



A New Chapter in Philippine Hospitality

The World Tourism Barometer by UN Tourism (UNWTO) reported that worldwide international tourism has seen growth of 5% YOY reaching about 690M tourists during the first half of 2025. Despite geo-political challenges, rising travel costs and trade tensions, this growth translated to 4% above pre-pandemic year 2019.

Likewise, as of H1 2025, UNWTO showed that tourist arrivals increased by 11% YOY in the Asia Pacific region, but still 8% lower than 2019. Southeast Asia countries are experiencing an uneven tourism recovery with Vietnam and Indonesia projected to surpass their 2019 tourist arrivals. Meanwhile, Thailand, Malaysia, Singapore and Cambodia are inching closer to their pre-pandemic tourist arrival numbers.

The Philippines, however, recorded 4.32M YTD Sept 2025 against its annual target of 8.4 million arrivals. In 2024, there were 5.95M tourist arrivals similar to 2016's figures which was attained 9 years ago. With the country only scoring a 72% recovery rate and ranking 7th in the most visited countries in Southeast Asia, there is an urgent need to attract more visitors to the country.

On infrastructure, the privatization of airports is a great move to upgrade services, improve traveler experience, and increase flight capacity. Expanding direct flights from international gateways will encourage more tourists and enhance accessibility to connecting inter-island flights. While China's outbound market has not fully returned, new measures such as broadening visa exemption policies and implementation of Digital Nomad visa will attract more foreign visitors.

Both national and local governments should strengthen their commitment to step up in addressing and overcoming travel safety concerns. Moreover, ongoing issues on corruption requires action to improve the country's image worldwide.

In one of the Asia Pacific hotel investment conferences, I spoke on a panel about tourism overcrowding. At some point, I simply said, "Just send us (Philippines) all the tourists."

Tourist behaviors and preferences have changed through the years. There has been more focus on wellness and longevity, workcation, sustainability, and immersive cultural experiences. With high travel costs, tourists are also prioritizing value for money. Work from anywhere has encouraged more countries to offer digital nomad visas that allow remote workers to stay longer. More travelers are also becoming concerned about sustainable practices of hotels, giving rise to green certifications such as WTTC's Hotel Sustainability Basics, Green Key and GSTC among others

Hospitality design has also evolved with resilient master planning playing an important factor as hotel developments have to mitigate the effects of climate change while making a positive impact on local communities. Regenerative tourism can redefine authentic travel experiences through cultural heritage, conservation, and protection of the environment. A great fit for the Philippines since it has the 4th longest coastline in the world, with rich biodiversity and globally acclaimed diving destinations.

In the end, what the market is looking for is an enhanced overall travel experience –spanning from the time of arrival, getting to the destination, quality of hotel development and design, cultural immersion, excellent service, sustainability and warm hospitality.

So what does it take for all these to be realized and what collective contribution and action should each one do to expedite our tourism recovery?

Cyndy Tan Jarabata

Travel and Hospitality Trends



THE GROWTH OF WELLNESS TOURISM

Wellness tourism market is projected to reach \$1.3T by 2025.

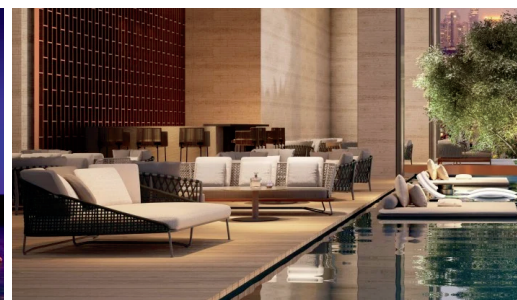
Health and recovery remains a top travel motivation, driving growth in retreats that go beyond traditional spas to include personalized holistic experiences, advanced longevity and fitness technological innovations.



PREFERENCE FOR ISLAND DESTINATIONS

Island destinations continue to captivate travelers, driven by personal interests, social media and appeal of nature-based experiences.

These destinations showcase local culture, heritage preservation and diversification of tourism accommodation and offerings, vital in economic growth, employment and supporting island communities.



BUSINESS HOTELS IN SECONDARY AND TERTIARY CITIES

Regional growth and better connectivity are driving demand for quality business hotels outside major hubs.

