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THE 6TH PHILIPPINE HOSPITALITY SUMMIT

“REVOLUTIONIZING, REDEFINING & REBUILDING PHILIPPINE HOSPITALITY WITH LATEST INNOVATIONS AND DEVELOPMENTS”

APRIL 17 - 18, 2024 | LIVE AT CITY OF DREAMS MANILA



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EVENT BACKGROUND

With Big projects on it's way in different parts of the country, has Philippine Hospitality Industry already recovered?

With projected sustained return demand on hotel rooms, local and International Hotel brands are pushing even bigger projects, technology, equipment, furniture and fixture upgrades compared to the last 3 -5 years.

Recent study shows that the Philippines is expected to be among the fastest construction market over the next 15 years globally and part of these developments are on the hospitality sectors, with the increasing number of new generations of guests and to meet, more Hotels are integrating their system with the latest hotel tech trends and equipment while improving their guest services to mark their return and increase hotel revenue.

The 6th Philippine Hospitality Summit aims to call on 300-400 Hotel C- Level executives throughout the country including Government agencies, Investors, Operators, Construction, Consulting, Hotel Suppliers, Design and Architectural firms and all Hospitality stakeholders to discuss, share and exchange ideas on Hospitality industry, current and future challenges, strategies and opportunities



<https://www.okadamanila.com/sites/default/files/play/TG.jpg>



<https://www.sofitelmanila.com/wp-content/uploads/sites/36/2022/01/Pool-2.jpg>



<https://media-cdn.tripadvisor.com/media/photo-s/0f4e/bd/ce/waterside-open-kitchen.jpg>

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PROJECTS

" **Megaworld** said the first tower of **Grand Westside Hotel** is slated for opening this year, while the second tower will welcome guests by 2024. "

" The new casino resort, called "**Gold Coast Entertainment City**" developed by the **Villar Group's Prime Asset Ventures Inc.**, will be located somewhere near the Ninoy Aquino International Airport, with the casino itself having an area of about 18,000 square meters. "

" **Marriott Group to run 25 PH hotels by 2024**

Marriott International Inc. yesterday announced plans to establish 21 new hotels in the country or a total of 25 hotel brands by 2024, making it the largest hotel chain in the Philippines as it implements a combination of partnerships with local hotel operators such as San Miguel Corp. and Robinsons Land Corp. and conversion strategy for some existing hotels to support its rapid expansion "

" **SUNTRUST Resort Holdings, Inc.** and **Megawide Construction Corp.** agreed to extend the opening of a hotel-casino project to 2024 to provide flexibility to both parties."

" Solaire's new project to start in 2024: Ricky Razon has yet to get 40% of Cavite land committed by **Panlilios Bloomberry Resorts (BLOOM)**, the gaming and leisure arm of ultra bilyonaryo Ricky Razon, is planning to launch its new resort community in Paniman, Cavite next year. "

" In a report to the Philippine Stock Exchange, BLOOM will begin construction of its golf and casino hub in Paniman Bay in Ternate, Cavite after completing its second casino hotel, Solaire North in Quezon City, which is expected to be finished by the first quarter of 2024."

" **PANGLAO, BOHOL** — The first hotel in Panglao Shores is expected to open its doors by the first quarter of 2024. The tourism arm of Alturas Group of Companies last week launched Panglao Shores, a 50-hectare mixed-use estate that will have six hotels and resorts, as well as a residential and retail area."

" **Accor**, the largest and most geographically diverse hotel group in Asia Pacific will expand its portfolio in the Philippines with a record-setting nine new hotels signed this year which will be managed by the international augmented hospitality group. The accelerated expansion plan will boost the leading hotel operator's presence in the country from eight hotels with 2,127 rooms to 22 hotels with over 5,500 rooms within the next five years. With 38 brands within its portfolio, Accor is on a rapid expansion phase, particularly in the luxury and lifestyle sectors across the Asia Pacific region. "

" **Radisson Hotel Group** has embarked on the latest phase of its expansion strategy in the Philippines, with the signing of a Master Development Agreement for the Park Inn by Radisson brand, with **SM Hotels & Conventions Corp. (SMHCC)** for 14 new hotels across the country over the next five years, taking their total targeted portfolio with Radisson Hotel Group, to 20 hotels by 2028. "



