



## **Seda Set to be the Leading Filipino Hotel Brand**

*Expansion to Visayas begins in Iloilo, with more hotels to open yearly nation-wide*

August 2014.....With close to 2,000 rooms scheduled for completion in various key locations nation-wide within the next few years, Seda lifestyle hotels by AyalaLand Hotels and Resorts Corporation (AHRC), is set to be the leading Filipino-owned hospitality brand catering to both local and global travellers.

In less than two years, four Seda hotels with 665 rooms have already opened in Ayala Land mixed-use communities in Bonifacio Global City, Cagayan de Oro City, Davao City and Nuvali, Laguna.

Al Legaspi, Chief Operating Officer of AyalaLand Hotels and Resorts Corporation, disclosed that an estimated 1,100 more rooms are set to come onstream in the next four years. These include Seda Atria in Mandurriao, Iloilo City – the first Seda property in the Visayas; Seda Vertis North in Quezon City; Seda Circuit in Makati; Seda Arca South in Taguig; and Seda Lio in Northern Palawan. The latest in the hotel collection, Seda City Gate in Makati, had its ground breaking recently and is expected to open in 2018. All of these properties are strategically situated within Ayala mixed-use developments.

“Currently, the Seda brand fills a gap in each of the markets it serves. This is for a quality hotel in a strategic location within an emerging growth center, and which offers service excellence following global standards,” says Legaspi.

Seda’s Group General Manager Andrea Mastellone adds that all Seda hotels in operation are performing well, namely, the flagship Seda BGC in Taguig with 179 rooms, Seda Centrio in Cagayan de Oro City with 150 rooms, Seda Abreeza in Davao City with 186 rooms and Seda Nuvali in Laguna with 150 rooms.

“In all these locations, Seda has set new hospitality standards for comfortable accommodations, urban amenities, and warm yet efficient service in a contemporary setting”, he explains. He also emphasizes the excellent value it offers guests who can enjoy a host of amenities required by modern travellers such as complimentary WiFi, an e-lounge, Seda’s signature Misto restaurant and a variety of meeting rooms. Located within Ayala mixed use developments, all hotels offer its guests easy access to retail, dining, and many other lifestyle options.

Mastellone says, “We are developing our own brand highlighting the best the Filipino has to offer in terms of amenities, design and service.”

Architect Conrad Onglao, who has designed landmark hotels abroad, conceptualized the interiors of the Seda hotels currently in operation, highlighting Filipino furniture craftsmanship as well as accent pieces by globally-recognized artisans Kenneth Cobonpue, Ann Pamintuan, and Jaime Zobel de Ayala, whose artworks are situated in key areas of all Seda hotels.

Mastellone also reports that Seda properties have consistently registered a high guest satisfaction rating, a claim supported by an extremely high repeat business ratio of 50%. The company’s commitment to maintain its edge in this aspect led to Seda’s recognition as the first Asian hotel brand whose properties are all acclaimed “Certified Gold Service”, by the American Hotels and



Lodging Educational Institute. All Seda front-liners are required to undergo individual certification which is only awarded after successfully passing very stringent requirements.

“Guests come back because of our people, and they know that they can expect the same level of service in any Seda hotel,” Mastellone states. Guest loyalty to the brand has become evident in bookings for Seda Centrio and Seda Abreeza, many of which originate from clients of Seda BGC in Metro Manila.

Needless to say, what guests also truly appreciate is the convenient location of each Seda hotel within an Ayala Land mixed-use community. Every Seda hotel is just a stroll away from the host of retail and dining options offered by an Ayala Mall. It is also near major businesses, office buildings and residential projects. ###

#### Images



Ground breaking ceremony of Seda Atria in Iloilo with (l-r) Seda Group General Manager Andrea Mastellone; AyalaLand Hotels and Resorts Corporation President Junie Jalandoni; Iloilo Mayor Jed Patrick Mabilog; business partner Edgardo Pison; Ayala Land Inc. Senior Vice-President and Group Head, Visayas-Mindanao, Lilit Tumbocon; and AyalaLand Hotels and Resorts Corporation Chief Operating Officer Al Legaspi.



Artist's Perspective, Seda Vertis North in Quezon City



Artist's Perspective, Seda Circuit in Makati

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