Encouraging private sector investments in emerging cities is key to support growing demand of business, MICE and leisure travels.

REBRANDING & CONVERSIONS

Rebranding help hotels adapt to changing customer preferences and technological advancements.

Conversions also extend property life cycles, refresh positioning, update designs and help asset stay competitive in evolving markets, especially when sustainable practices and amenities are incorporated.

BOOMING BRANDED RESIDENCES MARKET

Hotel-style serviced units can command higher selling prices and rental rates due to exclusivity and prestige.

There is a desire for premium amenities, security and lifestyle experiences esp when associated with a reputable international brand and developer.

In Asia, Philippines is one of the biggest markets driving this growth.

HOTELS IN THE PIPELINE IN THE NEXT 5 YEARS

HOTEL NAME	LOCATION	KEYS	TARGET OPENING DATE
METRO MANILA			
Somerset Valero Makati	Makati City	176	Q4 2025
Canopy by Hilton Makati	One Ayala, Makati City	400	2026
Mandarin Oriental	Makati City	276	2026
Moxy Circuit Makati	Circuit Makati	260	Q4 2026
Radisson Serviced Apartments Salcedo Makati	Makati City	162	Q1 2027
Citadines Leviste Makati	Makati City	244	2028
Westside City Resort & Casino	Westside City, Entertainment City	475	Q3 2026
Hotel Okura Manila Bayshore	New Entertainment City	380	2026
Banyan Tree Manila Bay	New Entertainment City	262	2028
Ascott DD Meridian Park	Pasay City	300	2026
The Narra Palm Hotel & Villa	Newport City, Pasay City	157	TBA
Wyndham Garden Manila Bay	Manila Bay	300	2026
Waterfront Manila Hotel & Casino	Manila	509	2027
Citadines Malate	Manila	150	2028
Hotel 101 Roxas Boulevard	Manila	700	2028
Four Points by Sheraton Manila	Manila	307	TBA
Citadines Connect River Park	Mandaluyong City	150	2029
Hotel 101 Libis	Quezon City	702	Q2 2026
Fili Hotel Bridgetowne	Bridgetowne, Quezon City	300	Q4 2026
Hilton Garden Inn	Quezon City	210	2028
Park Inn by Radisson Fairview	Fairview, Quezon City	151	TBA
AC Hotel by Marriott Manila	Ortigas Center, Pasig City	160	Nov 2025
Ascott Ortigas Manila	Ortigas Center, Pasig City	226	2026
ArcoVia Hotel	Arcovia City, Pasig City	339	2029
Seda ARCA South	ARCA South, Taguig City	200	Dec 2025
Citadines Greenhills	San Juan City	280	2026
Dusit Hotel Greenhills	San Juan City	200	Q4 2026
BATANGAS / LAGUNA / CAVITE			
The Farm at San Benito, Autograph Collection	Batangas	70	Nov 2025
Vivere Sta Rosa	Sta Rosa, Laguna	110	Q4 2026
Park Inn by Radisson Sta Rosa	Sta Rosa, Laguna	203	Mar 2029
Citadines Southwoods	Southwoods City	164	2026
Dusit Princess Lipa	Tierra Lorenzo, Lipa Batangas	149	Q1 2027
Park Inn by Radisson Dasmaringas	Dasmaringas, Cavite	148	Dec 2027
The Spinnaker	Laiya, Batangas	247	2027
Holiday Inn & Suites Limapark Batangas	Lima Estates, Batangas	104	2027
Solmera Coast	San Juan, Batangas	800	2027
Citadines Miramonti	Sto. Tomas, Batangas	184	2028
The Nautilus	CASOBE, Batangas	171	2030
ILOCOS / BAGUIO / PANGASINAN			
Grafik Pine House	Baguio City	256	Q4 2025
Bellevue Baguio	Baguio City	37	TBA
Moncello Crest	Tuba, Benguet	522	2028
Park Inn by Radisson Cauayan	Cauayan, Isabela	151	TBA
Grand Summit Pangasinan	Calasiao, Pangasinan	100	Q1 2027
Mercure Pangasinan	Pangasinan	239	2029
Mercure Living Pangasinan	Pangasinan	141	2029
Park Inn by Radisson Laoag	Laoag, Ilocos Norte	150	May 2028
PAMPANGA / ZAMBALES			
Henry Hotel Glasshouse Clark	Clark, Pampanga	40	Dec 2025
Wyndham Garden Hotel	Clark, Pampanga	176	2026
Angsana Clark	Clark, Pampanga	200	2027
Banyan Tree Clark	Clark, Pampanga	50	2027
Radisson Clark	Clark, Pampanga	251	TBA
Crimson Hotel Clark	Clark, Pampanga	300	Q4 2028
Ibis Styles Clark	Clark, Pampanga	250	2029
Sofitel Clark	Clark, Pampanga	300	2029
Emblems Clark	Clark, Pampanga	200	2031
Mercure Clark	Clark, Pampanga	233	TBA
The Luxury Collection Resort & Spa Clark	Clark, Pampanga	50	TBA
The Westin Clark Resort & Spa	Clark, Pampanga	200	TBA
Intercontinental Clark	Clark, Pampanga	250	2031
Ibis Styles Subic	Subic, Olongapo	175	2026
Mercure	Subic, Olongapo	250	2026
Park Inn by Radisson Olongapo	Subic, Olongapo	150	Jan 2028
Savoy Hotel	Capital Town, Pampanga	374	2028
ILOILO / BACOLOD			
Belmont Hotel	Iloilo	400	Q1 2026
Kingsford Hotel	Bacolod	300	2027
TRYP by Wyndham	Bacolod	150	2028

