

Material type	MPR	Date	April 20, 2018
Client	Meralco Biz Partners	Version no.	2018-09
Project name	Microtel POP		
Writer/s	Florian Garcia	Editor/s	

KICKER	N/A
HEADLINE	Microtel by Wyndham: Redefining comfort
SUBHEAD	<i>Powered by energy solutions from the Meralco Biz Partners, this 100% Filipino-owned hotel offers a five-star experience at affordable rates.</i>

MAIN BODY COPY

For hotelier Jose Mari Del Rosario, five-star quality does not always have to be expensive.

This maverick hotelier, armed with extensive experience working in some of the world's best hotels, saw an opportunity for a no-frills, mid-market hotel concept that will complement the emerging tourism markets in the Philippine countryside. Even in the early 2000's, there were very few establishments in up-and-coming tourism destinations that offer a simple, secure room for weary travelers.

"When you travel around the country back then, you still have to worry: Am I going to be in a firetrap? Do I have to use a *tabo*? Is there hot water? Is there even reliable electricity?" Del Rosario shared.

Taking these common concerns into consideration, he brought in and developed the Microtel by Wyndham brand, the country's first international hotel chain for the mid-market segment in the country. As a 100% Filipino-owned company, Microtel prides itself for consistent, high-quality service for a safe and comfortable stay without the steep price tag.

To truly deliver on its promise of comfort and affordability, Microtel worked closely with Meralco Biz Partners, the distribution utility's dedicated team that caters to businesses consuming 5 to 499kW per month of demand. For Del Rosario, this collaboration with an energy solutions provider is necessary for entrepreneurs to optimize energy use.

"If you can't deliver basic services like air-conditioning, strong water pressure, good lighting, or cable TV, which are all dependent on a stable electric supply, you can't provide a comfortable experience and good value for customers," the hotelier said. "Even if you have Wi-Fi, the number one necessity for a traveler right now, everything goes down the drain if you don't have a reliable energy partner like Meralco."

A new meaning to "no-frills"

The term "no-frills" might conjure basic of comfort, but Microtel is redefining this concept by bringing small thoughtful details that make a lot of difference, such as ideal temperatures, strong water pressure in the showers, and the use of chiropractic beds.

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One of the biggest challenges for a hotel chain like Microtel is maintaining this consistent level of quality and thoughtfulness in its services and facilities without reneging on its promise of affordable rates. Electricity is one of the major cost components of operations for hotel chains, especially on nights when rooms are completely booked and all the customers have settled into their comfortable beds with the air-conditioners on full blast.

Microtel consulted with Meralco Biz Partners to keep operations cost-efficient. As the bulk of the hotel's power consumption peaks at night, Biz Partners recommended the Peak/Off-Peak (POP) program, which extends competitive rates to businesses whose energy demands fall during off-peak hours.

Since signing up with this program in 2015, the hotel chain has saved millions in its energy bills. Microtel Director of Operations Robbie Gonzalez shared that most of the chain's energy savings has flowed back to the system to keep room rates affordable, allow for investment in employee development, and constantly improve facilities and services across its 13 properties.

Apart from the savings that empowered Microtel to keep stakeholders satisfied and loyal to the brand, there is another aspect to their collaboration with Biz Partners that Del Rosario appreciates.

"The customer-centric approach of the Meralco Biz Partners is a big plus," he said. "Since we're in the service industry, we expect a lot from our partners. The response time that we get from Biz Partners is very impressive. Even if we text them late at night for some urgent issue, they promptly respond. Meralco is the ideal partner to Microtel's guest-centric business philosophy."

"Working with well-meaning, unique, and visionary enterprises like Microtel by Wyndham brings great pride and joy to Meralco Biz Partners," concluded Cecille M. Domingo, Meralco SAVP and Biz Partners Head. "Empowering entrepreneurs to generate savings and improve their operations through the right energy solutions has always been part of Biz Partners mission, and we hope to continue working with Microtel as they thrive as a proudly Pinoy-owned and managed, world-class hotel chain."

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PULL-OUT QUOTE

“Without a reliable energy partner like Meralco, we can’t deliver on our electricity-dependent basic services like air-conditioners, strong water pressure, cable TV, and Wi-Fi. Since we’re in the service industry, we expect a lot from our partners—the customer-centric approach of the Meralco Biz Partners and the response time is very impressive.”

- **Jose Mari Del Rosario**
President and CEO
PHINMA Microtels, Inc.
PHINMA Hospitality, Inc.

SIDEBAR CONTENT

Top 3 Reasons to enroll in Peak/Off-Peak

Meralco’s Peak/Off-Peak (POP) program is an alternative pricing scheme that empowers business customers to avail of lower generation costs—and thus enjoy lower energy bills—during off-peak hours. Enroll in POP and shift your high power-consumption activities to off-peak hours to:

1. **Enjoy savings.** Generation costs are lower during set, off-peak hours of the day, allowing you to save more if you consume energy during these periods. Like Microtel, you can reinvest the resulting savings to grow your business further.
2. **Improve operational efficiency.** Make your business more efficient by shifting your operations to optimal hours. Discover which schedule worksbest for your business through free simulations.
3. **Contribute to reduction in peak-hour consumption.** Power supply can thin out on peak hours when homes and businesses use energy simultaneously. Shifting use of high-powered equipment during off-peak hours can help reduce peak hour consumption.

	PEAK HOURS	OFF-PEAK HOURS
Monday to Saturday	8 AM to 9 PM (13 hours)	9 PM to 8 AM (11 hours)
Sunday	6 PM to 8 PM (2 hours)	ALL DAY (except 6 to 8 PM)

Call (02) 16210 or visit www.meralco.com.ph/biz to discover more about POP and other energy solutions from the Meralco Biz Partners.

OTHERS

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