

What to expect from Citadines Benavidez Makati

By Cathy Rose A. Garcia
Managing Editor

THE Ascott Limited is hoping to attract business travelers, tourists, corporate clients and staycationers to its newest Philippine property — the Citadines Benavidez Makati.

Philip Barnes, Ascott's country general manager, said the opening is a new milestone for Ascott and shows the company's dedication to meeting the evolving needs of its guests.

"We are excited to provide the finest accommodations in the heart of Makati, ensuring that every guest enjoys an exceptional stay with us. The opening of Citadines Benavidez propels us forward in our mission to deliver unparalleled hospitality and sets a benchmark for excellence in the industry," Mr. Barnes said during the Sept. 15 launch event.

Citadines, a French word that literally means "from the city," is the serviced residence brand of The Ascott Limited. The Citadines Benavidez is the 13th Ascott property in the Philippines, and the seventh under the Citadines brand.

"Our property offers a blend of not only accommodation spaces, but we also offer an area for them to work and to have a good time," Cecille Teodoro, general manager of Citadines Benavidez Makati, told *BusinessWorld* in an interview on Sept. 15.

The property offers 207 units, composed of studio (29 square meters), one-bedroom (56 sq.m.) and two-bedroom units (87-130 sq.m.).

As a serviced residence, all units are equipped with a bed, a working desk and chair, kitchen, flat-screen TVs and high-speed internet.

"What sets us apart is that our rooms are fully equipped... It's not a typical hotel room. This is an upgrade of the hotel suite," Ms. Teodoro said. "We (Citadines) are the pioneers when it comes to this business. We know how to operate it and we know what is needed by our guests."

The Citadines Benavidez's amenities can all be found on the roof deck at the 32nd floor. There is a fully-equipped gym, a function room and a laundrette. Guests can also take a dip at the swimming pool where they can enjoy stunning views of the city.

For families, Citadines Benavidez offers a choice of two-bedroom unit deluxe (87 sq.m.) or two-bedroom premier (130 sq.m.). These units are perfect for four people, since it has a queen-sized bed in one bedroom and two single beds in another. These units also come with a four-seater dining table, couch, work desk and chair, walk-in closet,



CATHY ROSE A. GARCIA

THE Citadines Benavidez Makati, a serviced residence property, is located along Benavidez St., Legazpi Village, Makati City.



THE property offers 207 units, composed of studio, one-bedroom and two-bedroom units.

a fully-equipped kitchen, and a washing machine. A premier unit also features a balcony.

As part of the Ascott's sustainability initiative to eliminate single-use plastics in their properties, there are no mini-hotel amenities available in the room. Instead, the shampoo, conditioner, shower gel and lotion are in large bottles mounted on the bathroom walls. A two-gallon water dispenser is also provided instead of single-use water bottles.

Guests can also bring their pets, although there is a small fee that covers cleaning expenses and treats.

Unlike renting an apartment on Airbnb, Citadines provides guests with a more secure environment.

"Our edge over Airbnb is our strong security. We have CCTVs everywhere and have 24-hour security," Ms. Teodoro said.

The Citadines Benavidez also has an in-house restaurant, *Catalogue*, headed by chef Katrina Alcantara. This is Ms. Alcantara's second partnership with the Ascott group after *Mesclun* at Ascott Makati.

Coffee is also part of the Citadines' brand identity. For the Benavidez property, Citadines came up with a unique concoction called *Lime Barako*.

REVITALIZING THE AREA

One of the key attractions of Ascott's newest property is its location. Surrounded by drab buildings along Benavidez

Street in Legazpi Village, the Citadines Benavidez is a stand-out with its gleaming red and silver facade.

"I feel this property will be popular... This area is mostly buildings that have been here for a while, so having a new one, one that is very bright and aesthetically pleasing, it draws attention," Ms. Teodoro said.