HOTEL NAME	LOCATION	KEYS	TARGET OPENING DATE
PALAWAN			
Henry Resort Qi Villas El Nido	El Nido, Palawan	8	Oct 2025
Vivere El Nido	El Nido, Palawan	40	Q1 2026
Kip & Kin Vanilla Beach	El Nido, Palawan	117	2027
Huni Villas	El Nido, Palawan	50	TBA
Amorita Resort & Spa Puerto Princesa	Puerto Princesa, Palawan	68	Q1 2026
Sheraton Palawan Puerto Princesa	Puerto Princesa, Palawan	150	2027
Savoy Hotel	San Vicente, Palawan	306	2028
Paragua Sands Hotel	San Vicente, Palawan	313	2029
AKLAN / BORACAY			
Chancellor Hotel	Boracay Newcoast	554	Nov 2025
l'Msignia Beachfront Resort Boracay	Boracay Aklan	381	Q1 2026
Ramada Encore by Wyndham Boracay White Beach	Boracay Aklan	40	2026
Ibis Styles Boracay	Boracay Aklan	108	2026
FRIDAY'S Boracay, A Radisson Collection Resort	Boracay Aklan	110	Q4 2027
CEBU / BOHOL			
Magspeak Mountain Resort	Balamban, Cebu	23	Q1 2026
Somerset Gorordo Cebu	Cebu City	155	Q1 2026
Dusit d2 Serviced Residences	Cebu City	163	Q2 2026
Mercure Cebu Downtown	Cebu City	178	Q2 2026
Sofitel Cebu City	Cebu City	195	Q4 2026
Dusit Princess Cebu	Cebu City	287	2026
Oakwood IT Park Grand Gateway	Cebu City	401	Q1 2027
Platinum Hotel	Cebu City	166	TBA
Courtyard by Marriott Cebu	Cebu City	251	TBA
Radisson Red Mandaue	Mandaue City	144	Q4 2025
Citadines Mandaue Cebu	Mandaue City	192	2027
Grand Summit Cebu	Nu Star Complex, Cebu	371	Q4 2027
Park Inn by Radisson Seaside Cebu	SRP, Cebu City	215	July 2028
Radisson Hotel Seaside Cebu	SRP, Cebu City	304	July 2028
AC Hotel by Marriott Cebu	BE Uptown Park, Cebu	200	2030
Hotel 101 Cebu	Lapu Lapu City, Cebu	549	Q4 2025
Fairfield by Marriott Cebu Mactan	Lapu Lapu City, Cebu	196	Nov 2025
Mercure Mactan Cebu	Lapu Lapu City, Cebu	550	Q4 2025
Abaca Resort	Lapu Lapu City, Cebu	126	Q3 2026
Hilton Garden Inn	Lapu Lapu City, Cebu	151	2027
Grafik Duawon	Lapu Lapu City, Cebu	308	2028
Pullman	Lapu Lapu City, Cebu	200	2028
Pullman Branded Residences	Lapu Lapu City, Cebu	900	2028
Citadines Mactan Cebu	Lapu Lapu City, Cebu	200	2028
Aruga Hotel & Resort Mactan	Lapu Lapu City, Cebu	258	2030
Four Points by Sheraton Cebu Mactan	Lapu Lapu City, Cebu	287	TBA
JW Marriott Resort & Spa Cebu Mactan	Lapu Lapu City, Cebu	280	TBA
ASAI Cebu Oslob	Oslob Cebu	96	2026
Grafik Hotel	Moalboal Cebu	123	Q4 2027
M Gallery South Palms Panglao	Panglao Bohol	188	Oct 2025
LIME Resort Bohol, a member of Radisson Individuals Premier	Panglao Bohol	138	Q4 2025
BE Pods Alona	Panglao Bohol	38	2026
Radisson Crown Regency Resort Bohol	Panglao Bohol	558	Q2 2027
Grand Summit Panglao	Panglao Bohol	220	Q2 2028
Fairfield by Marriott Panglao Island	Panglao Bohol	348	2029
JW Marriott Panglao Island Resort & Spa	Panglao Bohol	149	2029
SIARGAO / DAVAO / CDO / BUKIDNON			
Hotel 101 Davao	Davao City	519	Q4 2025
Citadines Paragon Davao	Davao City	263	Q1 2026
Fairfield by Marriott Davao	Davao City	174	2028
Four Points by Sheraton Davao Hotel & Convention Center	Davao City	218	2028
Crest Suites Davao	Davao City	239	Q3 2030
TRYP by Wyndham	Samal Island, Davao	98	2028
Summit Villas Siargao	Siargao Island	18	Q4 2026
BE Resort Siargao	Siargao Island	100	2027
Kip & Kin Siargao	Siargao Island	34	2027
Preference Resort (Balai Dajao)	Siargao Island	45	2027
Radisson Blu Cagayan de Oro	Cagayan de Oro City	238	Q4 2028
Citadines Primavera	Cagayan de Oro City	196	2028
Dusit Princess Frenze	Cagayan de Oro City	180	2029
Dusit Princess Moena	Manolo Fortich, Bukidnon	184	2029

