WATERFRONT PHILIPPINES INC.

2023 ANNUAL REPORT










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OUR BRANDS



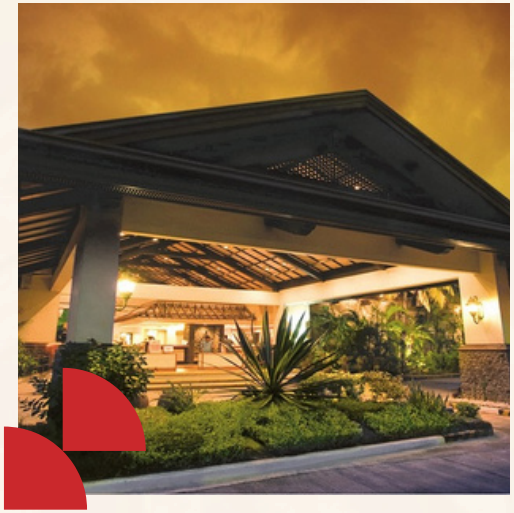
WATERFRONT CEBU CITY HOTEL & CASINO

Grand and stately, our flagship hotel is a Philippine landmark. It has 561 guest rooms, 9 food and beverage outlets, an international standard convention facility and a 6-storey entertainment/casino block.



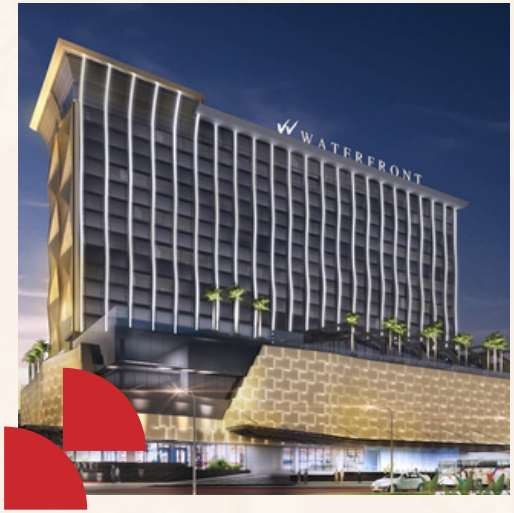
WATERFRONT AIRPORT HOTEL & CASINO

Conveniently located right across the Mactan-Cebu International Airport, this hotel provides unparalleled accessibility and ease for business and leisure travelers. It has 166 rooms, 4 food and beverage outlets and a Casino Filipino facility.



WATERFRONT INSULAR HOTEL DAVAO

Cradled in a grove along the Davao Gulf, this resort hotel is matchless in its capacity to serve large business meetings and conferences with its convention facilities, 159 rooms, and 6 food and beverage outlets.



WATERFRONT MANILA HOTEL & CASINO

An establishment rich in history, the Waterfront Manila Hotel & Casino upon its reopening will stand as one of the iconic structure in Manila's skyline. This premier destination will offer world-class hospitality and entertainment, redefining luxury in the city.

OUR SUBSIDIARIES

WATERFRONT HORIZON CORPORATION

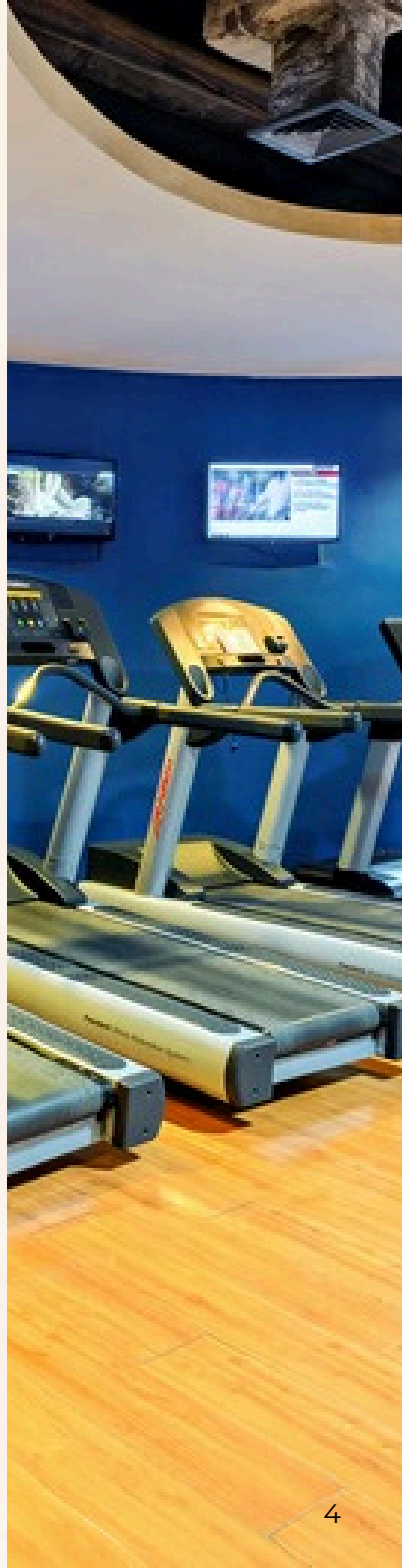
This subsidiary manages the country's first fully integrated hotel reservations and booking system under a local hotel chain, featuring a comprehensive Central Reservation Office. This office handles all bookings for Waterfront Hotels, ensuring a seamless experience for guests.

