



## **Seda Hotels to Open its First Resort In Lio Tourism Estate, Palawan**

Ayala Land's wholly-owned Seda hotels will set new benchmarks for hotel resort development when it opens its eighth property in the 325-hectare Lio Tourism Estate in mainland Palawan in the third quarter of 2018. Within the El Nido municipality in the northern tip of the province, Seda Lio will be a top-tier 153-room beachfront property showcasing the rich biodiversity of its surroundings while adopting eco-friendly practices to limit its impact on its immediate environment.

The latter will include using refillable glass water bottles and offering soap, shampoo and other amenities in ceramic jars in an effort to ban single-use plastics highly detrimental to marine life in this province considered the last environmental frontier. The resort in the Palawan mainland has also limited the height of its structures to three floors or no taller than the surrounding coconut trees and located them a good distance from the beach and behind the treeline so as not to interfere with prevailing winds that blow sand in different directions throughout the year and other natural cycles. These restrictions are in keeping with Lio Tourism Estate's sustainable development masterplan.

Affluent foreign and local travelers are putting a premium on environmental concerns, according to Brett Hickey, Seda group general manager who is personally supervising the opening of the chain's first resort hotel. Hickey also supervised the opening of Seda Vertis North, northern Quezon City's first accredited five star hotel.

He explains: "We will be addressing environmental concerns at Seda Lio in addition to offering guests our brand of genuine Filipino hospitality aligned with the premier service standards offered by top-tier destinations."

Seda Lio's success is expected to thrive on the patronage of leisure travelers, corporate groups and wedding parties. In addition to having 153 rooms, its main function room that can seat up to 300 people, adjoining outdoor patios that can accommodate even more guests and five meeting rooms make it an ideal wedding as well as group destination. In addition, it is minutes away via electric car from the Lio airport. Thus, Hickey promises guests from Manila that it will take only 70 minutes from takeoff from the metropolis to touchdown at Lio, to transfer to the hotel and finally, to having a welcome drink on hand.

Millennials already account for a significant portion of El Nido's 90,000 arrivals. The young mix of Asian, European and domestic tourists are also a natural market for weddings. "When the four-hectare Seda Lio opens by the next quarter, they can choose to have a beachfront wedding, reception at our



ballroom, our gardens or by the poolside—each venue offering services and amenities to satisfy the most discriminating,” he says. Seda Lio will have one of the largest indoor venues in El Nido “allowing for more flexibility and security when planning around the weather.”

For recreation, Seda Lio guests can arrange for personalized island-hopping tours of Bacuit Bay’s iconic sites or simply choose to relax by the three inter-connected swimming pools that offer 1,200 sqm. of space. Seda Spa will also offer massages and a range of relaxing body treatments.

Moreover, kids will have their own special event, a daily guided tour designed to interest three to 12-year-olds in the surrounding flora and fauna. This is in addition to a kids’ playroom with soft seating, toys and books and a games room for teens and young adults with air hockey tables and digital games.

Guests will also have easy access to the four-kilometer stretch of Lio Beach and the restaurants and stores of Ayala Malls’ Shops at Lio a short stroll away. They will also be walking distance to Lio’s mangrove tours, artists’ village, birdwatching and trekking trails.

All the aforementioned advantages will work just as well for incentives and team building groups. Both sets of guests will also appreciate that Seda Lio will offer, deluxe, premiere and suite categories ranging from 45 to 76 sqm. and all with patios. It will also have a 148 sqm. Lio Suite and four individual spa villas that can collectively accommodate up to 16 people. The latter can easily accommodate families and friends vacationing together, says Hickey.

Nevertheless, Hickey foresees that guests will return again and again to Seda Lio not only because of its picturesque surroundings but also because of its service excellence. Filipinos are among the best hoteliers in the world and Seda Lio will be a great showcase for that talent, he observes. ###

## Images





*Seda Lio will be a top-tier 153-room beachfront property showcasing the rich biodiversity of its surroundings while adopting eco-friendly practices to limit its impact on its immediate environment.*



*Seda Lio's main function room can seat up to 300 people making it an ideal destination wedding venue.*



*Seda Lio in the Lio Tourism Estate in the Palawan mainland will offer guestrooms and suites (above).*

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