2025

129 Properties
30,030 Keys

129 properties from chain hotels are set to open within the next 5 years with over 30k keys. There's continued interest from developers to partner with global hotel chains showing a 60% share in the pipeline, while local chains mostly developed by major conglomerates are at 35% share.

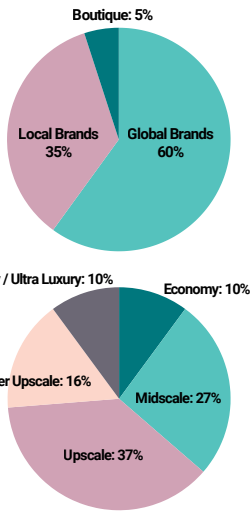
Most developments are in Metro Manila (27%) and Luzon (28%) followed by Visayas (37%) and Mindanao (8%).

Upscale hotel segment leads the pipeline growth with 37%, followed by midscale at 27%, indicating continued interest on business friendly hotels and affordability. There is still opportunity in luxury and ultra luxury segments especially on resort destinations and branded residences combined.

Compared to the 2019 Insider report, only 43 hotel projects opened or 36% of the projected pipeline till 2024. It was also recorded that 40% of the pipeline were canceled or on hold.

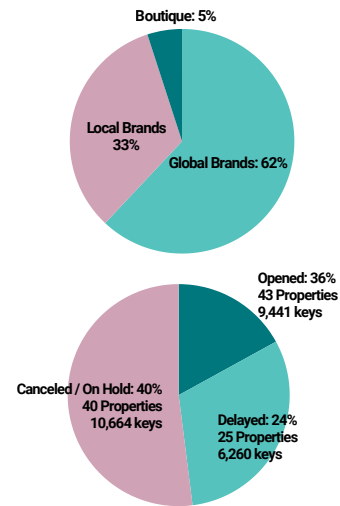
2025 Largest pipeline growth by global operator (based on key count): Accor: 23%, Ascott Ltd: 18%, Marriott Hotels: 18%, Radisson Hotel Group: 17%, Dusit Thani Hotels: 7%, Wyndham Hotels & Resorts: 4%, Hilton Hotels: 4%, Banyan Group: 3%, IHG: 2%, Other Global Brands: 4%

2025 Largest pipeline growth by top 10 developers (based on key count): Megaworld Hotels: 13%, Double Dragon Properties: 9%, SM Hotels & Conventions Corp: 6%, HANN Resorts: 5%, DMCI: 4%, Ayala Hospitality: 4%, Cebu Landmasters Inc.: 4%, Robinsons Hotels & Resorts: 3%, Grand Land Inc: 3%, Filinvest Hospitality: 3%



2019

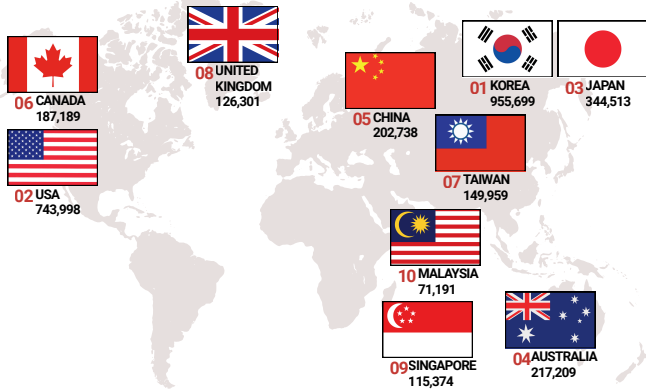
108 Properties
26,365 Keys



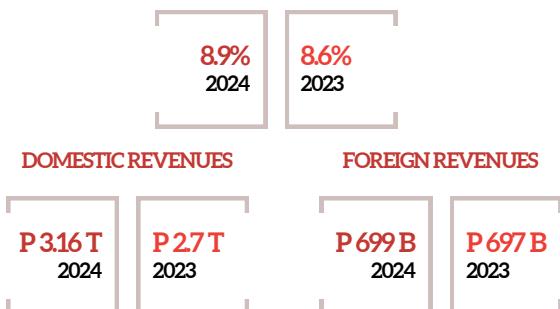
TOURISM INDICATORS