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CONFIRMED SPEAKERS



USEC. SHAHLIMAR HOFER TAMANO
Undersecretary for Tourism Regulation
Coordination & Resource Generation
and concurrent Director for
Regional Office VII
Department of Tourism



ATTY. EUGENE YAP
General Manager
Bayview Park Hotel Manila
President, HRAP



MR. BARUN JOLLY
Senior Vice President and
Business Unit General Manager
Robinsons Hotels & Resorts



MR. ALFRED REYES
VP Operations & GM
Bai Hotel Cebu
President at Hotel, Resort &
Restaurant Association of Cebu Inc



MR. GARRY GARCIA
Regional Director of Operations
& Business Development
Philippines Swiss BelHotel
International



MR. HANKY LEE
Innkeeper
The Henry Hotel



MR. ALFRED LAY
VP Tourism and
Hospitality Development
Leechiu Property Consultants



MR. BOBBY HORRIGAN
Founder & CEO -
Horrigan Hospitality
Chairman - Tourism Industry
Board Foundation, Inc.
V.P. Hotels - HRAP



DR. MANIDA XONGMIXAY LAU
Vice President - Business
Solutions & Premium
Marketing Operations
Tiger Resort, Leisure
and Entertainment Inc.



MS. GEL GOMEZ
General Manager - Hospitality Division,
Anchor Land Holdings Inc.

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MR. CHRISTIAN BENEDICT CANDA
Group Director of Revenue
and eCommerce
AyalaLand Hotels and
Resorts Corporation



AR. ROWENA RAMOS
Vice Chair, Board of Trustees
Philippine Green Building Council



MR. SUNISH P SADASIVAN
Vice President of E-Commerce
& Revenue Management
Chroma Hospitality



MS. SUSAN SANTOS DE CARDENAS
President & CEO,
Society for Sustainable
Tourism & Development Inc.



MS. LOLETH SO
Head of Distribution and
Revenue Management
Megaworld Hotels & Resorts
President at Hotel Sales and
Marketing Association International



ARCH. FELINO A. PALAFOX, JR.
Principal Architect-Urban Planner
& Founder, Managing Partner,
Palafox Associates
President,
Palafox Architecture Group, Inc.



MR. MIGUEL CAPISTRANO III
General Manager
Estancia De Lorenzo



MS. CHRISTINE ANGELA SEVILLA
Director of Development
- Philippines
Radisson Hotel Group



MS. LYNETTE ERMAC
Group Director Sales
& Marketing
Megaworld Hotels & Resorts
Board of Director at Hotel Sales
& Marketing Association (HSMA)



MR. RAMZY FENIANOS
Chief Development Officer
Asia Pacific
Radisson Hotel Group

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MR. CHRISTIAN PIRODON
Managing Director & Co-Founder
G&P Hospitality Consulting Inc.



MR. IAN FULGAR
Principal Architect
Fulgar Architects



MR. FELIX GUGGENHEIM
President
GCI Hospitality



MR. RYAN CHEN
Vice President for
Business Development
The Ascott Limited



MR. CHRIS LEGASPI
VP for Commercial
Archipelago International



MR. KASH SALVADOR
Director for Development
- Philippines, Accor



MR. JOEY ROI BONDOC
Associate Director - Research
Colliers Philippines



MS. MARIA PATRIA ALODIA PUYAT
General Manager, Crowne Plaza &
Holiday Inn Galleria



MS. CHARLENE GO-CO
Head of Marketing Innovations
Megaworld Hotels & Resorts



MS. SAMANTHA MANUEL
Group Director of Digital Marketing
and Online Reputation,
Megaworld Hotels & Resorts



MR. ARTURO BONCATO JR.
Group General Manager
Megaworld Hotels & Resorts



MS. SOPHIA ALTAMIRANO
Market Director of Sales and
Distribution and National
Director of Sales
Marriott Philippines

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SPONSORS SPEAKERS



MR. MARTIJN DOUVEN
Head of System &
Service Business
APAC - Retail & Hospitality
SIGNIFY



MR. RICHARD LEONG
General Manager APAC
ENOVATEK ENERGY



MR. PAULO PALENCIA
Deputy Director of
Business Development
ENGIE Services Philippines



MR. FLOYD PEDERNAL
Country Manager
ECOLAB PHILIPPINES



MR. ANDREW KAN
Sales Director, OPL
Alliance Laundry Systems LLC



MR. DAVID CHIOE
Regional Director of
Hospitality Sales, Asia Pacific
Johnson Fitness



MR. ANTHONY MANUNGAY
President
Johnson Health Tech Philippines, Inc.



