



P R E S S R E L A S E

Seda NUVALI Hotel Opens in Sta. Rosa, Laguna growth hub

The 4th hotel bearing the wholly-owned Filipino brand combines the features of a city hotel and a resort to cater to a booming metropolis

March 2014, Manila.....AyalaLand Hotels and Resorts' (AHRC) wholly-owned hotel brand has opened Seda NUVALI in Sta. Rosa, Laguna. The 4th property under the Seda brand offers 150 guestrooms, increasing its total inventory in the Philippines to 815 rooms in just 14 months since the launch of its flagship property, Seda BGC, in Bonifacio Global City.

According to Seda Group General Manager Andrea Mastellone, "Like the other Seda properties, Seda Nuvali offers the convenience and security of a strategic location, a quality product and service excellence following global standards."

Seda hotels are part of Ayala Land mixed-use developments that include offices and commercial and residential components. These self-contained communities are envisioned to replicate the success of Makati, Bonifacio Global City and other Ayala Land business districts.

Seda NUVALI is the first lifestyle hotel in the 200-hectare NUVALI eco-city development, foreseen to be the growth center of the Calabarzon area. The NUVALI commercial hub includes the Technohub, home to BPO firms; a spectrum of dining and retail options at Solenad; and The Monochrome Events Place-- all easily accessible from the hotel.

"Seda NUVALI caters to the many firms in the BPO space and its allied industries now driving development in the area. As well, it offers a very attractive package to Sta. Rosa's growing residential communities," says hotel general manager Jeffrey Enriquez who is confident that the property will become a central meeting place and social destination of the city and nearby areas.

He elaborates, "We have a quality product that serves different markets—from individual travellers and meeting and incentive groups to local residents and their families seeking an exciting weekend destination."

Seda Nuvali is located in the Lakeside Evozone, its guest rooms offering stunning views of the lake, overlooking structures that blend with natural landscapes, evoking a serene, resort-like



environment. Space-efficient Deluxe Rooms are equipped with a king or twin beds; alcove seating; a 40-inch LED HDTV with cable channels; media panel with HDMI, USB and audio-visual connectivity; complimentary Wi-Fi and broadband internet access; IDD phone with iPod dock, alarm clock, voice mail and radio; coffee and tea making facilities, a mini-bar and in-room safe.

For long-staying guests or families who require more space and flexibility, Premier Rooms are ideal, equipped with a kitchenette and microwave oven, and either connecting to a Deluxe Room with twin beds, or located at the corner with multiple windows that enhance the feeling of openness and offer more views of the picturesque environment.

Enriquez adds that on top of these conveniences, Seda NUVALI carries the name of the brand that has been certified a Customer "Gold" Service Property by the American Hotel and Lodging Educational Institute. Seda is the first hotel brand in Asia to be certified in the program which aims to "delight", more than just satisfy, hotel guests.

Seda NUVALI also has an e-lounge with iMacs at the lobby, meeting venues for up to 100 persons, Misto restaurant, in-room dining, a children's playroom, game room and lakeside swimming pools. More facilities will be operational soon, including the gym, Club lounge, and Straight Up roof deck bar.

Seda NUVALI is located near "outlet shops" featuring various international brands, as well as world-class sports facilities, including wakeboarding.

Seda is the Filipino word for "silk", a lustrous yet strong fabric that perfectly represents their commitment to providing a seamless accommodation experience.

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Deluxe King Room



Adult and Children's Pools

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