of the Floirendo family anticipates a greater influx of visitors to this booming economic hub driven by exports and more recently, the BPO industry.

Named one of the "Top Ten Asian Cities of the Future" by London-based Financial Times Group, the city known for its vast banana plantations and fine beaches dominates the Davao Region, the biggest economy of Mindanao's four regions.

Davao Region will grow by nearly 6 percent this year, according to the National Economic Development Authority. Its economy expanded more than 7 percent last year, to Php 423 billion pesos, the biggest in value registered by Mindanao's economic regions.

The Davao metropolis and its neighbouring cities will add new power plants, malls, offices and factories in 2014 boosting its overall economic performance. Local and foreign investors have committed to build more than Php 28 billion of projects in the region this year, according to the Board of Investments.

Seda Group General Manager Andrea Mastellone disclosed that the city's new hotel rooms are being taken up by an influx of business travellers attracted to the area's growth prospects. "Since Seda Abreeza opened in April 2013, its occupancy has been steadily increasing and is seen to stabilize this year."

Seda Abreeza officials note that in the past six months alone, well-known contact services companies expanded operations in the bustling Mindanao city, with the largest setting up 2,400 seats in the next few months.

To appeal to travellers doing business on behalf of and with these new economic players, Seda Abreeza has set new standards in the industry, including a touchscreen tablet that the guest can use while in the hotel car, together with complimentary Wifi and Internet within the hotel. Its guest rooms also feature 40-inch LED HDTVs, media panels with HDMI, USB and A/V connectivity. Just recently, the hotel launched its Premier Rooms and Club Rooms which offer more perks and privileges for business travellers.

The outlook is consistently positive with tourist arrivals breaching the one million mark last year, and continuously growing.

But whatever their status as travellers, visitors are drawn to Seda Abreeza's strategic location within a self-contained complex in a booming part of the metropolis. A stone's throw away from the hotel is Abreeza mall which offers countless dining, retail and entertainment options. Recently, the mall expanded to include a BPO Center, a potential magnet for even more restaurants, stores and entertainment outlets.



Mastellone explained that in the age of social media, consumers are demanding more choices. “They have easy access to reviews and posts centered on food and leisure. They appreciate being near malls like Abreeza that are organized to give them a wide variety of eating and shopping experiences.”

He added that women on business, of which there are a significant number, particularly appreciate being within a well-secured complex that nevertheless allows them to explore and enjoy new things.

Still another attraction of Seda Abreeza is its service. Key hotel personnel recently took up the Customer Gold Service (CGS) program offered by the American Hotels and Lodging Educational Institute. Seda’s Group Director of Human Resources Wilma Estaura, accredited trainer of the CGS program, observes: “We want our managers and staff to anticipate the needs of guests and offer service over and above their duty.”

Seda, which is the Filipino word for “silk,” captures the progress taking shape in the city with its modern accommodations and state-of-the-art facilities to meet the requirements of both local and global travellers.

The hotel, strategically located at the city's main thoroughfare J.P. Laurel St., is the third Seda hotel, a wholly owned brand of AyalaLand Hotels and Resorts Corp.

Seda Abreeza, which follows Seda Bonifacio Global City in Metro Manila and Seda Centrio in Cagayan de Oro City, aims to showcase the rebirth of Davao City's hospitality industry while proving local talents can match those of top foreign brands.

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