

Hospitality chains expand sustainability features

HOSPITALITY chains are working to enhance sustainability features and workcation offerings to address the increasing demand from foreign tourists, according to industry executives.

Cindy Tan Jarabata, president and chief executive officer of TAJARA Leisure & Hospitality Group, Inc., cited the growing appeal of sustainability-focused and nature-themed hospitality properties.

"A lot of foreign tourists are slowly coming back, the expats have also returned for work... so we've seen growth not just in Metro Manila, but also in island destinations," she said on the sidelines of an event last month.

Hospitality properties must "create something uniquely different that would address the needs of this new generation of travelers," Ms. Jarabata said, citing sustainability and back-to-nature designs.

The Philippines welcomed 5.95 million international visitors last year, data from the Department of Tourism showed. South Korea recorded the highest num-

ber of visitors at 1.57 million, followed by the United States (1.08 million), Japan (444,528), China (313,856), Australia (299,286), and Canada (269,300).

"We are aggressively tapping into international markets such as Taiwan, Japan, India, and the Middle East, tailoring our offerings to meet cultural preferences and travel needs, thereby attracting a more diverse global audience," Nonito O. Cuizon, director for marketing at Robinsons Hotels and Resorts (RHR), told *BusinessWorld* in an e-mail.

RHR's pipeline includes expansions in key destinations such as Siargao, Bohol, and Pangasinan.

Mr. Cuizon said that Fili Hotel in Cebu and Dusit Thani Mactan Cebu are looking to capture demand for Indian destination weddings.

RHR is also expanding its loyalty program to include special perks, discounts, and exclusive offers. It is improving its direct booking channels and upgrading its facilities.

For its part, property management company Discovery

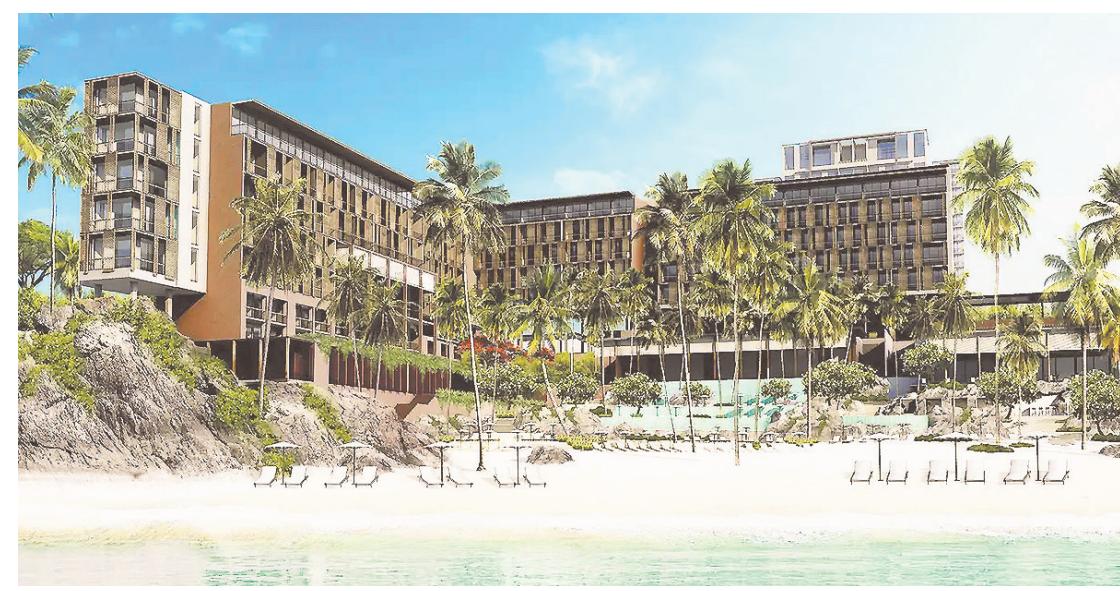
Hospitality Corp. (DHC) said it is refining its product offerings to meet increasing demand for workcations.

"We are improving our products to appeal to those who fly hybrid," Lynette Ermac, senior vice-president and head of sales and operations at DHC, said in an e-mailed reply to questions.

