



Seda Launches Bacolod Hotel in Response to Vibrant Economy

*October 2017.....*After a long hiatus on new hotel launches, Bacolod City residents welcomed the opening of Seda Capitol Central, a 154-room property by AyalaLand Hotels and Resorts Corp., its second property in the Visayas.

Seda's Senior Group General Manager Andrea Mastellone observed that a strong mix of BPO firms engaged mostly in the specialized health information management sector, tourism and OFW remittances were boosting the local economy and had heightened the need for a hotel meeting the needs of global and local travelers.

Seda Capitol Central brings Seda's room inventory to 1,400 in seven locations including Bacolod. It is part of a nine-hectare Ayala Land mixed-use development that was once part of the centrally-located provincial capital complex. The estate is being developed into a new urban center serving rapidly growing Negros Occidental and will highlight a regional mall to be completed by 2018. The mall will offer guests a wide array of retail and shopping options a few steps away from Seda. Upon full development, the self-contained community will also include offices and residential buildings that will contribute to the vibrancy and energy of the site.

Seda Capitol Central hotel manager Rhett Villaruz says the hotel will offer the region a taste of Filipino hospitality in keeping with global standards. Like most Seda hotels, close to 95 per cent of the staff are local hires who, with rigorous training, are likely to become seasoned hoteliers. "We train them to give guests a smooth and seamless experience by being pro-active in serving clients. Fortunately, delighting guests is innate to most Filipinos," according to Villaruz

Villaruz himself is a seasoned hotelier with stints at international chains that have properties in Cebu, Jeddah and Dubai. As Seda Capitol Central's hotel manager, Villaruz will be responsible for the strategic direction of the property as well as day-to-day operations.

The new hotel offers 137 deluxe rooms, 16 studio-style premier rooms, and a Suite. It also offers all-day dining at the hotel's signature restaurant Misto. In addition, guests can enjoy a dip in the swimming pool or a session at the fitness center. It will soon open to the public Straight Up, the only premier roof deck bar in the area, which will offer striking views of the expanding cityscape.



Seda Capitol Central has three function rooms at the roof deck conducive for small group discussions. Three more multi-purpose event spaces can accommodate bigger groups. Each can fit 50 to 80 people, but can be merged to accommodate up to 250 guests.

Seda recently opened a premier hotel in Quezon City, currently the largest in that area. Next year, it will inaugurate a resort hotel in the Lio Tourism Estate in Northern Palawan. More hotels carrying the brand will open in key cities, such as Makati, Cebu, and the Manila Bay area. Seda BGC is the brand's flagship property. It also has hotels in Cagayan de Oro, Davao City, Nuvali in Laguna, and Iloilo City. ###

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AyalaLand Hotels and Resorts Corp. brings Seda's room inventory up to 1,400 with the opening of its seventh property, Seda Capitol Central in Bacolod.

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