



PRESS RELEASE

Seda Hotels' Security Teams Receive International Certification

Seda is the first hotel chain in the Philippines use AHLEI's professional security program

November 2015, Manila.....Seda hotels' security teams have received an international certification that signifies their compliance with global standards in safety and security. Given by the American Hotel and Lodging Educational Institute which developed the training program in collaboration with the United States Department of Homeland Security, the Certified Lodging Security Officer (CLSO) taught participants the latest trends on maintaining safety and security while providing assistance to guests in a highly-service-oriented industry.

Guest of honor at the CLSO graduation ceremonies was Ransom Avilla, Attaché for US Homeland Security in the Philippines. He is a Special Agent with Homeland Security Investigations who has served in Hawaii, California and the Middle East underscored the importance of the security officers' achievement and their role in hotel operations.

"Security officers who are well-trained in the latest international security techniques are vital in ensuring the safety of hotel guests and employees," he says. In addition, he cites that professionalism, competency, diligence, and unobtrusive presence are key in assuring guests that they are in a safe and secure environment.

AHLEI is the training and education arm of the largest hotel industry association in the world with 15,000 member associations worldwide. Individual certifications are given to individuals who pass the examination given at the end of the training courses.

Seda, the wholly-owned and managed Filipino hotel brand of AyalaLand Hotels and Resorts Corporation, is the first hotel chain in the Philippines to train its security teams in AHLEI's professional security program. ###

Image



CLSO graduates with Ransom Avilla, Attaché for US Homeland Security in the Philippines (standing, 2nd from right), Seda Group General Manager Andrea Mastellone (3rd from right) and CLSO Program Trainor Ace Esmeralda (standing, 3rd from left)

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