



## PRESS RELEASE

### **Seda Atria Fills the Growing Demand for Hotel Accommodations in Booming Iloilo City** *Property is Seda's First in the Visayas*

October 2015, Manila.....On the verge of its next economic surge, Iloilo City represents a ready market for hotel accommodations that caters to international travelers, according to Al Legaspi, chief operating officer of AyalaLand Hotels and Resorts, owners of the newly opened Seda Atria hotel in the city's Mandurriao district.

Economic reports show that new infrastructure led by the city's international-grade airport, a dynamic partnership between the local government and private sector as well as an investor-friendly atmosphere are currently driving the growth of businesses and institutions in the city.

"The quick takeup of residential units and the brighter outlook for offices expansion in Ayala Land's Atria Park District, the focus of an emerging growth area in Iloilo, prodded the establishment of a 152-room Seda hotel," Legaspi disclosed. Like the four other Seda properties in Luzon and Mindanao, Seda Atria is within Ayala Land's first large-scale integrated community in this region providing quick access to dining and retail choices in a strategic location.

Seda is a wholly-owned and managed Filipino hospitality brand providing accommodations to global travelers.

Andrea Mastellone, Seda group general manager, reports that Seda Atria offers 17 Premier Rooms and 135 deluxe rooms served by its signature all-day dining facility, Misto. Its meeting rooms are already a popular hub for conferences and social events, while its bigger banquet rooms will be open to the public in a few weeks.

Seda Atria is also targeting leisure travelers seeking to enjoy Iloilo City's emerging tourism destinations focused on natural and biodiverse protected areas sought by a growing sector of ecotourists. Already, Seda Atria is rated among the top three hotels in Iloilo City by TripAdvisor.

"We have fused the innate hospitality of the Filipino with best global practices and consistent training," said Mastellone who emphasizes that the new hotel's staff are already certified Guest

- more -



## **PAGE 2 / Seda Atria Fills the Growing Demand for Hotel Accommodations in Booming Iloilo City**

Service Gold Professionals by the American Hotel and Lodging Educational Institute.

The service provided by Seda “which means silk,” combined with its stylish but highly functional and contemporary interiors represent great value to Seda guests and ensure a satisfying hotel experience. The young hospitality brand sets new service standards in Iloilo City previously dominated by family-owned facilities.

At the same time Seda’s location within a masterplanned community provides seamless integration of The Shops at Atria, which hosts a significant number of Iloilo-based merchants offering dining and retail options for the Seda guest. Also within the Atria community are the Iloilo--Ayala Land TechnoHub, QualiMed Hospital, soon to be completed residential condominiums Avida Towers and Avida Storeys, and the expansion site of Ateneo de Iloilo. SEDA Atria is accessible to the River Esplanade, one of the city’s popular tourist spots. ###

### **Image**



Deluxe King Room at Seda Atria



**For more information or images, please contact:**

Ms. Genny Puno  
Communications Manager  
T: (632) 5885744 M: (0917) 5399087 M: (0917) 8328425  
E: [puno.genny@sedahotels.com](mailto:puno.genny@sedahotels.com)

Ms. Berry Marfori  
Public Relations Consultant  
E: [epmarfori@gmail.com](mailto:epmarfori@gmail.com)