

TRADERS TRANSFORMATION



Traders Club Suite



Traders Hotel Manila's General Manager Gordon Aeria

The Hong Kong based **Shangri-La Hotels and Resorts** owns and manages 72 hotels under the Shangri-La and Traders brands, one of which is the **Traders Hotel Manila (THM)**. THM General Manager **Gordon Aeria** was appointed in 2010, and since then he led the total refurbishment of this 312-room hotel located across the Cultural Center of the Philippines. This hotel, previously **Holiday Inn**, opened in 1976 together with other international hotel chains, **Mandarin, Peninsula, Westin, Regent, Sheraton and Ramada**.

Among the hotel's transformations are the rooms of the Traders Club, redesigned discerningly to showcase a modern yet functional lifestyle, ideal for frequent travelers seeking an exclusive retreat with the comforts of their personal workspace. Minimalist and abstract touches characterize the understated sophistication of each room. Neutral tones are predominantly used for the backdrop to create a relaxing feel while hints of passion colors such as red, purple and burgundy for an upbeat mood. The entire room is equipped with every business traveler's absolute necessities such as Wi-Fi, iLap, iPod dock and Internet Protocol TV (IPTV), which enables guests to access messages, billing, order in-room dining and watch the latest movies.

Another edge can be found within the cityscape at level 19. The Traders Club Lounge, now called the **T Lounge**, provides a picturesque 180-degree view to the unique topography that can only be found in Manila,

from the glistening city landscape, the Manila Bay sunset or the silhouette of Bataan Cross at Mt. Samat.

I asked Aeria what makes Traders successful, despite the highly competitive hotel market in the Bay area.

IN THE MANILA BAY AREA, HOW IS TRADERS HOTEL MANILA FAIRING AGAINST ITS COMPETITORS AND WHY SHOULD YOU BE THE PREFERRED HOTEL?

Within the Bay area, we have a familiar and well established brand name that is synonymous with quality and good value within the local market. What is perhaps less known is that we have completed major renovations in all our rooms, upgraded our facilities and opened our new Japanese Restaurant, **Kitsho**.

WITH THE FORTHCOMING ADDITIONS IN DELUXE AND BUSINESS CLASS HOTEL ROOMS INVENTORY IN THE BAY AREA, WHAT IS TRADERS DOING TO KEEP ITS LOYAL CUSTOMER BASE FROM BEING INVADED BY THESE NEW PROPERTIES?

The opening of new hotels and casino projects will develop the Bay area into another established district / hub in Metro Manila, offering a variety of international quality leisure and entertainment facilities. This is coupled with a wide range of hotels and Meetings, Incentives, Conferences and Exhibitions (MICE) venues offering numerous opportunities and options for the business and leisure traveler within a five-kilometer radius. By constantly improving our standards of quality and offering good value, as well of our international brand awareness and being part of the Shangri-la network, Traders Hotel will benefit significantly from it.

CAN YOU TELL US, NOW THAT ALL YOUR ROOMS HAVE BEEN RENOVATED, WHAT ELSE DO WE LOOK FORWARD TO IN 2012-2013?

In 2013 we will commence renovation of our Ballroom and meeting facilities and upgrade our fitness and health center. We will also focus in areas of Human Resources, to further develop and retain our people through training and development (cross exposure, local and international courses and workshops).

Traders Hotels are located in Abu Dhabi, Beijing, Changzhou, Dubai, Hong Kong, Kuala Lumpur, Male, Manila, Penang, Shenyang, Singapore and Yangon, with scheduled openings in Chennai, Iskandar and Macau. The group has a substantial development pipeline with upcoming projects in Canada, Mainland China, India, Malaysia, Philippines, Qatar, Sri Lanka, Turkey and the United Kingdom.



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