



## P R E S S   R E L E A S E

### **Seda Launches CLIQ Loyalty Program for its many Repeat Guests** *Privileges and rewards await members*

December 2015, Manila.....In response to the warm reception of its five properties throughout the Philippines, Seda hotels, the wholly-owned AyalaLand Hotels and Resorts chain, recently launched CLIQ, its guest loyalty program. Andrea Mastellone, group general manager of Seda, reports that the chain's average occupancy rates throughout the country, which exceeded industry standards in 2015, prompted the creation of this loyalty scheme for customers.

Open to all Seda guests, CLIQ is an avenue to earn overnight stays at Seda hotels in exchange for rewards points. For every P10 spent on rooms, a CLIQ member earns a reward point, explains Andrea Mastellone. Repeated bookings will eventually translate to room upgrades and complimentary overnight stays.

He disclosed: "CLIQ is our way of giving back to guests who have shown appreciation for our high quality of service by staying with us whenever they can in their travels."

He revealed that Seda's repeat business rate is an impressive 42 per cent and attributes this to its global service levels and complete amenities offered by every property. Moreover, a Seda property's location within an Ayala Land mixed-use complex means easy access for guests to restaurants, retail, high-impact events as well as premier office locators.

CLIQ membership is open to all guests and means free access to the Seda reservation hotline. All guests who accumulate at least 15 nights in any of Seda's five properties within 12 months automatically get upgraded to the CLIQ Premier level and earn extra privileges including: guaranteed room availability for reservations made 72 hours prior to arrival; an additional 10 percent on points; a 10 per cent discount in the restaurant or bar; early check in and late check out subject to availability, and a welcome amenity.

For more details or to enroll, log on [www.sedahotels.com/cliq](http://www.sedahotels.com/cliq) or fill up the application form at the Front Desk of any Seda hotel. Membership is free.

Seda's five properties are located in BGC, which is now undergoing expansion to accommodate more guests; Davao City; Cagayan de Oro City; Laguna; and Iloilo City. ###

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## Image



Frequent guests of Seda hotels can enjoy a range of privileges and redeem complimentary overnight stays with points they earn through the CLIQ loyalty program

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