



Seda Hotels Executives Merit Prestigious International Certification for Hotel Administrators

Seda hotels executives led by senior group general manager Andrea Mastellone have been certified by the American Hotel and Lodging Educational Institute (AHLEI) for their exemplary leadership and managerial abilities. The team took the Certified Hotel Administrator (CHA) certification program and passed the culminating exam with high marks, receiving some of the highest scores in Asia.

The CHA program is the most prestigious certification available to general managers and top executives in the hospitality industry. It was developed by AHLEI, the training and education arm of the largest hotel industry association in the world.

Wilma Estaura, group director of Human Resources of AyalaLand Hotels and Resorts Corp. (AHRC), explained that the certification program ensures that top Seda executives remain familiar with the latest practices and trends in their field. Topics covered include sales and marketing, operations, leadership, revenue management and related subjects. "It's a wholistic program that combines experience and new knowledge to ensure that our leaders are always equipped with the skills needed to run a successful hotel business."

Mastellone and his hotel managers have been successful in leading Seda hotels in BGC, Cagayan de Oro, Davao, Laguna and Iloilo to the top of their respective markets. As well, Seda's guest satisfaction ratings register at 86 per cent, substantially higher than the industry average.

Estaura adds that under their leadership, Seda's employee engagement rate is a high 94 percent, a clear indication that they are satisfied and are happy to work in the company. The most recent survey was conducted middle of this year.

Seda Hotels is wholly-owned and managed by Ayala Land Hotels and Resorts Corporation. It is embarking on an aggressive expansion program that will see its current room inventory grow to more than 3,500 by 2019. ###

Image



Seda Hotels executives (left to right) Jeffrey Enriquez, Joseph del Rosario, Christian Canda, Andrea Mastellone, Armand Angeles, Kennedy Kapulong, and Ron Manalang are among those who passed the Certified Hotel Administrator program with high remarks. The Certified Hotel Administration (CHA) program, the most prestigious certification for hotel managers and top executives in the hospitality industry, is developed by the American Hospitality and Lodging Educational Institute.

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