



AVIDA VERRA Settings Vermosa

Avida reports strong take-up, plans more suburban housing

AVIDA LAND Corp., the mid-income residential brand of property giant Ayala Land, Inc. (ALI), is looking to build more homes outside Metro Manila amid stronger take-up at its ongoing developments there, it said.

“The company remains focused on launching more horizontal developments in high-demand areas across South and Central Luzon, prioritizing projects within ALI’s estates,” Aris Gonzales, Avida Land project and strategic management group head, said in an e-mailed reply to questions.

When expanding into a particular location, Avida Land ensures that the area is accessible via major transit routes, supports sustainable residential growth, and is close to essential lifestyle needs, according to Mr. Gonzales.

As of July, the 10-hectare (ha) Verra Settings Vermosa in Imus City, Cavite, is 97% sold, ALI said. Parklane Settings Vermosa, Avida Land’s second residential development in the Vermosa area, has sold 92% of its inventory.

Under the 12-ha project, sectors one and two will be completed by June 2026, while sectors three and four will be finished by March 2027.

Likewise, Southdale Settings Nuvali in Laguna is 90% sold. The 20-ha residential development will be completed by January 2026.

Meanwhile, Crescela Nuvali, which offers modern contempo-

rary homes within its 13.53-ha subdivision, has sold 38% of its inventory. Construction on the property will be finished by July 2028, Avida Land said.

“Crescela Nuvali, the newest residential project, has demonstrated robust demand, outperformed initial projections, and solidified the developer’s reputation for delivering high-value communities,” Mr. Gonzales said.

All four residential developments incorporate sustainability practices, he also said.

These include a 1:1 tree-planting ratio, where a new tree is planted whenever one is removed or affected.

To support waste management and urban greening, each development also features an eco-yard, composed of a plant nursery, composting facility, and materials recovery facility, Avida Land said.

Community layouts are also designed to optimize lot and amenity access, support residents’ well-being, and manage traffic flow, Mr. Gonzales said. Newer developments also have solar-powered streetlights in common areas.

“ALI estates are master-planned, mixed-use communities that emphasize connectivity, livability, and long-term value, making them ideal for future horizontal residential projects,” Mr. Gonzales said. — **Beatriz Marie D. Cruz**

MICE sector in focus as PHL prepares for ASEAN events

By **Beatriz Marie D. Cruz**
Reporter

HOSPITALITY INDUSTRY experts expect the Philippines’ hosting of major Association of Southeast Asian Nations (ASEAN) events next year to boost the country’s position as a key player in the region’s meetings, incentives, conferences, and exhibitions (MICE) market.

“Hosting these events will improve our brand visibility on the international stage and position the Philippines as a destination for business and leisure travel,” Ma. Celeste B. Romualdo, director for membership at the Hotel Sales and Marketing Association International, Inc. (HSMA), said in an e-mail.

The Philippines will host the ASEAN Summit and ASEAN Tourism Forum next year, events that are expected to draw increased visitor traffic to key destinations such as Manila, Boracay, and Cebu.

“If the hosting of the events is successful, it can create long-term benefits by encouraging repeat visits and positive word-of-mouth marketing,” said Ms. Romualdo, who also serves as the general manager of The Linden Suites.

“The ASEAN Summit in 2026 will put us better in the map and it will drive home our position as a MICE player, and we’re building many hotels in the next five years,” Agnes Pacis, director for education at HSMA and vice-president-commercial of SM Hotels and Convention Corp., told reporters last week.

“That’s a signal that we will be welcoming more and more international arrivals.”



PHILIPPINE STAR/RUDY SANTOS

The upcoming events offer a platform to showcase how the Philippine tourism industry has recovered and developed since the pandemic, according to Alfred Lay, director for hotels, tourism, and leisure at Leechiu Property Consultants.

“Events like this put the Philippines on the map in a way regular tourism campaigns can’t,” Mr. Lay said in a Viber message.

“You’ve got tourism ministers, buyers, media, and regional influencers all in one place, seeing what the country has to offer.”

The tourism industry was one of the hardest-hit sectors due to the pandemic lockdowns. The share of tourism in the country’s gross domestic product (GDP) dropped to 5.4% in 2020 from 12.8% in 2019.

Its contribution to GDP has since recovered to 8.89% in 2024, but this remains below pre-pandemic levels.