MR. GLEMM AMBUBUYOG
Technical and Product
Support Head
Cloud Your Network
Solutions Inc.



MS. LAUREN APPLE SAMALA
Sales Manager for IFP and Projector
ViewSonic Philippines



AWB NETWORKS



DIVERSEY

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AGENDA DAY 1 - APRIL 17

8:00 - 9:00 AM	REGISTRATION / COFFEE / BOOTH VISITING / NETWORKING ACTIVITY
9:00 - 9:10 AM	WELCOME SPEECH <i>Mr. Ian Lim, General Manager, Mykar Events Inc.</i>
9:10 - 9:30 AM	KEYNOTE PRESENTATION Looking Ahead 2024: Department of Tourism's Projects and Programs National Tourism Development Plan 2023-2028 <i>Usec. Shahlimar Hofer Tamano, Undersecretary for Tourism Regulation Coordination & Resource Generation, Department of Tourism (Confirmed)</i>
9:30 - 10:00 AM	KEYNOTE PRESENTATION Philippine Outlook: Investment Opportunities and Trends What are the opportunities and challenges in opening hotels outside of Metro Manila and established destinations like Cebu and Boracay? <i>Mr. Barun Jolly, Senior Vice President and Business Unit General Manager Robinsons Hotels & Resorts (Confirmed)</i>
10:00 - 10:20 AM	KEYNOTE PRESENTATION Hospitality Industry Updates: Stats, Occupancy Rates, etc. <i>Mr. Alfred Lay, Director - Hotels, Tourism & Leisure Leechiu Property Consultants, Inc. (Confirmed)</i>
10:20 - 10:40 AM	COFFEE BREAK / BOOTH VISITING / NETWORKING ACTIVITY

10:40 - 11:00 AM	SPONSOR PRESENTATION <i>AWB (Confirmed)</i>
11:00 - 11:20 AM	PRESENTATION Investing in guest hotel experience with the latest guest service technology and modern facilities is a must in maintaining Hotel status - Why need to modernize and upgrade fixtures, furniture, and equipment timely to maintain your hotel status in the Market? When do you need to rehabilitate your hotel ? <i>Mr. Garry Garcia, Regional Director of Operations and Business Development - Philippines at Swiss-BelHotel International (Confirmed)</i>
11:20 - 11:40 NN	SPONSOR PRESENTATION Elevating Guest Experience while taking steps to a more Sustainable Future <i>Mr. Martijn Douven, Head of System & Service Business APAC - Retail & Hospitality at SIGNIFY (Confirmed)</i>
11:40 - 12:00 PM	PRESENTATION Sustainability Solutions for the Hospitality and Tourism Industry <i>Ms. Susan Santos De Cardenas, President & CEO, Society for Sustainable Tourism & Development Inc. (Confirmed)</i>
12:00 - 1:00 PM	LUNCHEON / RAFFLE DRAW

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AGENDA DAY 1 - APRIL 17

- 1:00 - 1:20 PM SPONSOR PRESENTATION
Diversey *(Confirmed)*
- 1:20 - 1:40 PM PRESENTATION
Hotel Design and Culture: What are the elements considered in designing an international Hotel in a local spot in the Philippines?
Mr. Ian Fulgar, Principal Architect, Fulgar Architects (Confirmed)
- 1:40 - 2:00 PM PRESENTATION
Envisioning the Future of Hotel Design and Architecture
[Architectural and Design Point of View]
Mr. Felix Guggenheim, President, GCI Hospitality (Confirmed)
- 2:00 - 2:20 PM SPONSOR PRESENTATION
*Mr. Paulo Palencia, Deputy Director of Business Development
ENGIE Services Philippines (Confirmed)*
- 2:20 - 2:40 PM COFFEE BREAK / BOOTH VISITING / NETWORKING ACTIVITY
- 2:40 - 3:00 PM PRESENTATION
*Charlene Go-Co, Head of Marketing Innovations
Megaworld Hotels & Resorts (Confirmed)*
- 3:00 - 3:20 PM RESERVE FOR SPONSOR
Mr. Richard Leong, General Manager APAC, Enovatek Energy (Confirmed)
- 3:20 - 3:40 PM PRESENTATION
Road to a Greener Tourism Sector: Converting Existing Hotels to Net Zero Carbon
*Ar. Rowena Ramos, Vice Chair, Board of Trustees,
Philippine Green Building Council (Confirmed)*