DHC also seeks to ensure that its properties include areas for remote work and facilities for meetings, incentives, conferences, and exhibitions (MICE) and small-scale social gatherings.

"Inspired by changing generational behavior, more digital interaction, and more environmental conscience, guests now search for more meaningful, customized, and real experiences. Additionally in demand are wellness-oriented stays and sustainable travel," Ms. Ermac also said.

"From carefully chosen local activities to tech-integrated service touchpoints that prioritize the human element, these trends are shaping the design of our products," she added.



TAJARAHOSPITALITY.COM

stays," Loven C. Ramos, director of brand and marketing, said in an e-mail.

Mr. Ramos said Ascott's serviced residences, which combine hotel and home-like amenities, are ideal for long-term stays and workcations.

He also noted that properties such as Ascott Bonifacio Global City, Ascott Makati, Citadines

Bay City Manila, and Citadines Roces Quezon City offer state-of-the-art meeting rooms, event spaces, and diverse culinary offerings.

"Soon, we will also be unveiling the ballroom and MICE facilities at Citadines Bacolod City, which will be the region's largest when it opens," he added.

— Beatriz Marie D. Cruz

DHC eyes completion of Discovery Coron's Nature Villas by end-2025

DISCOVERY Hospitality Corp. (DHC), the property management firm of listed hotel and resort developer Discovery World Corp., said it is looking to complete the construction of its 12 Nature Villas at Discovery Coron by the end of 2025.

"Two single-detached villas are already open. The completion of the whole Nature Villas will be at Q4 (fourth quarter) of 2025," Lynette Ermac, senior vice-president and head of sales

and operations at DHC, said in an e-mailed reply to questions.

The Nature Villas, positioned as DHC's most premium product, is expected to have an average daily rate of P23,000 and will offer a nature-immersed accommodation experience.

The hospitality firm is also renovating two hotel-room floors at Discovery Suites Manila in Pasig City.

"Discovery Suites is going through a room refresh project

that aims to achieve the warm and homey yet modern vibe for an elevated guest experience. Currently, the hotel is working on a per-floor basis with around 15 rooms, and the target of completion is about six months per floor," the company said.

The room renovations will integrate Filipino-themed and sustainability features to appeal to the new generation of travelers, she added. Once completed, accommodation rates in the new

rooms will range from P7,000 to P8,000 per night.

According to Ms. Ermac, demand for Discovery Suites Manila's newly renovated rooms will be driven by corporate and domestic travelers seeking a convenient stay with homey and personalized service.

DHC also remains bullish about the overall occupancy of its hotels and resorts, Ms. Ermac said, citing the growing demand for more digital interaction, wellness-oriented stays, and sustainable travel.

"Our approach calls for more use of technology to balance operational efficiency with meaningful human connection, targeted campaigns, and greater digital and experiential marketing initiatives."

Discovery Hospitality manages brands such as Discovery Resorts, Primea, Discovery Suites, Kip&Kin, and Signature Collection.

The company is also expected to open a new Kip&Kin property in Siargao by 2027. — Beatriz Marie D. Cruz



DISCOVERYHOTELS-RESORTS.COM

Sansan Global sees tech hubs boosting property growth outside Metro Manila

THE GROWTH of technology hubs outside Metro Manila could drive expansion in the property sector in provincial areas such as Cebu and Davao, according to Japanese tech firm Sansan Global Development Center, Inc. (SGDC).

"A strong tech hub can have a ripple effect across different sectors of the local economy. Real estate tends to benefit from this at an early stage because demand rises for commercial office spaces for businesses and residential developments to house relocating professionals," SGDC Country Manager and Director Jay V. Pagarido said in an interview with *BusinessWorld*.

"Retail, hospitality, and service industries will then grow, given the influx of international visitors, investors, and newly hired tech workers."

Cebu remains the top choice for demand in the provincial office market at 42,000 square meters

(sq.m.), followed by Davao with 12,000 sq.m., according to property consultancy firm Leechiu Property Consultants (LPC).

