

Cebu Landmasters expands hotel business, to build the first Radisson RED in the Philippines

Cebu Landmasters Inc., the Visayas-Mindanao region's leading local developer, has signed an agreement with the Radisson Hotel Group to bring the first Radisson RED hotel to the Philippines. Other Radisson RED hotels in the Asia Pacific pipeline including Guangzhou in China, Kuala Lumpur in Malaysia and Mohali in India.

Radisson RED, which targets the ageless mindset, encompasses a lively and flexible concept, will be part of the Astra Centre, CLI's major mixed-use development along AS Fortuna in Mandaue City, Cebu. Scheduled to open in fourth quarter of 2021, the 146-room hotel will boost CLI's current hotel portfolio to 756 rooms.

"Cebu City is the perfect location to introduce Radisson RED to the Philippines," said Katerina Giannouka, president for Asia Pacific of the Radisson Hotel Group. "This is a dynamic, fast-paced urban center with a youthful vibe and positive outlook, and we look forward to welcoming guests at Radisson RED and introduce a new era of hospitality to the country."

"We are delighted to be working with Radisson Hotel Group to bring Radisson RED to the Philippines for the first time," said Jose Franco B. Soberano, senior vice president and chief operating officer of CLI. "This unique hotel concept will offer a completely new style of hospitality in Cebu City, appealing to a generation of tech-savvy travelers who appreciate more fun hotel experiences and flexible stays."

Giannouka described Radisson RED's concept as "expressive, technologically savvy and social" and is "perfectly suited to Asia's new generation of travelers who desire experience, flexibility and connectivity above all else."

"We are excited about our partnership with Cebu Landmasters and believe that it will be a success. We are confident that the Radisson RED brand will position us for solid performance, setting inspiring and memorable moments," Giannouka added.

All of the 146 guest rooms in Radisson RED in Cebu will feature bold designs and the latest smart technology, allowing guests to stream content from their phone to their TV. The hotel's minimum room size is 28 square meters allowing visitors plenty of space in which to unwind. They can also grab a snack, meal or drink in its two F&B outlets, namely RED Deli and OUIBar. The 24-hour Red Face Gym will further give them the option to work out around the clock.

Clients will also have the convenience of digitally checking in via the Radisson RED app, enabling them to head straight to their room, and unlock the door using their smartphone, bypassing reception. Moreover, the hotel's Meet Event Studios will provide innovative spaces designed to fuel creativity and enhance the impact of every occasion.

For the next five years, the Visayas region will outpace the 7-8 percent growth for the Philippines boosted by tourism-related activities, according to the National Economic Development Authority. Cebu and Central Visayas are expected to benefit further from the opening in June of the new P17.5-billion Mactan Cebu International Airport.

Department of Tourism data points to Cebu being the most visited destination in the Philippines, accounting for 62 percent and 80 percent of total domestic and foreign arrivals, respectively, in the first half of 2017. Total arrivals in Cebu rose more than 25 percent in 2016.

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Radisson Red will arise in Astra Centre, a Cebu Landmasters mixed use property along A.S. Fortuna Street in Banilad, Mandaue City, Cebu.



(L-R): Radisson Hotel Group VP Finance and IT Asia Pacific Scott Bryce, Cebu Landmasters President and CEO Jose Soberano III and Cebu Landmasters EVP and COO Franco Soberano recently signed the management contract of the first Radisson Red in the Philippines.