- 3:40 - 4:30 PM PANEL DISCUSSION
ADOPTION OF SUSTAINABILITY AND ESG IN THE PHILIPPINE HOTEL INDUSTRY
- Prioritizing decarbonization initiatives, sound environmental stewardship, and responsible social policies and practices; Importance & Benefits in the Industry
- How can industry better collaborate to drive sustainable initiatives that enable innovation and business advantage?
- Moderator:
Ms. Lynette Ermac, Group Director Sales & Marketing at Megaworld Hotels & Resorts / Board of Director at Hotel Sales & Marketing Association (HSMA) (Confirmed)
- Panelist:
- *Mr. Alfred Reyes, VP - Operations and General Manager at Bai Hotel Cebu / President at Hotel, Resort & Restaurant Association of Cebu Inc (Confirmed)*
- *Ms. Christine Angela Sevilla, Director of Development - Philippines, Radisson Hotel Group (Confirmed)*
- *Arch. Felino "Jun" Palafox Jr., Principal Architect - Urban Planner, Palafox Associates / Palafox Architecture Group, Inc. (Confirmed)*
- *Barun Jolly, Senior Vice President and Business Unit General Manager, Robinsons Hotels & Resorts (Confirmed)*
- 4:30 PM CLOSING AND VIDEO PRESENTATION



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AGENDA DAY 2 - APRIL 18

8:00 - 9:00 AM REGISTRATION / COFFEE / BOOTH VISITING / NETWORKING ACTIVITY

9:00 - 9:10 AM WELCOME SPEECH
Mr. Ian Lim, General Manager, Mykar Events Inc.

9:10 - 9:30 AM KEYNOTE PRESENTATION
Philippine Hospitality: Latest Trends, Innovations and Challenges
Atty. Eugene Yap, General Manager at Bayview Park Hotel Manila President, Hotel and Restaurant Association of the Philippines (HRAP)(Confirmed)

9:30 - 9:50 AM KEYNOTE PRESENTATION
Hotel Property Investment in the Philippines:
Discovering the Next Potential Destination
- Prospecting New Potential Destinations for Upcoming Hotel Projects in the country
Mr. Alfred Lay, Director – Hotels, Tourism & Leisure, Leechiu Property Consultants, Inc. (Confirmed)

9:50 - 10:30 AM PANEL DISCUSSION
PHILIPPINE HOSPITALITY INVESTMENT, DEVELOPMENT AND EXPANSION:
RISK, TREND AND CHALLENGES
Moderator: *Mr. Alfred Lay, Director – Hotels, Tourism & Leisure, Leechiu Property Consultants, Inc. (Confirmed)*
Panelists:
- *Mr. Christian Pirodon, Managing Director & Co-Founder, G&P Hospitality Consulting Inc. (Confirmed)*
- *Mr. Ramzy Fenianos, Chief Development Officer Asia Pacific, Radisson Hotel Group (Confirmed)*
- *Mr. Ryan Chen, Vice President for Business Development, The Ascott Limited (Confirmed)*
- *Mr. Kash Salvador, Director for Development – Philippines, Accor (Confirmed)*
- *Ms. Gel Gomez, General Manager – Hospitality Division Anchor Land Holdings Inc.(Confirmed)*

10:30 - 10:50 AM COFFEE BREAK / BOOTH VISITING / NETWORKING ACTIVITY

10:50 - 11:10 AM SPONSOR PRESENTATION
Mr. Glemm Ambubuyog, Technical and Product Support Head Cloud Your Network Solutions Inc. (Confirmed)

11:10 - 11:30 AM PRESENTATION
Future Proof Revenue Management Strategy
Mr. Christian Benedict Canda, Group Director of Revenue and eCommerce AyalaLand Hotels and Resorts Corporation (Confirmed)

