



SEDA ABREEZA HOTEL OPENS IN DAVAO CITY

This urban lifestyle hotel, the 3rd under the Seda brand, is setting new standards in the Philippine hospitality industry

June 2013.....Seda Abreeza Hotel in Davao City welcomes guests to its 186 guestrooms and suites at the heart of this popular Philippine tourist destination, dubbed the “crown jewel of Mindanao.”

Sleek and contemporary in design, this urban lifestyle hotel along the city’s main thoroughfare, J.P. Laurel, captures the feel of Davao City’s progressiveness. Modern accommodations, state-of-the-art technology, personal yet unobtrusive service and other essentials are trademarks that ensure travelers a comfortable, convenient and seamless experience throughout their stay.

Following Seda BGC (Metro Manila) and Seda Centrio (Cagayan de Oro), Seda Abreeza is setting a new standard in the industry with paperless check-in, together with complimentary wi-fi and Internet within the hotel. Guestrooms also boast a 40-inch LED HDTV, media panel with HDMI, USB and A/V connectivity that enhance video or data viewing, and phone with an iPod dock and FM stereo, plus a mini-bar, coffee and tea-making facility, executive desk, and in-room safe fit for a regular-size laptop. Guestrooms on the Club floors offer access to an exclusive lounge as do the larger Premier Rooms, which have a kitchenette as an added feature.

Renowned Filipino architect and interior designer Conrad Onglao considered the modern needs of travelers in planning the hotel layout, drawing no boundaries between the hotel lobby, business lounge and restaurant – all seamlessly fused together on the ground floor.

“One space flows into the next,” says General Manager Jeffrey Enriquez. This allows the guest, who may not want to be confined to his room, to work on his laptop at the lobby and easily strike up a conversation with others, or access the computers at the e-lounge while enjoying a drink and snacks from Misto restaurant and bar.

Black and white images further inject a fresh and modern perspective to the minimalist theme that also incorporates local accents made of natural elements such as wood and weaves.

Seda Abreeza is the 3rd in a series of Seda hotels by AyalaLand Hotels and Resorts Corp., and is a partnership with the Anflo Group of the Floirendo family. It is part of an Ayala Land mixed-use community which will soon include office and prime residential spaces which is now anchored by Abreeza mall with its range of dining and retail options that include well-loved international brands, as well as local finds and the must-visit Tadeco showroom for home furnishings. The



award-winning company produces export quality and award-winning pieces, some of which make up Seda Abreeza's interior accents.

Seda, the Tagalog term for silk, represents the "new and fluid hospitality experience" that represents the best today's Filipino has to offer. In the same manner, Seda Abreeza reframes the hospitality industry in Davao City by showing that works of local talents easily match those of global trendsetters, reaffirming the fact that Filipino talent has made its mark in the international scene.

Other facilities and services of Seda Abreeza include function rooms that can accommodate as many 330 for receptions, a gym, swimming pool, room service, in-room massage, laundry and dry cleaning, airport and city transfers, and Lifestyle Manager assistance.

For inquiries and reservations, please call Seda Abreeza at (6382) 322 8888, email dvo@sedahotels.com or visit www.sedahotels.com. Other Seda hotels include Seda BGC in Bonifacio Global City, Taguig, Metro Manila and Seda Centrio in Cagayan de Oro City, with more to rise in key cities and destinations in the Philippines. ###

For more information, please contact:

Ms. Elvira Pelaez-Marfori
PR Consultant
0917-5399087
epmarfori@gmail.com

Ms. Genny Puno
Communications Manager
Seda BGC
T: (632) 5885744
M: (0917) 8328425
E: puno.genny@sedahotels.com