Citadines Benavidez is just a short walk to the Asian Institute of Management (AIM), Greenbelt, The Landmark, Glorietta, Makati Cinema Square and Little Tokyo.

"The Legazpi area has a lot of new and old restaurants, coffee shops, places to drink... There's also an active park, jogging path and the Legazpi market," she said.

The Legaspi Sunday Market offers a wide variety of food such as *paella*, *samosas*, *onigiri*, *pad thai*, Filipino dishes, Turkish pastries, *kakanin*, *taho*, as well as fresh fruits and vegetables.

Ms. Teodoro expects the presence of Citadines to help revitalize the area filled with office buildings and condominiums.

"I think it will help attract other investors to the area. They know hotels have a lot of foot traffic," she said.

There are already a few new shops next to Citadines, such as Thai restaurant *Chang Thai* and coffee shop *Primal Brew*.

Citadines Benavidez Makati is Ascott's seventh Citadines property in the Philippines. The other six Citadines properties are Citadines Cebu City, Citadines Bay City Manila, Citadines Millennium Ortigas Manila, Citadines Amigo Iloilo, Citadines Cebu City, and Citadines Salcedo Makati.

Promo rates for Citadines Benavidez Makati are available on www.discoveryasr.com until Dec. 31, 2023.



AN ARTIST'S illustration of Solmera Coast.

DMCI Homes plans to launch residential units for Solmera Coast

DMCI Homes is set to launch the residential phase of its new leisure project in San Juan, Batangas.

This after the company said reservation sales for Solmera Coast have reached P5.6 billion since it was launched in August.

In a statement, DMCI Homes said 93% of Solmera Coast's launched inventory of around 800 condotel units have already been reserved as of Sept. 15.

Unit sizes range from 34 to 91.5 square meters (sq.m.). Prices for studio, one-bedroom, and two-bedroom units are between P7.1 million and P17 million.

The condotel units are spread across three mid-rise buildings, *Matahari*, *Kartika*, and *Bumi*, which are scheduled for occupancy in February 2027, May 2027, and August 2027, respectively.

DMCI Homes Vice-President for Project Development Dennis Yap said the company is planning to offer residential units in the last two buildings, *Nusa* and *Asri*.

"In light of the outstanding sales performance of the condotel units, we're excited to unveil the next buildings of Solmera Coast. The residential units, located in the *Nusa* and *Asri* buildings, will provide a unique beach park living experience for those seeking a beach park lifestyle," Mr. Yap said.

Solmera Coast is the flagship project of DMCI Homes under its leisure brand, DMCI Homes Leisure Residences.

It has a unique beachfront location, and also offers five swimming pools, a game area, a gym, two restaurants, and a convention center. — **Cathy Rose A. Garcia**

SMDC, RLC Residences receive top awards at Dot Property Philippines Awards 2023

SM Development Corp. (SMDC) and RLC Residences nabbed the multiple honors at the recently held Dot Property Philippines Awards.

SMDC received eight honors, including Developer of The Year 2023.

RLC Residences collected eight awards, including Best Developer Metro Manila and Best Developer Cebu. Its premium project *Le Pont Residences* in Bridgetowne Destination Estate received The Philippines People's Choice Award for Project of the Year.

Brittany Corp. received the award for Best Developer Luzon, while Pueblo de Panay was named Best Developer Visayas.

"There is genuine excitement around the Philippine real estate market. The Dot Property Group platform has seen a

significant year-on-year rise in search for property within the Philippines from both domestic and overseas property seekers," Adam Sutcliffe, Dot Property Group Director, Events and International Markets, said in a statement.

Here's the full list of winners:

Developer of The Year 2023 - SM Development Corp. (SMDC)

The Philippines People's Choice Award for Project of the Year 2022 - *Le Pont Residences* from RLC Residences

Dot Property Philippines Awards 2022 developer winners:

Best Developer Metro Manila - RLC Residences

Best Developer Luzon - Brittany Corp.