To prepare the industry for such high-level events, hotels should further improve their offerings, such as dining options, leisure amenities, and conference rooms, Ms. Romualdo said. Hotel staff must also be trained to elevate their services.

“Highlighting unique local experiences can also draw interest from attendees looking to immerse themselves in the destination,” she noted.

Ahead of the events, hotels should also target potential attendees through their digital marketing channels to drive bookings, Ms. Romualdo also said.

“Hotels should lean into storytelling — highlight local design, food, service — and make sure guests leave talking about more than just the conference,” Mr. Lay also said.

Ms. Romualdo also cited the need for improvements in local infrastructure and services in time for the summit and for the industry in the medium term.

Mr. Lay added that hotels should also work closely with the Department of Tourism and other tourism groups to co-host and support events related to the summit.

“If we treat this as more than a booking bump and more like a stage to sell the Philippine product, we’ll get much more out of it in the long term,” Mr. Lay said.

PHL property developers need to spread risk across locations, segments — experts

PROPERTY CONSULTANTS said Philippine developers should diversify their real estate portfolios across segments and locations to manage risks amid high vacancies.

“If you are a developer and all your assets are in one city, and the area where they are located is down, then your assets depreciate,” PRIME Philippines Founder and Chief Executive Officer Jettson P. Yu told *BusinessWorld*.

This comes as some areas within the commercial real estate sector have experienced “persistently high vacancies and falling rents,” a spokesperson for the International Monetary Fund said.

In particular, the Philippine capital continues to face an oversupply of condominiums, with 82,800 unsold units as of end-June, according to Leechiu Property Consultants.

For Mr. Yu, developers should also diversify their portfolio across various real estate segments to ensure stronger take-up.

“Real estate is always cyclical... it’s not all down. People just move,” Mr. Yu said.

Property developers should further expand their portfolio beyond the Philippine capital amid the ongoing “shift to suburbia,” said Joey Roi H. Bondoc, director and head of research at Colliers Philippines.

“While there’s a slowdown in Metro Manila, developers should look into other growth areas,” he said in an interview.

Mr. Bondoc cited key expansion areas such as Region III (Central Luzon), Region IV-A (Calabarzon), Region VI (Western Visayas), Region VII (Central Visayas), Region X (Northern Mindanao), and Region XI (Davao Region).

These regions, along with Metro Manila, account for more than 90% of the country’s total residential units.

“So, this is where growth is likely to come from, given the slower take-up in the capital region,” he added.

Mr. Bondoc also recommended that property developers take advantage of the rising demand for lot-only projects.

“We’ve noticed that price growth for condominiums has slowed or corrected,” he said. “But if there’s one property segment where we still see capital or price appreciation, it’s the lot-only segment.”

According to Mr. Bondoc, investors typically favor lot-only developments with green, breathable spaces and access to nearby golf courses.

“Imagine buying an upscale luxury condo in Metro Manila at P400,000 to P500,000 per square meter... In comparison, a lot-only unit in Bulacan, Batangas,

or Pampanga costs around P20,000 to P30,000 per square meter,” he said.

The take-up rate for lot-only units outside Metro Manila averaged 52% to 97%, according to Colliers data. The provinces of Batangas, Cavite, Laguna, Pampanga, Cebu, Davao, and Bulacan posted take-up rates above 90%, while Tarlac recorded the lowest at 52%.

“If there is one important piece of advice we can give, it’s to look into the lot-only projects being launched by major national developers outside Metro Manila, especially if you’re banking on price appreciation,” Mr. Bondoc said. — **Beatriz Marie D. Cruz**

Bloomerry unit renews education partnership with DLS-CSB

SURESTE PROPERTIES, INC. (SPI), a subsidiary of Bloomerry Resorts Corp., has renewed its partnership with De La Salle-College of St. Benilde (DLS-CSB) to provide scholarships to students in international hospitality, cybersecurity, and business analytics.

Under the partnership, SPI will cover fees and allowances for tuition, laboratory, library, internet, and miscellaneous expenses for ten trimesters over three years, the school said in a statement.

To qualify, an applicant must be a Filipino citizen and at least 18 years old. The individual must be a high school graduate with a general weighted average (GWA) of not less than 85% or its equivalent, and must have good moral character.