TOP 10 VISITOR ARRIVALS AS OF SEPTEMBER 2025



TOURISM GDP



PALAWAN



Palawan was named the world's best island to visit in 2025 by US News & World Report. The ranking cited Palawan's crystal clear waters, limestone cliffs, and rich marine life. Must-visit spots include Kayangan Lake in Coron, Bacuit Bay in El Nido, and the Puerto Princesa Subterranean River.

Megaworld is investing nearly P50 billion in Palawan through two major township projects: the 462-hectare Paragua Coasttown in San Vicente and the six-hectare Baytown Palawan in Puerto Princesa. Paragua Coasttown will offer eco-luxury hotels, beachfront condos, and a commercial hub, while Baytown Palawan brings upscale urban living to Puerto Princesa. Both projects blend development with sustainability, boosting Palawan's position as a top global destination.

BORACAY

Boracay Water was recognized as the SDG 6 Champion of the Year for its Integrated Water and Wastewater Management Program. The initiative prioritizes long-term water conservation, energy efficiency, and responsible wastewater treatment to support Boracay's 2.1 million annual tourists while preserving the island's environment.



SIARGAO



With the Siargao-Dinagat sea route opened, travel time to the island is now just over an hour. It seeks to expand Caraga's tourism and unlock opportunities as well as integrate Dinagat's attractions into Siargao's well-established tourism ecosystem. Both Siargao and Dinagat are known for their famous beaches and tourist destinations.

Expansion works for Siargao Airport started in August 2025. The bigger terminal will increase passenger capacity and feature upgraded facilities as such check-in counters and rest areas. Project completion is targeted by 2026.

