



mySTAY targets 80% occupancy, growth in direct bookings for 2025

BUDGET hotel chain mySTAY Hotels is targeting to increase direct bookings and maintain an 80% occupancy rate next year, according to its chief executive officer (CEO).

"We're actually maintaining around 80% occupancy..., which I believe is relatively higher in the industry regardless of star rating," Reignie Valerie S. Banaag, CEO and general manager of mySTAY Hotels, told *BusinessWorld* on the sidelines of a Philippine Hotel Owners Association event on Nov. 18.

"We are actually increasing more of our direct market. Right now, we have different sources. The majority is, of course, online travel agencies," she added.

mySTAY has four branches: mySTAY Hotel BGC East, which opened in September 2022; mySTAY Hotel BGC West, which opened in November 2022; and the last two branches, mySTAY BGC North and South, which opened in January and May last year, respectively.

mySTAY is set to release its own membership program next year, which is expected to increase bookings on its website.

Currently, most of mySTAY Hotels' bookings come from third-party websites like Agoda and Booking.com, according to Ms. Banaag.

mySTAY Hotels features a modern-minimalist style, catering to budget-conscious millennials and Gen Z travelers.

The majority, or 80%, of its visitors are from the domestic market, while 20% are foreigners. Most of its bookings are for leisure, particularly for those who wish to visit BGC in Taguig City, Ms. Banaag said.

Guests can choose from different room options. The Deluxe Queen and Deluxe Twin rooms both measure 12 square meters (sq.m.), while the Loft Bunk room has an area of 10 sq.m. The Garden Suite, measuring 22 sq.m., is only available at mySTAY Hotel BGC South.

Room rates at mySTAY Hotels start at around P1,499 per night.

The four properties also include additional facilities such as a café, a co-working space, and a gym.

While the company has no concrete plans for expansion, Ms. Banaag said this could still be possible due to its high occupancy rate.

"For now, there are no concrete plans for expansion, but for me, with how it is looking with mySTAY, I can only be optimistic about the expansion of the brand," she said.

mySTAY Hotels is the hotel brand of the Philippines Urban Living Solutions, Inc. (PULS), a rental housing development company catering to young professionals on a budget. In 2017, Sy-led SM Investments Corp. acquired a 61.2% stake in PULS. — **Beatriz Marie D. Cruz**

Arthaland projects P15-B GDV for Una Apartments

PROPERTY developer Arthaland Corp. projects that its Una Apartments, a mid-market residential development in Biñan, Laguna, will have a gross development value of P15 billion, according to a company official.

The five-tower project is located inside the 8.1-hectare Sevina Park in Biñan.

"The estimated GDV (gross development value) is P3 billion per tower," Christopher G. Narciso, executive vice-president and business operations group head at Arthaland, said in a Viber message.

Tower 1, with all 396 units sold, is expected to be completed by the fourth quarter of 2026.

"Right now, we're looking at completing the sell-out of the second tower, and launching the third tower by next year," Mr. Narciso told a media briefing on Nov. 18.

Earlier this month, Arthaland broke ground for Tower 2, which will have 19 floors and around 400 units. It is expected for turnover by 2027. More than 60% of its units have already been sold.

A studio unit at Una measures 28 square meters (sq.m.), a one-bedroom unit-prime is 34 sq.m., and a one-bedroom unit-deluxe measures 42 sq.m. Each unit has a floor-to-ceiling height of 2.6 meters and its own balcony.

A commercial area will be built within the townhouse complex, according to Arthaland Senior Vice-President and Chief Sustainability Officer Oliver L. Chan.

"We plan to have our own commercial area for the basic neces-



ARTHALAND.COM

UNA APARTMENTS is the country's first multi-certified mid-market residential development.

sities and the immediate needs of the residents. So, we're starting to do that already, we're planning for it and it should be up soon," he told the briefing. He added that the company will also establish point-to-point transfer shuttles using electric vehicles to transport residents.

The complex also has a rainwater collection system to save water for irrigation, he noted.

Sevina Park is accessible via the Cavite-Laguna Expressway and is near key areas like the De La Salle

University-Laguna Campus, hospitals, and other industrial estates.

On Nov. 14, Arthaland said it had raised P2.5 billion to fund the first two Una towers.

The project challenges the perception that sustainability is a luxury, said Arthaland Vice-Chairman and President Jaime C. González.