WATERFRONT WELLNESS GROUP

Our subsidiary in wellness aims to promote overall health, relaxation and well-being among our guests, adding value to their stay. The Wellness Group is responsible for establishing and operating state-of-the-art sporting, fitness, and recreational facilities.

WATERFRONT FOOD CONCEPTS, INC.

Driven by passion and creativity to deliver the best dining experiences, Waterfront Food Concepts manages our lifestyle restaurants and supplies the finest bread, pastries, and desserts for our Cebu establishments and local institutional clientele.



WATERFRONT HOTEL MANAGEMENT CORP.

Our hotel management subsidiary ensures that the Waterfront tradition of service excellence and the solid experience is conveyed in all new acquisitions and management ventures.

WATERFRONT CEBU VENTURES, INC.

Waterfront Cebu Ventures, Inc. was incorporated and registered with the Philippine Securities and Exchange Commision on August 24, 2018. The Company is a wholly-owned subsidiary of Waterfront Philippines, Incorporated. As of December 31, 2020, the Company has not yet started its commercial operations.

WATERFRONT PROMOTIONS LIMITED AND CLUB WATERFRONT INTERNATIONAL LIMITED

Our wholly-owned subsidiaries were set up to promote and organize groups of foreign casino players to be part of PAGCOR's Foreign High-Roller Marketing Program. At present, the Group has temporarily suspended operations. However, the Management of WPI has given directive to provide necessary support to resume operations in the future.



WATERFRONT ILOILO HOTEL INC.

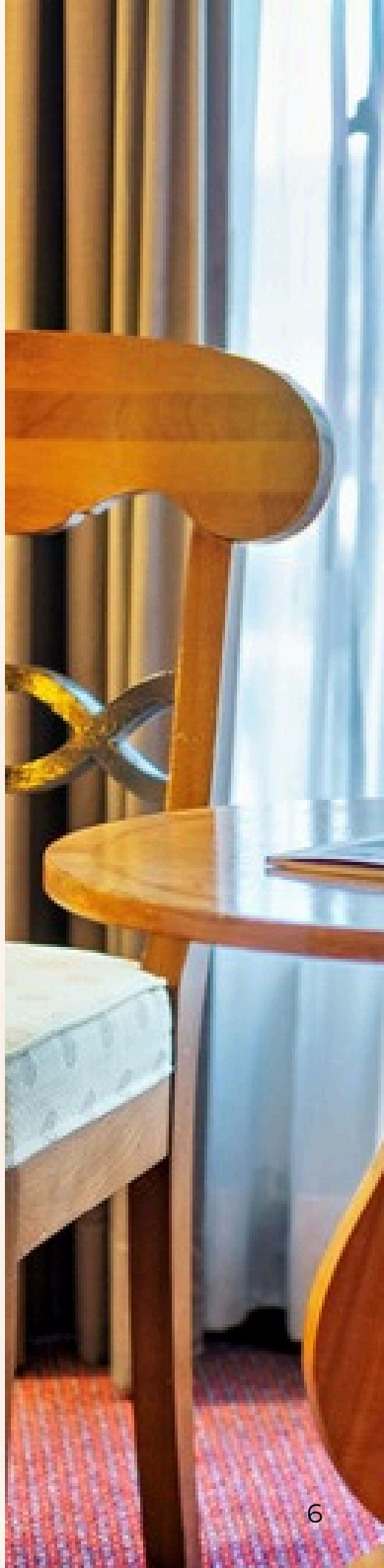
Waterfront Iloilo Hotel Inc. was incorporated and registered with the Philippines Securities and Exchange Commission on March 29, 2019 primarily to operate and manage a resort hotel and restaurant that caters to the guests of the hotel. As of December 31, 2021, the Company has not yet started its commercial operations.