SIQUIJOR

Siquijor topped Agoda's 2025 list of top emerging destinations, with 2024 arrivals hitting 241,529. Its natural charm and proximity to Bohol and Cebu attract mostly European and American tourists.



BOHOL



Panglao Island is named among Skyscanner's top 10 trending destinations for 2025. Flight searches rose 77% in early 2024, with the island highlighted as an emerging Asian wellness destination with pristine beaches and eco-sites.

Virgin Island in Panglao, one of Bohol province's most popular tourist destinations, is set to reopen this October after more than a year of closure to rehabilitate its coral reefs. Locally known as "Puntod Island," it is famed for its long stretch of white sandbar and crystal-clear waters.

Bohol is recognized as the Philippines' first UNESCO Global Geopark for its rich cultural, ecological, and geological heritage.

ASEAN TOURISM FORUM 2026

The Philippines hosts the forthcoming ASEAN Tourism Forum in January 2026. To be held in Cebu, ATF also coincides with the ASEAN Tourism Ministers' meeting and TRAVEX trade show. Preparatory meetings leading to the event will be held in Manila and Boracay. The forum, expected to draw hundreds of delegates from 10 Asean member-states and dialogue partners, is a venue to discuss policies and to witness firsthand the immense potential for sustainable tourism growth in the region.

SUSTAINABILITY IN PHILIPPINE TOURISM

Agoda's 2025 survey ranks Filipino travellers as Asia's most sustainability-conscious, with 86% factoring sustainability into their plans, followed by India (82%), Taiwan and Malaysia (80%), and Vietnam (77%). Survey reports that Filipino travellers prioritize authenticity, local support, and off-peak travel. The government promotes circular economy strategies to help meet global net-zero targets by 2050, however, the Philippines remains the third-largest contributor to ocean plastic pollution.

GREEN LGUS PROJECT

The 5-year Green LGUs Project is a joint collaboration of UNDP, DENR and LGUs, funded by European Union, to support the Philippines' transition towards a green economy. It is focused on tackling plastic pollution, circular agriculture and food systems and promoting green tourism. Target coverage is 60 LGUs around the country with the endview of reducing waste volume, creation of jobs and minimizing gas emissions.

SPECIAL RESIDENT RETIREES' VISA ATTRACTS LONG-STAY FOREIGNERS

The Special Resident Retiree's Visa (SRRV) is a non-immigrant visa that allows foreign nationals and former Filipinos to stay in the Philippines indefinitely with multiple-entry privileges. It offers benefits such as the ability to invest, access PhilHealth, and receive government assistance and partner discounts.

PBBM SIGNS 99-YEAR LAND LEASE LAW

PBBM recently signed into law R.A.12252 extending from 50 years to 99 years land lease to foreigners. This aims to make the Philippines more competitive regionally and globally as well as boost foreign investments. Likewise, with the extended lease term, local business can expect a more stable and competitive environment, leading to increased investment opportunities.

DIGITAL NOMAD VISA OPENS NEW TOURISM FRONTIER

The Philippines has introduced a digital nomad visa, allowing remote workers to live in the country for up to a year, renewable once. Aimed at boosting tourism and the economy, the visa targets professionals with overseas employers seeking a tropical work setup. With the country ranked among the fastest-growing remote work hubs, the move enhances its appeal as a destination for location-independent workers.

MICHELIN RECOGNIZES 20 PHILIPPINE HOTELS

As of August 2025, the Michelin Guide has listed 20 Philippine hotels: Admiral Hotel Manila – MGallery, Amanpulo, Crimson Resort & Spa Mactan, Fairmont Makati, Hotel Okura Manila at Newport World Resorts, Manila Marriott Hotel at Newport World Resorts, Nay Palad Hideaway, Raffles Makati, Shangri-La The Fort, Manila, Solaire Resort Entertainment City, The Peninsula Manila, The Westin Manila, Dusit Thani Mactan, Piece Lio, El Nido, Sheraton Cebu Mactan, City of Dreams – Nobu, Grand Hyatt Manila, The Lind Boracay, NUSTAR Hotel Cebu and The Funny Lion El Nido. These upscale and luxury hotels were given the "Michelin Keys" for exceptional stays. The guide focuses on design, overall experience, and service.