"At Arthaland, we are dedicated to creating a sustainable culture in how people live, how communities are built, and how we as property developers pursue our business," he said in a video message. — **Beatriz Marie D. Cruz**

Udenna signs deal with EEI for Mactan casino project

By **Revin Mikhael D. Ochave**
Reporter

DENNIS A. UY-LED Udenna Corp. has signed a memorandum of understanding (MoU) with the listed construction company EEI Corp. for a potential partnership in the planned Emerald Bay Resort and Casino Project in Mactan, Cebu.

The MoU allows for a potential partnership between EEI and PH Resorts "upon the execution of the definitive agreements and subject to the fulfillment of conditions precedent and regulatory approvals, if any," Udenna's listed gaming and hospitality subsidiary PH Resorts Group Holdings, Inc. said in a disclosure on Monday.

"The MoU also paves the way for EEI to execute an agreement with PH Resorts and/or its subsidiaries, Lapulapu Leisure, Inc. and Lapulapu Land Corp., to finance, construct, and complete the Emerald Bay Project, upon the execution of definitive documentation," PH Resorts said.

In July, Okada Manila operator Tiger Resort Leisure & Entertainment, Inc. (TRLEI) ended talks to acquire a majority stake in the Emerald Bay project.

TRLEI is the third group to withdraw its investment plan from the Emerald



PHRESORTS.COM

IN JULY, Okada Manila operator Tiger Resort Leisure & Entertainment, Inc. (TRLEI) ended talks to acquire a majority stake in the Emerald Bay project.

Bay project, after Razon-led Bloomberly Resorts Corp. and Cebu-based Apple-One Properties, Inc.

The Yuchengco group currently owns about 20.9% of EEI. Its listed conglomerate, House of Investments, Inc. (HI), previously sold its 20% stake in EEI to the Romualdez family-led firm RYM Business Management Corp. for P1.25 billion.

HI also sold its 14.346% stake in EEI to Industry Holdings and Development Corp. for about P1.08 billion.

EEI is one of the largest construction and contracting firms in the Philippines.

"It looks like PH Resorts finally found a white knight to save its Emerald Bay project. From the limited details disclosed, it appears that EEI

might ultimately end up taking control and substantial ownership of the project, with PH Resorts probably left with a minor economic stake," China Bank Capital Corp. Managing Director Juan Paolo E. Colet said in a Viber message.

"Naturally, one of the questions in the minds of public shareholders is whether this MoU will see the light of day, as attempts to do a deal with previous suitors all fell through. Hopefully, this one will be realized to unlock the value of the Cebu property," he added.

On the other hand, AP Securities, Inc. Research Head Alfred Benjamin R. Garcia said investors should exercise caution following the announcement.

"I think it's a bit too early to be excited about any prospects for PH Resorts given its history of failed deals," he said.

"At this point, too many details of the supposed deal are unclear. For example, the disclosure stated that EEI will finance, construct, and complete the project but it is unclear what they will get in exchange: ownership stake, or eventual payment," he added.

On Monday, PH Resorts shares fell by 20.25% or 16 centavos to 63 centavos apiece, while EEI shares rose by 2.77% or nine centavos to P3.34 each.

Filinvest Land plans P12-B bond issuance

GOTIANUN-LED Filinvest Land, Inc.'s (FLI) executive committee has approved the issuance of up to P12 billion in bonds as part of the property developer's fundraising plans, the company said on Monday.

The issuance will consist of peso-denominated fixed-rate bonds with a maturity period of up to ten years, FLI said in a regulatory filing.



FILINVESTLAND.COM

FLI said the issuance will be the second tranche of its P35 billion shelf-registered peso-denominated bonds that was approved by the Securities and Exchange Commission in October last year.

In December last year, FLI saw an 8% increase in attributable net income to P2.65 billion as total consolidated revenue and other income grew by 17% to P18.44 billion, led by higher booked residential real estate sales.

FLI shares were unchanged at 76 centavos apiece on Monday. — **Revin Mikhael D. Ochave**



Mets Logistics eyes expansion with P7 billion from Growthem Capital

SINGAPORE-BASED private equity firm Growthem Capital Partners (GCP) will invest P7 billion in Mets Logistics, Inc. to help advance its expansion in the cold storage logistics sector in the Philippines, the local cold chain solutions provider said on Monday.

