

Cebu Landmasters launches iconic tower and home of Sofitel Cebu City, to open in 2025

In anticipation of a robust economic recovery in the next few years, leading VisMin developer Cebu Landmasters unveils an iconic tower planned by the designers of the world's most acclaimed skyscrapers, Skidmore, Owings and Merrill (SOM) in tandem with one of the country's top architects GF Partners and Architects.

Masters Tower Cebu, set to be completed in 2025, will offer prime office and retail spaces and the first five-star luxury hotel in the Queen City of the South. Sofitel Cebu City will be operated by multinational chain Accor, a world leading hospitality group headquartered in France.

The tower is Cebu Landmasters' most iconic architectural structure to date, building a towering crown-like structure to represent the "Queen City of the South".

The development valued at over Php4 billion will rise on a 2,840 sqm property considered to be the remaining prime corner lot in the Cebu Business Park, Cebu City's prestigious central business district.

The architectural masterpiece will top-off at 192 meters above sea level and will be among the top three tallest structures in the metropolis. It will have a structural height of 172 meters high, with an architectural design inspired by the best of Cebuano creativity and craftsmanship, and with sustainability as one of its cornerstones having been conceptualized to use energy and resources efficiently and responsibly.

Groundbreaking of the LEED-registered Masters Tower Cebu is slated for the second quarter of 2021. CLI is aiming for the building's LEED Gold certification.

"This project is the culmination of our learnings as a full-line developer catering to a range of markets in one of the most dynamic regions of the country," disclosed Jose Soberano III, CLI CEO. "We want to build this project for Cebu, to show our positive outlook for this growth city," he adds.

Following the firm's double-digit growth in 2020 despite the pandemic, Soberano disclosed that Masters Tower Cebu looks forward to the upsurge of the local economy and the return of international travellers to the South.

The tower's office spaces from the 8th to the 12th floor anticipate the needs of locators who value efficiency and sustainability and keenly follow global trends. The spaces will highlight horizontal louvers to reduce solar heat by almost 70% and to create a comfortable work environment. In addition to the louvers that reflect Cebuano craftsmanship, sky gardens in every floor and throughout the LEED-registered building will enhance the well-being of its occupants.

Sustainability will further be reflected in the design of the 14th to the 32nd floors which will house the luxury hotel with 195 guest rooms, a grand ballroom, 2 restaurants, executive lounge, meeting rooms, roof deck, swimming pool, gym and spa.

A sunlit Sofitel Cebu City sky lobby on the 16th floor will maximize natural lighting through the use of an internal atrium. Guest rooms enhanced by the greenery from the gardens on each floor will create a retreat within the city. Finally, the roof deck will offer 360-degree views of Cebu and its surroundings.

Soberano explained that Masters Tower Cebu is part of CLI's growing hotel portfolio in partnership with a number of global hotel chains that will be significantly contributing to its revenues in the next three to four years.

He emphasized: "We are optimistic that the hospitality industry will bounce back particularly in the Visayas and Mindanao where there is high potential for more international hotel players and tourism demands for quality hospitality experiences. Masters Tower Cebu ensures that CLI will be a key player in that space, and be in the forefront of the industry's recovery." ###



Cebu Landmasters launches an iconic office and hotel tower designed to be a premier destination in Cebu City and in anticipation of a robust economic recovery in the next few years. Located in a prime location in Cebu Business Park, Masters Tower Cebu will house the first 5-star luxury hotel in Cebu City with Sofitel Cebu City operated by French multinational hotel chain Accor. The project planned and designed by Skidmore, Owings and Merrill (SOM) in tandem with GF Partners and Architects will be completed in 2025.



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