

Lancaster Hotels, Land & Properties Inc geared for growth as part of PCPI Group

Following the announcement by PCPI of the Soft Launch of Condotel operations for its Lancaster Suites Manila during December 2007, Lancaster Hotels, Land and Properties Inc is now set to become fully assimilated into PCPI's hotel division.

Sept. 3, 2007 - [PRLog](#) -- Beth Collingz, International Marketing Director of PLC International, lead marketing partners for PCPI's Lancaster Brand of Condotels in the Philippines said PCPI's hotel division currently operates the Lancaster Cebu Resort Residences condo rental operations and Lancaster Hotels, Land & Properties Inc will now add the operations of the Lancaster Suites Manila.

We are pleased to have reached the point of operations for the Lancaster Brand in Manila and believe this strategic investment will further PCPI's aim to be a niche market leader in Condo Hotel development in the Philippines. The synergies of PCPI's developments will help both PCPI and Lancaster Hotels, Land & Properties Inc grow to new heights. PLC International Marketing Networks are excited to be part of the PCPI Group and this marks a new chapter for the company and the Lancaster brand. With PCPI Group's commitment, resources and support, Lancaster Hotels, Land & Properties will now be able to chart a future that will see the Lancaster Condotel brand reaching its potential. We will be working closely with PCPI to roll out brand initiatives and establish a stronger presence in the Philippine Condo Hotel marketplace added Collingz.

Lancaster Hotels, Land & Properties, together with PCPI, will allocate considerable resources and effort to augment the Lancaster Brand of Condotel portfolio across the Philippines. Foremost in the plans is the establishment of a significant presence in key cities of Metro Manila and Cebu. LHLPI will also be expanding its product range further into the leisure market as well as the extended stay market.

Lancaster Cebu Resort Residences, located a mere 3 minutes from Mactan-Cebu International Airport, provides guests with easy access to all the essentials of urban living. This ideal location will complement the Condotel operation since Lancaster Cebu will function as a condominium hotel – a preferred accommodation choice of businessmen and holiday travelers alike. Guests can check-in to any of the executive studio suites for as low as \$35 a night or to any of the two-bedroom loft rooms at \$65 a night plus 13% Government Tax whilst longer term discounted rates for monthly and yearly lease rentals are also available said Collingz.

Lancaster Suites Manila, is centrally located along Shaw Boulevard, Metro Manila some 200 meters from EDSA-Shaw Boulevard Light Rail Transit Station and the Ortigas Center business district, provides guest access to its own unique Mini Mall feature with prerequisites of the urban dweller. Schools, hospitals, banks, restaurants, shopping malls, and leisure are all found within a few minutes from the Condotel. Clients can either purchase Condotel Suites for investment purposes or lease the units on weekly, monthly or yearly basis. For the soft launch, LHLPI will prepare special promotional room rates aimed at budget and business travelers whilst longer term discounted rates for monthly and yearly lease rentals are also to be made available said Collingz.

LHLPI will be even more committed to its guests and Condo Hotel partners. To support the Condo Rental Operations in Manila and Cebu, PLC International, apart from strengthening and expanding sales and marketing offices worldwide, there will be an emphasis to drive greater profitability for its hotel owners. Guests staying at the Lancaster Suites Manila and Lancaster Cebu Condo Hotels and Resorts can look forward to product and service enhancements which will make their stay even more memorable.

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Tags	Apart-hotel In The Philippines , Condotel In The Philippines , Philippine Condo Hotel , Lancaster Atrium , Lancaster Suites
Link	https://prlog.org/10029356



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