



## **Finally, Quezon City Gets the Five-Star Hotel it Deserves**

*March 2018.....*The 438-room Seda Vertis North, a brand of Ayala Land, was recently accredited by the Department of Tourism as Quezon City's newest five-star hotel characterized by world-class facilities and exceptional levels of customer service.

Brett Hickey, Seda Group General Manager, explained that the accreditation which uses global assessment and accreditation systems is recognition that the hotel meets the highest international standard. "We're particularly pleased to offer Quezon City our levels of service, facilities and amenities now that we are seeing so much economic and social activity in this part of the metropolis."

Hickey disclosed that since the hotel opened in October last year, it has been heavily patronized by corporate clients in IT-BPM, infrastructure, manufacturing and retail expanding their businesses in the area. Its ballrooms and function rooms have also been fully booked during the weekends by clients with discerning tastes for debuts, weddings, anniversaries and other social events.

The hotelier who has operated and opened new properties worldwide for a number of international chains explained that the country's star rating is a point system assessment of a hotel's quality of service and facility conditions. "We're pleased this hotel reflects the Seda culture of service which draws from innate Filipino hospitality complemented by consistent and meticulous training," he said.

Seda Vertis North is the sixth of seven hotels carrying the Ayala Land brand. All over the country, Seda hotels have received high guest satisfaction ratings and a high level of repeat business. The location of each Seda hotel in a mixed-use development by mother company Ayala Land has also



bolstered client satisfaction. By 2019, there will be 15 Seda hotels nationwide – including a resort hotel in Palawan opening later this year and larger hotels concentrated in Metro Manila.

Owing to Quezon City’s surging levels of economic and social activity, Seda Vertis North was deliberately designed three years ago to have a full range of guest rooms. “Seda Vertis North represents how our hotel brand has evolved in just five years,” according to Hickey.

He recalled that the first Seda hotels were planned as boutique hotels with basic facilities complemented by world-class guest rooms and international service levels. The Quezon City property, which is part of the bustling Vertis North business district, was later designed to have bigger facilities such as a ballroom that can seat 500, a spa with private treatment rooms, large swimming pool with an expansive deck, and the full range of suites.

It has deluxe and premier rooms and also a Presidential Suite with leading edge contemporary lines, the first among the Seda hotels to have one. It will also be the first in the chain to have a range of food outlets – the brand’s popular all-day dining facility called Misto with 250 seats; Straight Up rooftop bar with 150 seats and a panoramic view of the emerging Quezon City skyline; and soon a Chinese specialty restaurant to be supervised by a highly-trained chef.

He revealed that succeeding Seda hotels in the country’s major business districts will adapt Seda Vertis North’s premier format matched by service “aimed at exceeding guests’ expectations. We’re just nurturing to international levels what is in the DNA of most Filipinos - exceptional hospitality.” ###



## Image



*Seda Vertis North, which recently received a five-star rating from the Department of Tourism, represents how the Ayala Land brand has evolved in just five years. Its world-class service has been warmly welcomed by Northern Metro Manila businesses and residents who patronize its full range of rooms including a presidential suite and larger amenities.*

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