"This investment will further our expansion plans and help us enhance our cold chain logistics capabilities, providing greater value to our customers and stakeholders," Mets Chairman and President Eduard Tio said in a statement.

Established in 2010, the Philippine-based cold chain solutions provider operates cold storage facilities nationwide with over 100,000 total pallet positions, the company said.

GCP will invest P7 billion in Mets, while another P500 million from Mets' founder

shareholders will also be invested in the company to fund its expansion plans, the company said.

The closing of the investments is pending regulatory approvals, with PwC Philippines serving as the financial, tax, and legal advisor.

"Both Mets and GCP are committed to driving sustainable growth and creating long-term value, with the vision to address the shortage of reliable and high-quality cold storage services in the country," the company said.

Amit Kunal, managing partner at GCP, said Mets' core business aligns with its investment strategy, which is to help fund companies operating in healthcare, financial services, education, digital services, and consumer sectors. — **Ashley Erika O. Jose**

Comfac Corporation is looking for a CHIEF TECHNOLOGY OFFICER

Qualification & Job Description
 • Must have a bachelor's degree, Masteral Degree is an advantage
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 • Must be proficient in speaking, reading and writing in Bulgarian
 Our office address is 19F The World Centre Building 330 Sen Gil Puyat Avenue, Makati City
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JOB OPENING

L'ORÉAL PHILIPPINES

L'ORÉAL LUXE DIVISION – GENERAL MANAGER

- To develop the Division's brand portfolio, image, turnover and profitability on the market.
 - Define and monitor the Division's brand portfolio strategy and ensure the coherence of individual brands strategies in the country.
 - Set and monitor the Division's performance in terms of sales growth and market share.
 - P&L management: set and monitor budget objectives (profitability, structure of P&L account, cash flow) Build the Group's internal and external image and reputation in the country, through strong relationships with local distributors, administrations and key influencers and strategic partnership with the trade.
 - Develop the Division's image with key influencers (press, media etc...)
 - Deal with labour law related issues
 - Optimize the organization and develop quality, engagement and performance of the employees
 - Manage the Division's Country Management Committee
 - Recruit, develop and manage teams, ensuring knowledge transfer and change management
- Qualifications/Requirements:**
 • Minimum of 20 years of total L'Oréal experience.
 • Multi-cultural experience with minimum 4 countries assignment/ expatriation with Minimum 10 years of Brand General Management
 • Fluency in major languages – English and French
 • Minimum College Graduate in an International University and master's Degree Preferred

L'ORÉAL PHILIPPINES INC.

23/F ROBINSONS EQUITABLE TOWER
 ADB AVE. ORTIGAS CENTER, PASIG CITY
 Email: <https://careers.loreal.com/>
 Phone No.: +63 8 3637574

JOB VACANCY

Name of Company BK KEYFORCE SERVICES INC.
Place of Assignment 4/F Unit 2G, One F-Com Center Building, Ocean Drive, Mall of Asia Complex, Pasay City
Position Business Development Associate
Quantity of Workers Needed 1

- Brief Description of Functions:**
- Develop and implement strategies to attract foreign clients to enter the Philippine market;
 - Assist in expanding the company's global operations by targeting international clients currently operating in the Philippines;
 - Coordinate meetings, prepare presentations, and handle correspondence with Korean-speaking stakeholders;
 - Provide cultural insights and recommendations to enhance client engagement and satisfaction;
 - Strong analytical skills and fact-based business leadership capabilities support making the right decisions and their implementations;
 - Lead and develop the best high performing team with the business strategy in mind;
 - Ability to share high level of market intelligence and current logistics trends;
 - Facilitate communication between the company and Korean clients by providing accurate translation and interpretation;
 - Support the Business Development team in building and maintaining relationships with Korean clients; and
 - Liaise with existing and potential international clients to foster strong business relationships.

- Brief Description of the Qualification**
- At least 6 years equivalent relevant experience;
 - Bachelor's degree in business development or related fields is an advantage;
 - Advanced proficiency with all Microsoft Office tools, including Excel, Visio and PowerPoint;
 - Proficient in both Korean and English, with excellent written and verbal translation skills;
 - Strategic thinking and problem-solving skills to develop effective business strategies; and
 - Strong interpersonal and communication skills, with the ability to build and sustain client relationships.

Interested applicants may send their resume to: hradmin@bkkeyforceservices.ph