Of the total, IT-BPMs (information technology-business process management) account for 75% of demand in Cebu's office spaces and the entirety of Davao's office market, according to LPC's latest Philippine Property Market Report.

The growth of regional tech hubs would also increase the availability of digital tools that would help automate traditional sectors like manufacturing, logistics, and agriculture.

Compared to Metro Manila, the average rental rates in Cebu and Davao are lower by 39.5% and 48.6%, respectively, according to Numbeo, a crowd-sourced cost-of-living database.

"Lower operating costs and a cheaper cost of living make cities like Cebu and Davao attractive to

both local startups and multinational corporations," Mr. Pagarido said.

Both provinces also have a growing number of IT graduates ready to enter the tech-driven workforce, he added.

However, the lack of modern infrastructure for stable, high-speed internet and reliable power supply may hinder the growth of regional tech hubs, Mr. Pagarido noted.

To address this, national and local governments must prioritize infrastructure upgrades for internet connectivity and power. They must also refine policies to encourage foreign investment and streamline business registration.

Mr. Pagarido cited the need for public-private partnerships that would upscale graduates for specialized roles like product development, artificial intelligence (AI), and software engineering.

"While BPO is a valuable foundation, cities aiming to become

tech powerhouses will need to diversify into higher-value services, such as large-scale software development, cloud computing, and advanced data analytics."

The government should also consider offering tax incentives or other financial benefits to tech companies willing to set up long-term operations.

Internship programs and hands-on technical workshops can also ensure that graduates are job ready.

Lastly, firms must provide full-time employment models rather than short-term contracts to improve talent retention, Mr. Pagarido said.

The continued growth of regional tech hubs like Cebu and Davao will be driven by the development of data centers, cloud computing, software-as-a-service models, and AI and machine learning tools, Mr. Pagarido said. — Beatriz Marie D. Cruz

Vehicle sales,
from SI/1

For the first three months of the year, vehicle sales went up by 6.8% year on year to 117,074 units from 109,606 in the same period in 2024.

Commercial vehicle sales increased by 13.9% to 92,742, while passenger car sales dropped by 13.7% to 24,332 in the January-to-March period.

As of end-March, Toyota Motor Philippines Corp. remained the market leader with a 47.42% share as its sales rose by 11.8% to 55,513 units.

Mitsubishi Motors Philippines Corp. came in second with a 12.1% increase in sales to 23,382 units in the January-to-March period. It accounted for almost 20% market share.

In third spot is Nissan Philippines, Inc. which saw a 15% drop in sales to 6,722 units in the first three months.

Rounding out the top five were Suzuki Phils., Inc., which saw a 23.8% increase in sales to 5,441 units, and Ford Motor Co. Phils., Inc. which posted a 30.7% drop in sales to 5,219 units.

RCBC's Mr. Ricafort said that the industry has been seeing growing demand for electrified vehicles (EVs), hybrid vehicles, and self-driving vehicles.

"The Philippines has yet to catch up with other countries in increasing the demand for EVs and hybrid vehicles, given increased competition in terms of lower prices from China, Vietnam, and other countries," he said.

"Newer models, more brands, low down payments, and more

affordable vehicle purchase schemes... are also still driving demand or sales of vehicles," he added.

The CAMPI-TMA report showed that 1,895 EVs were sold in March, bringing three-month sales to 5,311 units. This represented a 5.73% market share.

Broken down, hybrid EVs accounted for 4,554 units sold in the first three months. There were 692 battery EVs and 75 plug-in hybrid EVs sold as of end-March.

— Justine Irish D. Tabile

Career Opportunity in FEEL YESON TRAVEL & CONSULTANCY CORP.

POSITION TITLE: SALES MANAGER – 1 VACANCY

JOB DESCRIPTION

- Driving revenue growth, managing a sales team.
- Building relationships with Korean clients.
- Executing sales strategies within the Korean market, while also collaborating with Cross-functional teams.

QUALIFICATION

- Proficient in speaking and writing in English and Korean Hangul
- Can work with minimum supervision.
- With experience in related field.
- Can work under pressure.