WATERFRONT PUERTO PRINCESA HOTEL INC.

Waterfront Puerto Princesa Hotel, Inc. was incorporated and registered with the Philippine Securities and Exchange Commission on May 15, 2017 primarily to acquire and hold real property, improve, develop, and manage/operate hotels, resorts and all adjunct and accessories thereto, including restaurants, sports facilities, places of amusement and entertainment. The Company is a wholly-owned subsidiary of Waterfront Philippines, Incorporated. As of December 31, 2021, the Company has not yet started the commercial operations.

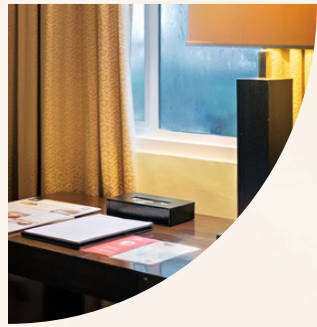
MAYO BONZANZA, INCORPORATED

Mayo Bonzanza, Incorporated (MBI), a 100% owned subsidiary of WPI was incorporated on November 24, 1995 in the Philippines with principal activities in the operation and management of amusement, entertainment, and recreation businesses.









WHO **WE ARE**

OUR CORPORATE MOTTO

“Excellent service begins with me.”

Throughout our 29years of existence, Waterfront Philippines, Inc. has kept a steady vision and an unwavering set of values. Our core beliefs provide the tenets for our continued growth and success.

Owned and managed by Waterfront Philippines, Incorporated, Waterfront Hotels & Casinos is one of the largest Filipino-owned and managed Hotel chain in the Philippines.

Our Hotel properties are located in the key cities of Luzon, Visayas and Mindanao: in Cebu, we have Waterfront Cebu City Hotel and Casino and Waterfront Airport Hotel and Casino; in Davao, Waterfront Insular Hotel Davao; and in Manila, Waterfront Manila Hotel and Casino.

As of 2023, Waterfront offers and operates 886 guest rooms and suites, and 19 food and beverage hotel restaurants and outlets. The group employs 734 employees. Collectively, we have over 25,279 square meters of convention and leasable gaming space.







OUR MISSION

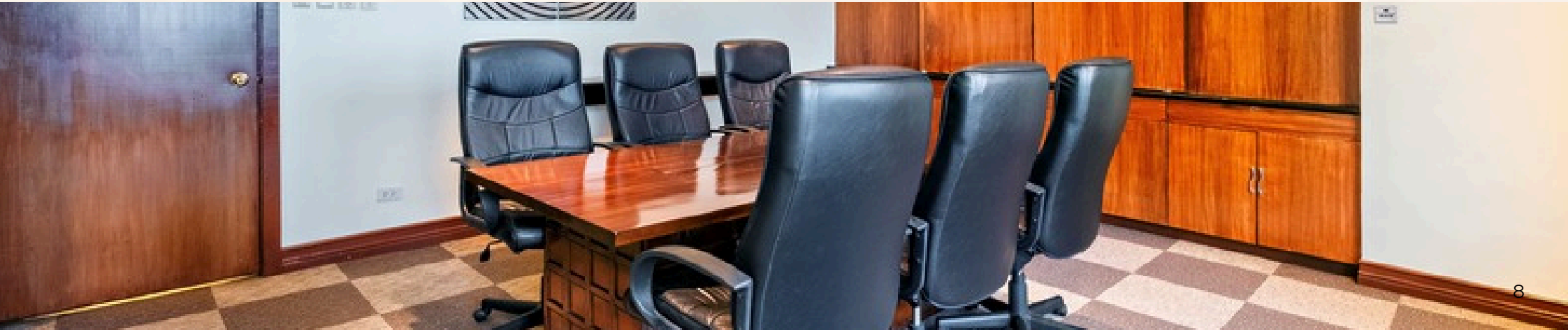
- Provide equal opportunities and fair treatment to all peers for growth and advancement.
-
- Pursue relentlessly means to capture and augment business with the highest level of integrity in the pursuit of profitability.
-
- Carry out company plans and programs with the highest degree of professionalism.
-
- Spearhead community based project in the development of tourism industry.
-
- Reach out to every customer with utmost passion, dedication and excellence.

