



196+ roundtable
philippines

philippines

online
(30.06.2022)

9
participants

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NOTES

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2021; 3) as per the PKF contract database; 4) from the viewpoint of hotel groups

supply

425 properties	92,551 rooms ¹
53% branded rooms	55% chain affiliated rooms

group / brand profile

- › strongest brand: Shangri-La
- › strongest group: Megaworld
- › fastest growing brand: Somerset
- › fastest growing group: Ascott
- › strongest regional brand (global presence): Seda

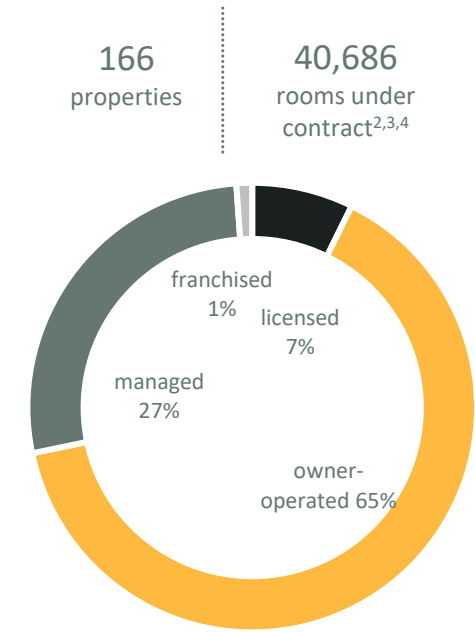
pipeline

55 properties	14,934 rooms ^{1,2}
24 hotels under construction	31 planned hotels

selected openings of 2021

- › Somerset Central Salcedo Makati, Makati, 285 rooms
- › Hotel Okura Manila, Pasay, 190 rooms
- › Park Inn by Radisson Bacolod, Bacolod, 153 rooms
- › Argo Hotel Edsa, Mandaluyong, 151 rooms
- › 88th Avenue Hotel, Cebu, 108 rooms

contracts



key takeaways

- › Ferdinand Marcos Jr. was sworn in as the Philippines' 17th President on June 30th. Roundtable participants had a positive sentiment towards the new election.
- › With travel restrictions now under alert level 1, projects underway seem to have resumed - pending orders of FF&E are delivered, and site visits are planned.
- › With a growth of branded villas in Southeast Asia, roundtable participants shared a genuine interest in branded residences and anticipate more development in the future

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