

SureStay Hotel Group® Expands in The Philippines with New Hotel in Cebu City



Best Western® Hotels & Resorts has unveiled plans to expand its innovative SureStay Hotel Group in The Philippines, with the signing of a new hotel in Cebu City, one of the country's most important and well-connected cities.

Scheduled to open its doors in March 2020, SureStay Plus Hotel by Best Western Cebu City will introduce international service standards and amenities to the upper-economy hotel sector. Nestled in Cebu City, on Osmeña Boulevard, adjacent to the Cebu Doctor's University Hospital, this modern property will provide easy access to the city's main business and leisure areas. Key attractions like Magellan's Cross and Fort San Pedro are just a short drive away.

The hotel will feature 63 rooms, all equipped with a full range of facilities including comfortable beds, flat screen cable TV, refreshing bathrooms and complimentary Wi-Fi. Guests will be offered daily breakfast and light meals, snacks and drinks at hotel's restaurant, while other goods can be purchased at the onsite shop. Parking is also available.

SureStay Plus Hotel by Best Western Cebu City becomes the second SureStay® hotel in The Philippines, following SureStay Plus Hotel by Best Western AC LUXE Angeles City, which made its debut in May 2019. Best Western will now seek further opportunities to introduce this forward-thinking brand to even more locations nationwide.

"We are delighted to launch SureStay Hotel Group in Cebu City, one of The Philippines' most popular destinations and a major business, tourism and transport hub for the entire country. SureStay promises a new style of hotel experience, combining quality and service at a highly attractive price point. I am confident that this concept will be warmly welcomed by domestic and international guests alike," said Olivier Berrivin, Managing Director of International Operations - Asia, Best Western Hotels & Resorts.

The Philippines is a key market for Best Western; the group is already one of the country's largest

international hotel operators with seven hotels and resorts in a wide range of destinations, including major metropolises and emerging markets. The introduction of SureStay Hotel Group to Cebu City and Angeles City will meet the rising demand for affordable accommodation in the country.

According to the regional Department of Tourism, Cebu attracted 5.58 million visitors last year, up 14.3% year-on-year. Of this total, 2.81 million were overseas travellers, which reflects Mactan-Cebu International Airport's rising status as a regional gateway. This is now the second busiest airport in the Philippines, with direct flights to and from many Asian mega-cities including Bangkok, Hong Kong, Seoul, Shanghai, Singapore and Tokyo.

SureStay Plus Hotel by Best Western Cebu City marks the group's second hotel in Cebu City, following Best Western Plus Lex Cebu, which is located just a short distance from the new hotel. As a result, Best Western will soon be able to provide a choice of upper-economy and upper-midscale accommodation to guests in this attractive coastal city.