Applications may be sent to: AZENITH I. GIMENA

Email: yesonvisa@gmail.com

COMPANY / EMPLOYER

COMPANY NAME: FEEL YESON TRAVEL & CONSULTANCY CORP.
ADDRESS: 3/F UNIT 323 KACC PHILMATE BLDG, LOT 1 & LOT 2 COR., J. ABAD SANTOS AVE. & QUIRINO ST. CLARK FREEPORT ZONE, PAMPANGA

NAME: CHUNG JINA

ADDRESS: TAGUIG CITY

NATIONALITY: KOREAN

INTENDED PERIOD OF EMPLOYMENT: THREE (3) YEARS

NATURE OF BUSINESS: TRAVEL AGENCY & CONSULTANCY

FEEL YESON TRAVEL & CONSULTANCY CORP. hereby declares that the above-named foreign national is able, willing and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an Alien Employment Permit with the Department of Labor and Employment - Region III located at Matatino cor. St. DMGC, Maimpis, City of San Fernando, Pampanga. If there are any objections or inquiries, please contact the concerned DOLE Regional Office.

Any Filipino jobseeker who is competent, able and willing to perform the services for which the foreign national is intended to be hired for, may file an objection at Department of Labor and Employment - Region III located at Matatino cor. Mahusay St. DMGC, Maimpis, City of San Fernando, Pampanga after this publication. Please inform Department of Labor and Employment - Region III, if you have any information on criminal offenses committed by the foreign national.

Career Opportunity in MIGHTY-MERCHANT BUSINESS TRADING INCORPORATED

POSITION TITLE: MANDARIN SPEAKING MARKETING SPECIALIST – 3 VACANCY

JOB DESCRIPTION

- Excellent Mandarin verbal communication skills.
- Proficiency in handling customer questions about services and products.
- At least 18 years old and above.

QUALIFICATION

- Mandarin Speaking
- Computer Literacy
- Critical Thinking

Applications may be sent to: HR DEPARTMENT

Email: mightymerchantbusiness.trading@gmail.com

COMPANY / EMPLOYER

COMPANY NAME: MIGHTY-MERCHANT BUSINESS TRADING INCORPORATED
ADDRESS: UNIT 3-G BLOCK 1 LOT 2-A APOVOA1, WESTERN BICUTAN CITY OF TAGUIG CITY
NATURE OF BUSINESS: TRADING

NAME: PANMIN

ADDRESS: TAGUIG CITY

NATIONALITY: CHINESE

INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS

MIGHTY-MERCHANT BUSINESS TRADING INCORPORATED hereby declares that the above-named foreign national is able, willing and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an Alien Employment Permit with the Department of Labor and Employment- National Capital Region located at 967 Maligaya Street, Malate Manila

Career Opportunity in TCK LINK INC.

POSITION TITLE: VIETNAM SPEAKING SITE TECHNICIAN

JOB DESCRIPTION

- Identify customer issues and either resolve them independently or route them to the appropriate engineer for further assistance.
- Provide accurate and clear information about IT products and services to customers.
- Educate clients to help them prevent future issues or questions, ensuring a smooth experience.
- Regularly follow up with customers to update them on the status of their requests and ensure their satisfaction.
- Proactively identify and suggest improvements to procedures and processes to enhance service efficiency.

QUALIFICATION

- Fluency in Vietnamese and English (both written and spoken) is required to effectively communicate with customers.
- Experience in IT support or technical troubleshooting, with a solid understanding of IT products and services.
- Customer-focused mindset, with the ability to identify customer needs and provide excellent service.
- Ability to work in a fast-paced environment and manage multiple customer inquiries or issues simultaneously.
- Basic technical knowledge in hardware, software, and networking is preferred but not required.

Applications may be sent to: FERLY LIBAWAS

Email: linktck@gmail.com

COMPANY / EMPLOYER

COMPANY NAME: TCK LINK INC.
ADDRESS: 3/F KING'S COURT 1 BLDG 2129 CHINO ROCES AVE PIO DELPILAR MAKATI CITY
NATURE OF BUSINESS: OTHER SERVICE ACTIVITIES

NAME: HOANG THANH HAO