

Seda Set to Operate 3,281 Rooms by 2019; Aims to be Leading Phl Hotel Brand
It will open bigger city hotels and a new resort format with low environmental impact

February 15, 2017, Taguig – Ayala Land Hotels and Resorts Corp.'s (AHRC) wholly-owned Seda hotels announced today that it would be adding to its inventory more than 2,400 rooms in nine destinations from 2017 up to 2019. Melissa Carlos, group director of sales and marketing, announced in a media briefing: "Our goal is to be the leading Filipino hotel brand catering to global travelers in the Philippines."

Since its founding in 2012, Seda has built up its room inventory to 817 rooms spread over five properties as follows: Seda BGC, Seda Centrio in Cagayan de Oro City, Seda Abreeza in Davao City, Seda Nuvali in Laguna, Seda Atria in Iloilo City.

All five hotels met their targets in 2016 including Seda Atria, the newest at just a year old, according to Carlos. "Across all our properties, our guest satisfaction scores ranged from 83 to 86 per cent, which is way above the industry average hovering in the 70s. All our hotels also took the number 1 slot in their category in each of their cities."

Seda's best performing property has been Seda BGC which registered an average occupancy of 87 per cent in 2016 or far more than the 65 per cent industry average occupancy rate of Makati hotels. This indicates high demand for its rooms despite the proliferation of new hotels that are part of international chains in both BGC and Makati.

The excellent performance of Seda BGC has prompted the addition of a new tower with 342 rooms including 48 serviced apartments to cater to long-stay guests many of whom are project consultants and remain in the country from three to six months. BGC's business travelers appreciate the

highly vibrant BGC location and its easy access to dining and entertainment options – a quality shared by all Seda hotels owing to the location of every property in an Ayala Land mixed-use developments.

The new stand-alone Seda BGC tower to be completed in 2018 will seamlessly interconnect with the current tower at three levels. The construction will not disrupt operations and will allow the expansion of facilities like an all-day dining outlet to seat 300 persons and function rooms that can seat up to 450 persons.

But prior to the BGC hotel extension, Seda will launch this April 2017, its biggest city hotel with 438 rooms, Seda Vertis North in Quezon City, where business potential is huge. “Seda has been successful in highly underserved areas,” according to Carlos. She recalls that AHRC planners had conservatively estimated demand for this four-star hotel brand “offering five-star service” and designed properties with an average of 150 rooms. But given its success, Seda’s next generation of city hotels in Makati, Taguig, Cebu, the Bay Area in Manila will be bigger and range anywhere between 200 and 350 rooms. Seda Capitol Central in Bacolod, opening in the 3rd quarter of this year with 154 rooms, however, has been calibrated to fill projected demand in that city for this type of hotel offering.

Seda will also launch a resort hotel in Ayala Land Hotels and Resort Corp.’s new tourism estate in El Nido town in the Palawan mainland called Lio. Seda Lio will have 153 rooms and will be completed in the last quarter of 2017. The two-storey Seda Lio has been designed to have a low environmental impact on its surroundings and may serve as a model for future Seda hotels in other AHRC resort areas.

Notwithstanding its location in vibrant Ayala Land communities and rooms geared to fit the needs of today’s business and leisure travelers, Seda has expanded rapidly because of the warm, efficient service rendered by its staff, according to Carlos. This is indicated in the high guest repeat rate across all

properties which registers at an excellent 42 per cent, more than double the industry average of 15 to 20 per cent. ###

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