



### **Seda Marks Fifth Year with Plans to have 3,500 Rooms in 15 Locations by 2019**

January 2018.....AyalaLand Hotels and Resorts Corporation's hotel chain Seda announced on its fifth anniversary this December that in line with its objective to be the leading Philippine hospitality brand, it will continue expanding and winning market share by using its agility as a homegrown player.

Senior group general manager Andrea Mastellone disclosed that its current 1,409 rooms in seven locations (BGC, Cagayan de Oro, Davao City, Nuvali in Laguna, Iloilo City, Quezon City and Bacolod City) is set to increase to 15 hotels totaling 3,500 rooms by 2019. "Being a wholly-owned Filipino company, we have a deep understanding of opportunities in the market. *We were the first to bridge the gap between the luxury and budget hotels by offering a modern facility with efficient service at competitive rates. Solid demand for our hotels continues to steadily grow.*"

In addition to service excellence, the other Seda brand pillars of a high-energy location close to restaurants and retail outlets within an Ayala Land development and great value have allowed the brand to establish its own network of corporate and leisure clients. "Guests now have the option of finding the same standard of service and facilities all across the country through the Seda chain," said Mastellone. He revealed that in 2016, all Seda hotels had become the market leader in their respective destinations.

He added that Seda's two-year old Guest Loyalty Program which has 20,000 members is an essential part of its business. "It has facilitated recognition and rewards for loyal clients. It has also become a channel of communication between the hotels and our guests."

Members earn points with every qualified stay and can redeem upgrades, Club Lounge access, overnight stays, and other privileges. Better yet, the program allows guests to deal with only one Seda hotel for bookings as they travel through the country. An added bonus, is that the loyalty system keeps tabs of guests' preferences which can easily be tracked by Seda front-liners in every location.



In the next few years, Mastellone expects tourism and traditional firms on expansion mode to be Seda's growth drivers and to fill the more than 2,000 rooms coming onstream. Studies by the Department of Tourism support the brand's optimism citing projected room gaps in popular destinations by 2022. By that time, Metro Manila will have a room gap of 69,185; Cebu-Mactan, 14,931. Seda will focus its expansion primarily in these two key cities.

Following the launch of Seda Lio in El Nido, Palawan in the first half of 2018, new Seda hotels will be inaugurated in the next two years in Circuit Makati; Arca South, Taguig; the Cebu Business Park; Ayala North Exchange, Makati; Bay Area, Paranaque; and the Cebu IT Park. In response to the Bonifacio Global City's sustained expansion, an additional 342 rooms will also be added to Seda BGC in Taguig, the brand's flagship hotel.

Mastellone assured that the brand's service culture focusing on meeting people's needs will remain its cutting edge. Seda's training courses ensure that the hotel's core values are prioritized in every new recruit. "Once a new employee has embraced our culture, we then proceed with the technical training to improve skills. Training and development have been key to our success and we will continue to invest resources in this area so staff are empowered to create memorable guest experiences."

He adds that certifications and trainings from respected institutions like the American Hotel and Lodging Educational Institute, the leading hospitality training provider worldwide, have also complemented in-house courses. "We are proud that many of our managers have risen from the ranks. We will continue to grow and develop talent from within."

Melissa Carlos, group director of sales and marketing, notes that Seda has been able to scale up quickly from 179 rooms in 2012 to the current 1,409 rooms because "we are in constant conversation



with our clients.” Consequently, it has begun offering new formats -- such as bigger hotels that will have at least 250 rooms from the 150 rooms of its first generation hotels -- serviced apartments and resorts.

Carlos disclosed: “We want to be known as the hospitality chain synonymous with Filipino hospitality and the Philippines.” ###

**Image**



*Seda Hotels Senior Group General Manager  
Andrea Mastellone*