AIRPORT UPDATES

San Miguel Aerocity Inc. reiterates its commitment to pursue the Bulacan International Airport project. Construction is scheduled to commence by January 2026 and the first terminal is projected to be completed by 2028. The airport will be able to accommodate 35M passengers yearly once completed.

The GMR Group of India, alongside House of Investments and Cavite Holdings, is set to develop the Sangley Aerocity and Sangley Point International Airport (SPIA) in Cavite. Designed as an alternative international gateway, the project's first phase includes a new terminal, control tower, and CAVITEX connector, targeting 25 million annual passenger capacity.

NAIA is undergoing a 4-year rehabilitation project. The plan includes expanding and upgrading terminals, improving airside and landside infrastructure, enhancing passenger experience, and increasing annual capacity from 35 million to 62 million passengers.

Clark International Airport will start construction on the second runway by 2026. This project would help position Clark as an aviation hub, as it would attract more logistics operators to expand their operations at the airport and improve the airport's current movement capacity.

Bohol-Panglao International Airport is now under the operational control of Aboitiz Infra-Capital, beginning a 30-year concession to upgrade the country's first eco-airport and position it as a major regional hub. The airport's modernization is critical to sustaining that growth and reinforcing Bohol's image as a sustainable, high-value destination. Aboitiz Infra-Capital is also now managing the Cebu Mactan International Airport.

CAAP has embarked on airport expansion and upgrades. To address increasing air traffic demands, Cauayan, Dipolog, and Pagadian airports are undergoing equipment upgrades to enable safe and efficient night operations.

The Bacolod-Silay Airport is expanding the passenger terminal building to increase the check-in and pre-departure areas to accommodate the growing passenger demand. Currently, the airport services almost 2M passengers annually. Project completion is by 2026.

Caticlan Airport is set to open a new passenger terminal building by 2027.

BRIDGE NETWORK

The proposed Boracay-Malay Aklan Bridge will enhance access to Boracay and support tourism growth. Meanwhile, Guicam Bridge nears completion, construction begins on the Davao-Samal Bridge with a target completion date by 2028, and the Bataan-Cavite Interlink Bridge targets a 2030 completion.

IN CASE YOU MISSED IT



PHILHOST 2025

PHILHOST (Philippine Hospitality on Sustainable Tourism) recently celebrated its fourth anniversary at the ASCOTT BGC. The event, themed "Pursuing Sustainability," drew more than 220 attendees to promote sustainable practices within the sector.

Co-organized with Greenview and Sustainability Partner WTTCC, the gathering included workshops and panel discussions that explored crucial subjects like travel trends, achieving net zero, building the next generation of sustainable leaders, effective sustainability communication, and maintaining luxury while being sustainable.



ENVISION 2025

ENVision (Environment Vision) welcomed its third year with the theme "Closing the Loop: Circular Solutions for Sustainable Hospitality."

Co-organized with NOVUS in partnership with ULI Philippines, this annual case competition for high school and college students aims to inspire the next generation to take real action towards future-proofing the tourism industry.

This year's winner was Optimeal, an app utilizing AI to minimize food waste while managing food demand and inventory by Team BravEco from FAITH Colleges (Tanauan, Batangas).



PROPERTYGURU PHILIPPINES PROPERTY AWARDS 2025

The 13th PropertyGuru Philippine Property Awards celebrated the dedication and excellence of developers who have elevated the country's real estate industry and also contributed to its economic growth. The awards gala, held at Shangri-La The Fort, Manila, recognized a diverse group of developers for their innovative approaches and outstanding achievements in design and development.

Best Hospitality Award went to Robinson Hotels and Resorts for its commitment to diversification of hospitality portfolio across the country. The award ceremony underscored the vital role the property sector plays in uplifting the lives of Filipinos and driving national progress.

TAJARA Hospitality is a leading hospitality consulting and development company in the Philippines working with clients throughout Asia. Its in-depth knowledge and experience in mainstream and emerging destinations guide owners and investors in making strategic decisions and provide local intelligence to facilitate the projects' development process. **TAJARA** handles rollout plans for investment funds, independent and hotel chains taking on the projects' full development cycle from acquisition, project management, marketing, hotel operator selection and asset management.

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