11:30 - 11:50 AM SPONSOR PRESENTATION
Mr. Floyd Pederal, Country Manager, Ecolab Philippines (Confirmed)

11:50 - 12:30 NN PANEL DISCUSSION
Revenue Management Trends: Discovering the Latest Developments
- Why is it important to have this in your hotel?
- Importance of exploring new strategies in boosting hotel revenue including revenue and asset management
- Identifying the most up-to-date revenue management trends to stay ahead of the game
- Practical and Realistic Advice on Revenue Grow
Moderator: *Sunish Sadasivan, Vice President of E-Commerce & Revenue Management Chroma Hospitality (Confirmed)*
Panelists:
- *Ms. Loleth So, Head of Distribution and Revenue Management at Megaworld Hotels & Resorts / President at Hotel Sales and Marketing Association International (Confirmed)*
- *Mr. Chris Legaspi, VP for Commercial, Archipelago International (Confirmed)*
- *Ms. Maria Patria Alodia Puyat, General Manager, Crowne Plaza & Holiday Inn Galleria (Confirmed)*
- *Ms. Sophia Altamirano, Market Director of Sales and Distribution and National Director of Sales, Marriott Philippines (Confirmed)*

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AGENDA DAY 2 - APRIL 18

12:30 - 1:30	PM	LUNCHEON / RAFFLE DRAW
1:30 - 1:50	PM	PRESENTATION Impact of PPP on Philippine Hospitality <i>Mr. Joey Roi Bondoc, Associate Director - Research Colliers Philippines (Confirmed)</i>
1:50 - 2:10	PM	SPONSOR PRESENTATION <i>Ms. Lauren Apple Samala, Sales Manager for IFP and Projector, ViewSonic Philippines (Confirmed)</i>
2:10 - 2:30	PM	PRESENTATION Leveraging Emerging Technologies to Improve Operational Efficiency and Elevate Guest Experience <i>Mr. Chris Legaspi, VP for Commercial, Archipelago International (Confirmed)</i>
2:30 - 2:50	PM	SPONSOR PRESENTATION <i>Mr. David Chioe, Regional Director of Hospitality Sales, Asia Pacific, Johnson Fitness & Mr. Anthony Manungay, President, Johnson Health Tech Philippines, Inc. (Confirmed)</i>
2:50 - 3:00	PM	SPONSOR PRESENTATION <i>Mr. Andrew Kan, Sales Director, OPL Alliance Laundry Systems LLC (Confirmed)</i>
3:00 - 3:30	PM	COFFEE BREAK / BOOTH VISITING / NETWORKING ACTIVITY
3:30 - 4:00	PM	PRESENTATION Digitalization for the Hospitality and Tourism Industry in the Philippines - What are the main challenges in Hospitality Digitalization (Robotics, Automation, and other AI-powered devices)? How does it improve customer experience? <i>Ms. Samantha Manuel, Group Director of Digital Marketing and Online Reputation, Megaworld Hotels & Resorts (Confirmed)</i>

4:00 - 5:00	PM	PANEL DISCUSSION HOSPITALITY TRENDS: THE LATEST TRENDS IN THE HOSPITALITY INDUSTRY - Why is it Important to Keep up With the Latest Hospitality Trends? - Factors Responsible for Upcoming Hospitality Developments - What are the trends related to Marketing? Technology? - What are the types of technology that we need to embrace in the present times? Moderator: <i>Robert Horrigan, Founder & CEO at Horrigan Hospitality VP – Hotels at Hotel and Restaurant Association of the Philippines (HRAP) (Confirmed)</i> Panelist: - <i>Mr. Hanky Lee, Innkeeper at The Henry Hotel (Confirmed)</i> - <i>Dr. Manida Xongmixay Lau, Vice President for Business Solutions & Premium Marketing Operations at Tiger Resort, Leisure and Entertainment Inc. (Confirmed)</i> - <i>Mr. Christian Pirodon, Managing Director & Co-Founder at G&P Hospitality Consulting Inc. (Confirmed)</i> - <i>Mr. Miguel Capistrano III, General Manager, Estancia De Lorenzo (Confirmed)</i> - <i>Mr. Arturo Boncato Jr., Group General Manager, Megaworld Hotels & Resorts (Confirmed)</i>
5:00	PM	CLOSING AND VIDEO PRESENTATION

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