OUR KRA'S

- Increase Revenue
- Cost Effectiveness
- Improve Guest Satisfaction Index
- Peer Development

OUR VISION

To be the leader in the tourism industry committed to provide gracious Filipino hospitality towards total customer satisfaction.









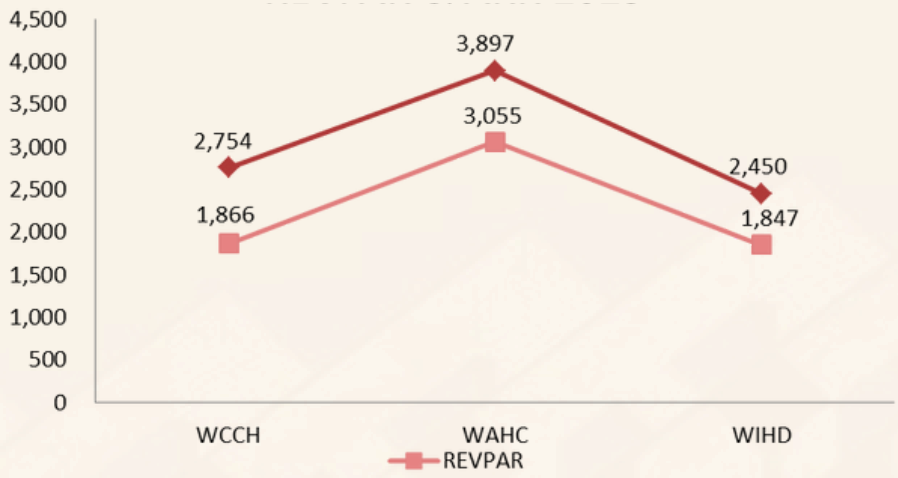




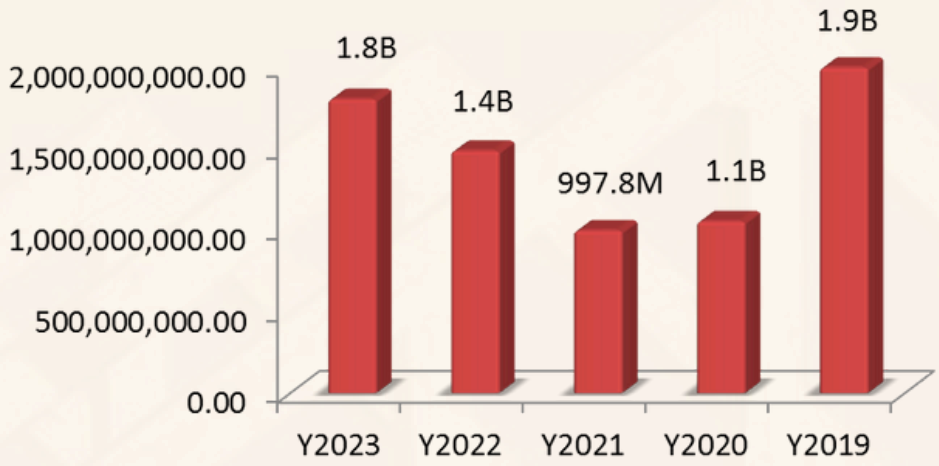


WPI
DISPLAYS

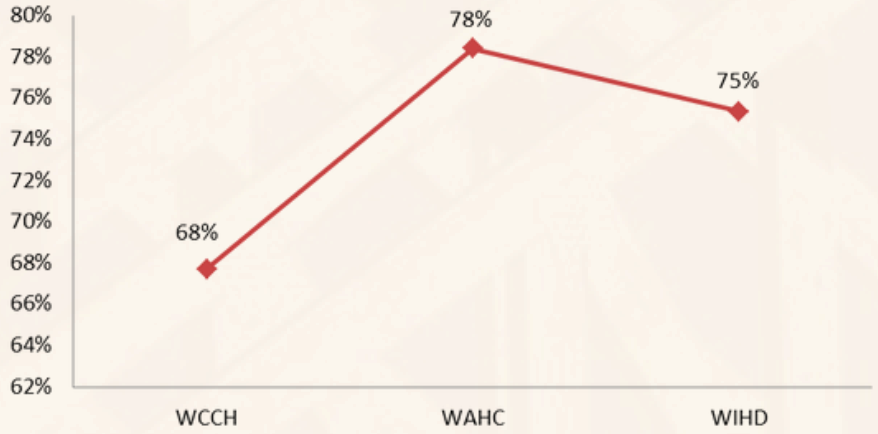
WPI REVPAR & ARR 2023



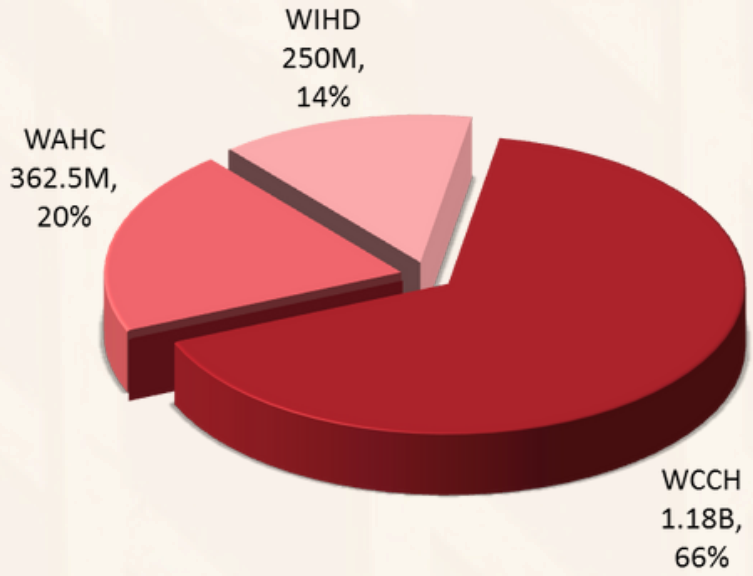
WPI CONSOLIDATED REVENUE (IN BILLIONS)