Best Developer Cebu - RLC Residences

Best Developer Visayas - Pueblo de Panay

Dot Property Philippines Awards 2023 project winners:

Best Starter Home Condominium - *Amaia Steps Alabang* from Amaia Land Corp.

Best Affordable condominium Development - *Zeal Residences* from SMDC

Best Mid Range Condominium Development - *Primeworld District* from Primeworld Land Holdings, Inc.

Best Loft Type Condominium Development - *My Enso Lofts* from PHI World Developers, Inc.

Best Luxury Condominium Development - *Le Pont Residences* from RLC Residences

Best Smart Home Condominium Development - *SYNC* from RLC Residences

Best Lifestyle Condominium Development - *Sands Residences* from SMDC

Best High End Lifestyle Condominium Development - *Mantawi Residences* from RLC Residences

Best Affordable Housing Development - *PHirst Park Homes Batulao* from PHirst Park Homes, Inc.

Best Township Development - *Provence by Vista Estates* from Vista Land & Lifescapes, Inc.

Best Mixed Use Development (Office and Modern Residential Development) - *Ice Tower* from SMDC

Best Smart Urban Community - *Sierra Valley Gardens* from RLC Residences

Dot Property Philippines Awards 2023 investment winners:

Best Investment Property Metro Manila - *Park One* from Golden Topper

Best Investment Property North Luzon - *Primeworld Enclave* from Primeworld Land Holdings

Best Investment Property South Luzon - *Hope Residences* from SMDC

Best Investment Property Central Luzon - *Joy Residences* from SMDC

Best Investment Property Bohol - *Royal Oceancrest Panglao 2* from Primary Homes, Inc.

Best Investment Property Cebu - *City Clou* from Golden Topper

Dot Property Philippines Awards 2023 design winners:

Best Condominium Architectural Design - *Mint Residences* from SMDC

Best Condominium Landscape Design - *Leaf Residences* from SMDC

Special Recognition Award for Innovation - RLC Residences

Philippines' Best Real Estate Agencies 2023:

Pinnacle Real Estate Consulting Services, Inc.

Luxe Realty and Development Corp.

Palawan Real Property PRP Real Estate Development, Inc.

88 Victorious Real Estate Consultancy Services, Inc.

Philippines' Best Property Management Company - *Kondo Ko Property Management*

Four Points by Sheraton opens in Puerto Princesa

MARRIOTT International opened its first Four Points by Sheraton resort in the Philippines in Puerto Princesa, Palawan.

Four Points by Sheraton Palawan Puerto Princesa is located on Sabang Beach, the gateway to the world-famous Puerto Princesa Subterranean River National Park.

"It's a pristine paradise, sprawling 5.3 hectares of beachfront property in Sabang Beach, merely 15 minutes by boat from the famous underground river," said Dietmar Platz, general manager of

Four Points by Sheraton Palawan Puerto Princesa. "When you combine the scenery with Four Points by Sheraton's service standards, you're in for a unique, memorable guest experience."

The resort offers 168 rooms, targeting business and leisure travelers. Its dining outlets include *Evolution* all-day dining restaurant, *Il Fiore* Italian specialty restaurant and a pool club located in the middle of the 1,480-square meter swimming pool.

Aside from the pool, other amenities include a heated jacuzzi, kids' club indoor and

outdoor playgrounds, a fitness center, and a spa with sauna and steam bath.

The resort is 90 minutes away from the Puerto Princesa Airport, and is near attractions such as *Sabang Mangrove Forest* (1 kilometer away), *Sabang Waterfalls* (2.5 km), and the *Puerto Princesa Subterranean River National Park* (3.41 km). Other nearby destinations include *Ugong Rock Adventures*, *Honda Bay*, *Isla Felomina*, and the *Iwahig Firefly Watching Mangrove* and *Wildlife Park*.



COMPANY HANDOUT

EVOLUTION is the all-day dining restaurant at Four Points by Sheraton Palawan Puerto Princesa.