



Seda Centrio Hotel Set to Service Global Travelers to Northern Mindanao
The hotel set to upgrade hospitality standards in the Cagayan de Oro

December 2012.....Despite its being a major Philippine trading hub with the second busiest airport in Mindanao, Cagayan de Oro City in Misamis Oriental welcomed its first hotel designed to tap global travelers only last December 2012.

Seda Centrio, owned by AyalaLand Hotels and Resorts and the Anflo Group of the Floirendo family, is set to upgrade hospitality standards in this city of family-owned accommodations, the biggest in Region X and the gateway to Mindanao from the rest of the country. Offering a paperless check-in experience with its 150 rooms located over the city's most premium mall, Seda Centrio in Cagayan de Oro City introduced last December a boutique-hotel setting to this urban center of over 600,000 Cebuano-speaking residents mostly engaged in agriculture and services.

Seda Centrio's sleek, contemporary lobby designed by Conrad Onglao has drawn positive remarks from residents and travelers alike. The fourth floor lobby connects to a smaller receiving area in the ground floor which provides easy access to the Centrio mall and its spectrum of dining and retail outlets, which they consider a big convenience.

Figures from the National Economic and Development Authority (NEDA) on Region X affirm that opportunities for Seda Centrio are quite positive. The region is booming and set for high growth evidenced by a hefty 109 percent increase in investments amounting to over P360 million in Misamis Oriental in the third quarter of 2012 compared to figures over the same period in 2011. Over the same period, business expansions in the province doubled to P71.75 million while the top 10 exports in Region X – including oleochemicals, coconut products, sintered ore, and pineapple-- increased by 14 % year on year. All those indicators imply a steady stream of travelers seeking to do business there.



Al Legaspi, chief operating officer of AyalaLand Hotels and Resorts (AHRC) which operates Seda Centrio, disclosed that the brand was developed “to prime opportunities in the country’s dynamic growth centers.” In addition to Seda Centrio in Cagayan de Oro City and the recently launched 179-room Seda Bonifacio Global City, AHRC is set to open Seda Abreeza in Davao City in April and a fourth Seda hotel in Nuvali in Laguna before the year ends.

Andrea Mastellone, Seda group general manager, observed that because each Seda hotel is a few steps away from an Ayala Land mall, residential and office spaces, each property is marked to be a destination in its city. In Cagayan de Oro and other underserved cities, Seda will further make available to global travelers state-of-the-art technology and the consistent delivery of the personable service associated with Filipinos the world over.

At the Cagayan de Oro Lumbia airport, for instance, friendly Seda Centrio personnel use an ipad with a Seda logo to identify themselves to the arriving guest. During the 20 minute drive to the hotel, a guest is enjoined to use the ipad or connect to the car’s wifi service to catch up on emails. This service is bound to be even more important once Lumbia is closed and the New Laguindingan airport in Iligan City, an hour’s drive away, is inaugurated some time this year to service flights to CDO and the rest of Region X. In the guest room, a media panel with USB, HDMI and audio visual connections allows the guest to view his files or listen to his music over the 40-inch LED TV system in his room.

Seda offers just the right mix of technology, efficiency and friendly service to help the traveler catch up with what he has left behind – be it work or correspondences from important people. Over and above friendly service and relaxing accommodations in a strategic location with easy access to restaurants and stores, Seda understands what is essential to global travelers, according to Mastellone. ###



Images



Centrio Exterior - The 150-room hotel adjacent to Centrio mall offers a spectrum of dining and retail choices to visitors



Premier Room - Seda Centrio in Cagayan de Oro City recently introduced the boutique hotel concept to this key city of Northern Mindanao.

C.M. Recto cor. Corrales Avenue, Cagayan de Oro City, 9000 Philippines
T: (6388) 323 8888 | (6388) 3238891 | E: cdo@sedahotels.com
www.sedahotels.com



Function Room - The Seda brand was conceived to prime opportunities in dynamic growth centers like Cagayan de Oro City.

For more information or images, please contact:

Ms. Elvira Pelaez-Marfori

PR Consultant

0917-5399087

epmarfori@gmail.com

C.M. Recto cor. Corrales Avenue, Cagayan de Oro City, 9000 Philippines

T: (6388) 323 8888 | (6388) 3238891 | E: cdo@sedahotels.com

www.sedahotels.com