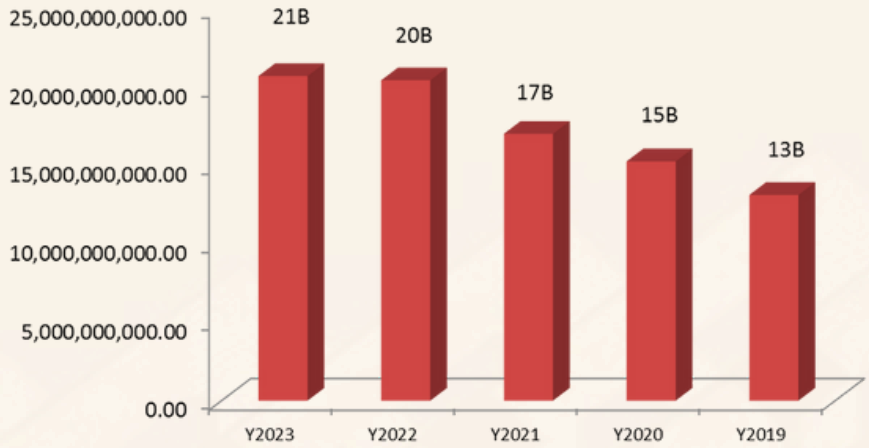
WPI OCCUPANCY 2023



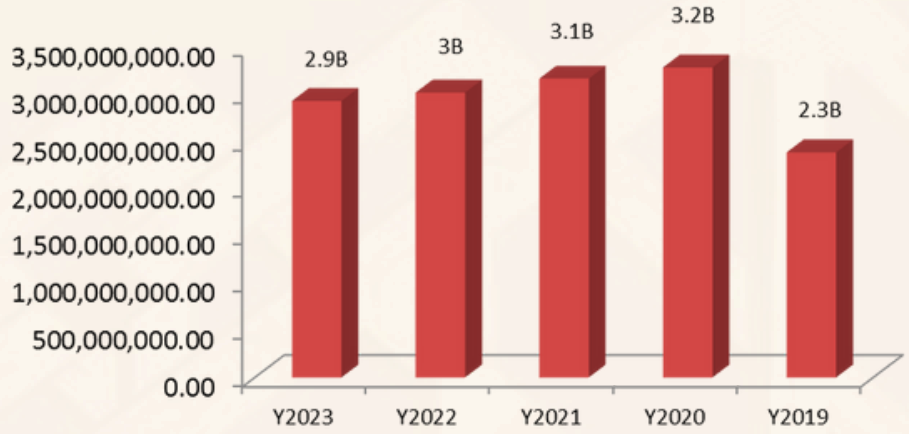
GROSS REVENUE PER HOTEL 2023



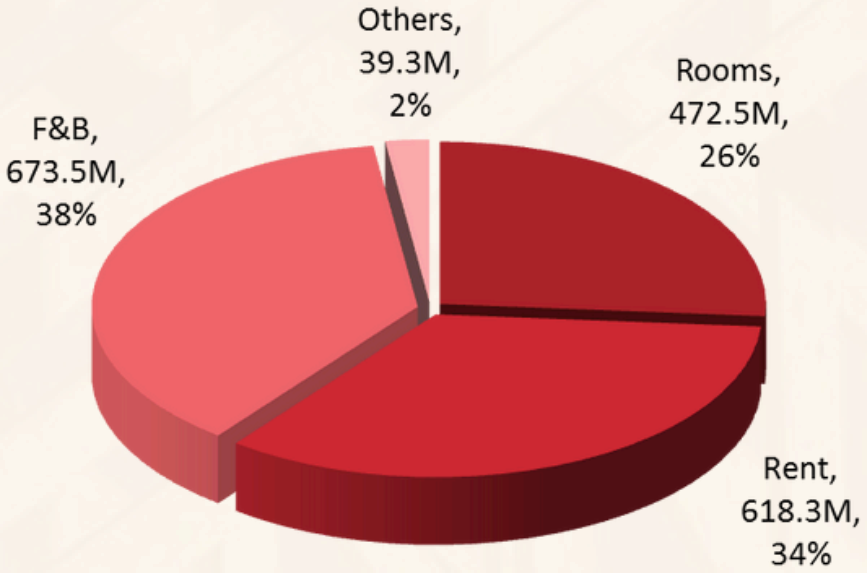
WPI TOTAL ASSETS (IN BILLIONS)



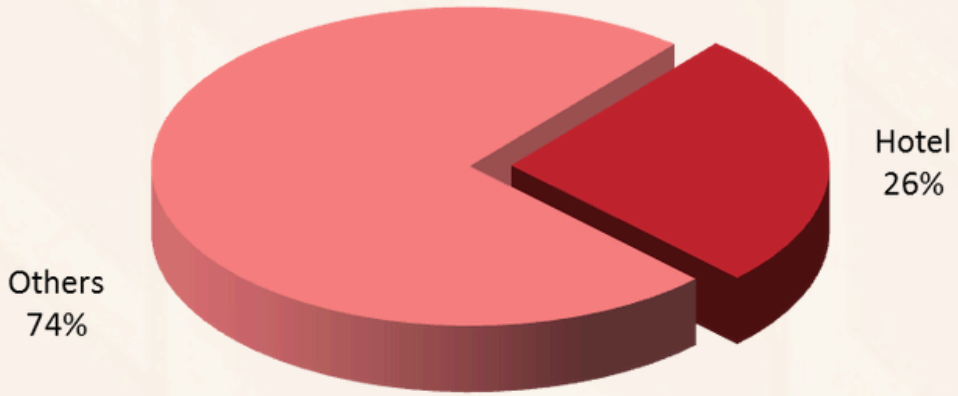
ACESITE (PHILS.) HOTEL CORPORATION TOTAL ASSETS (IN BILLIONS)