Scholars may enroll in the following degree programs offered by DLS-CSB: Bachelor of Science in Cybersecurity, Bachelor of Science in Business Administration Major in Business Intelligence and Analytics, and Bachelor of Science in International Hospitality Management.

The school’s cybersecurity program helps learners gain technical and managerial expertise in key areas of information security policy and governance, digital forensics, data protection, security threat assessment, and incident response, it said.

Students in the business intelligence and analytics program are taught how to explore and maximize data through industry-grade tools and



FROM LEFT: De La Salle-College of Saint Benilde (DLS-CSB) Center for Partnership Advancement Director Robin Serrano and Vice Chancellor for Academics Angelo Marco Lacson with Sureste Properties, Inc. Vice-President for Human Resources Maria Rosario Razon and Director for Human Resources Trishia Osorio.

applications to enhance an organization’s economic sustainability and competitiveness, DLS-CSB also said.

Lastly, the International Hospitality Management course is the first international double bachelor’s degree under the Commission on Higher Education’s new transnational guidelines. Under the program, students can also earn both Philippine and French degrees.

Enrollees in the program also benefit from its partner, the Vatel International Business School’s global network of institutions with renowned programs in business, hotel, and tourism management.

The memorandum of agreement (MoA) was signed by SPI Vice-President for Human Resources Maria

Rosario Razon, Senior Vice-President and Property Chief Financial Officer Arcan Lat, and DLS-CSB President Br. Edmundo L. Fernandez, FSC.

Mr. Lat was represented by Sureste Properties, Inc. Director for Human Resources Trishia Osorio, while Mr. Fernandez was represented by Vice Chancellor for Academics Angelo Marco Lacson and Center for Partnership Advancement Director Robin Serrano.

Bloomerry’s integrated resort portfolio includes Solaire Resort Entertainment City in Parañaque City, Solaire Resort North in Quezon City, and Jeju Sun Hotel & Casino in Jeju City, South Korea.

On Monday, Bloomerry’s stocks dropped by 3.37% or 15 centavos to P4.30 apiece. — **Beatriz Marie D. Cruz**

PHINMA accelerates Bacolod project after cash boost

PHINMA PROPERTY Holdings Corp. (PHINMA Properties) is targeting the completion of the southern portion of Phase 1 of its 21-hectare Saludad township in Bacolod City by the first quarter of 2026, following a recent capital infusion.

“With the township’s construction in full swing, the southern Phase 1 will be completed by the first quarter of 2026, while the northern Phase 2 will be finished in 2028,” PHINMA Properties Vice-President and Chief Township Officer Paolo V. Reyes said in a statement on Monday.

“PHINMA Properties looks forward to sharing more of Saludad with people in and beyond Bacolod,” he added.

The construction timeline was announced after PHINMA Properties received an additional P300-million investment from parent company PHINMA Corp. to support the development of the Saludad township.

“This new P300-million investment will enable PHINMA Properties to sustain the favorable market momentum of our Saludad project in Bacolod,” PHINMA Chairman and Chief Executive Officer (CEO) Ramon R. del Rosario, Jr. said.

“This reflects the PHINMA Group’s stronger commitment to the Bacolod community and nearby areas by supporting economic development and generating new livelihood opportunities,” he added.

Launched in October last year, Saludad is a P12-billion township being developed by PHINMA Properties in partnership with JEPP Real Estate Co. The township was master-planned by Royal Pineda+ Architecture+Design.

Saludad will feature services offered by the PHINMA Group, such as PHINMA Hospitality’s lifestyle hotel brand TRYP by Wyndham Bacolod; Southwestern University PHINMA’s first campus outside Cebu City; and building materials from the PHINMA Construction Materials Group.

“We’re creating a vibrant, sustainable community for our beloved Bacolod-nons, where they can easily access essentials for dignified living,” PHINMA Properties President and CEO Raphael B. Felix said.

“Saludad brings together the best offerings of the PHINMA Group with the city’s rich heritage and scenic landscape amid its fast-growing economy — this fusion of tradition and modernity makes it distinctly Bacolod. As we say, *Aton Ini*,” he added.

PHINMA is a holding company with business interests in education, construction materials, real estate, and hospitality.

Shares of PHINMA declined by 0.11% or two centavos to P17.86 each on Monday. — **Revin Mikhael D. Ochave**