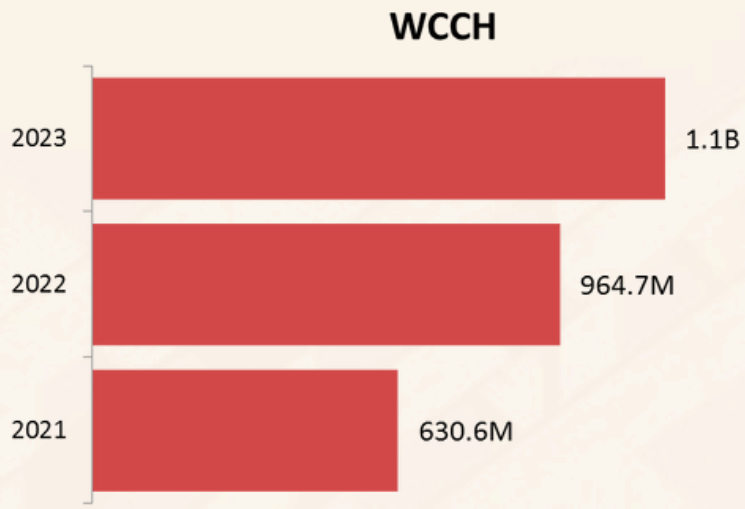
WPI CONSOLIDATED GROSS BREAKDOWN 2023

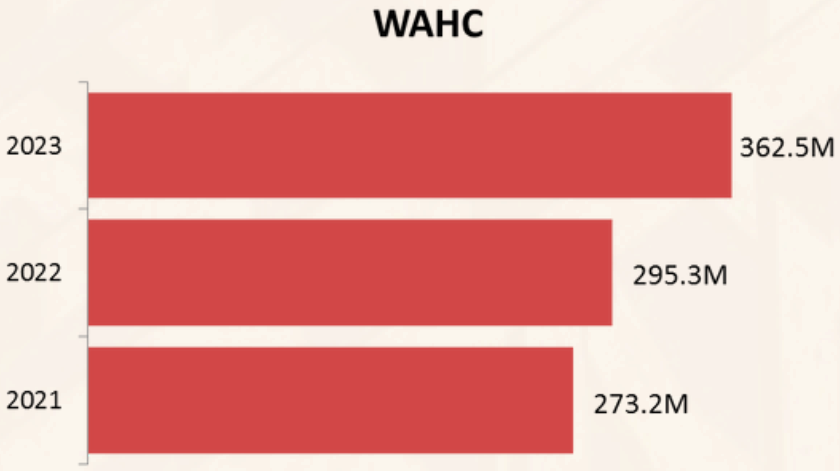


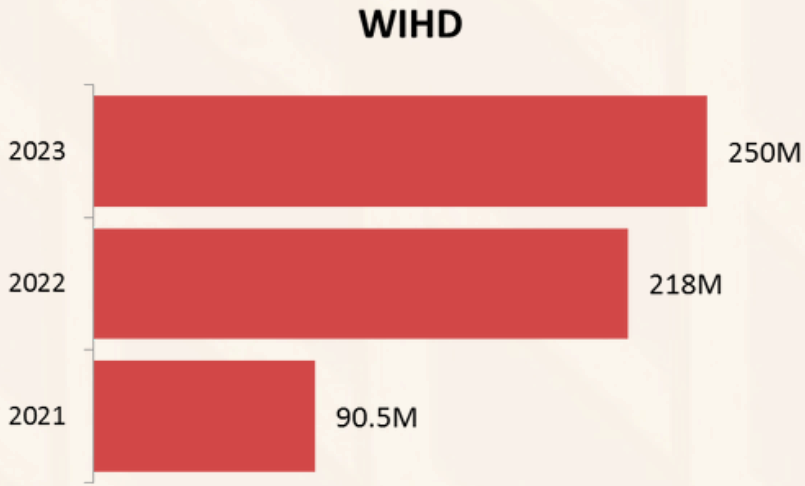
WPI REVENUE STREAM 2023



GROSS REVENUE IN MILLIONS

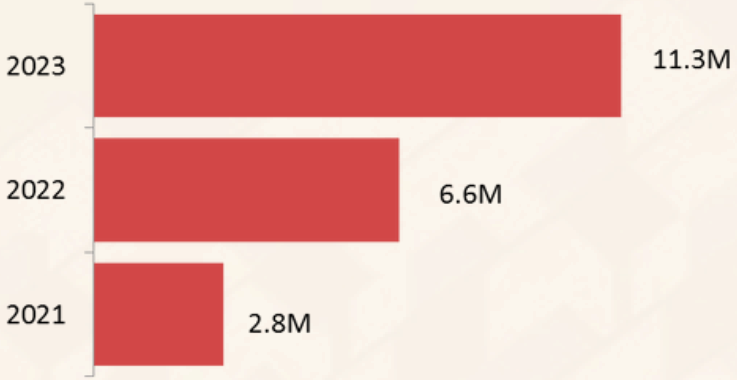




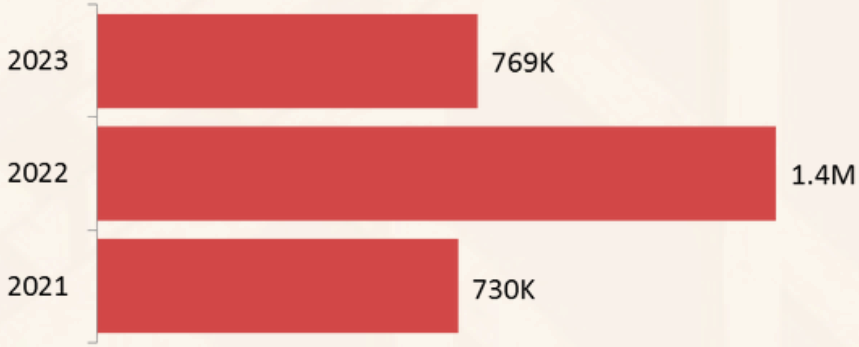


GROSS REVENUE IN MILLIONS

Waterfront Wellness



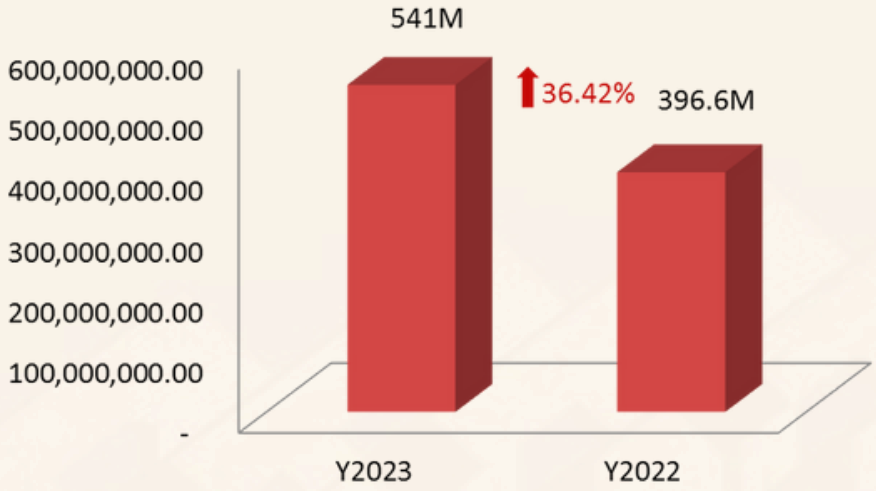
Waterfront Food Concepts



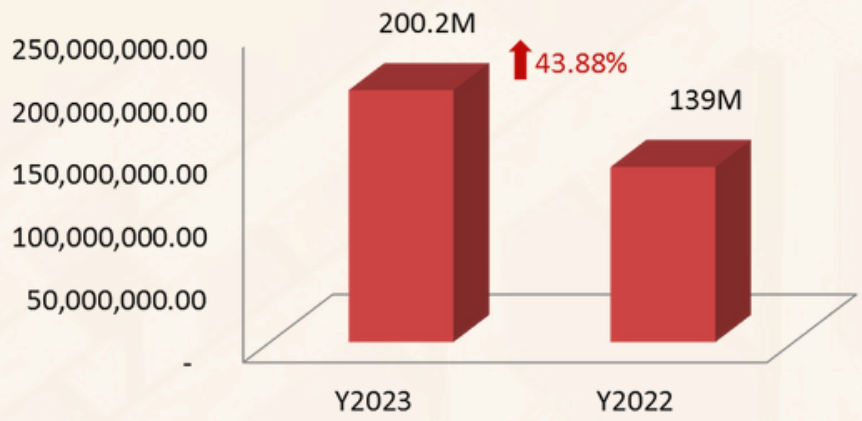
Waterfront Horizon Corp.



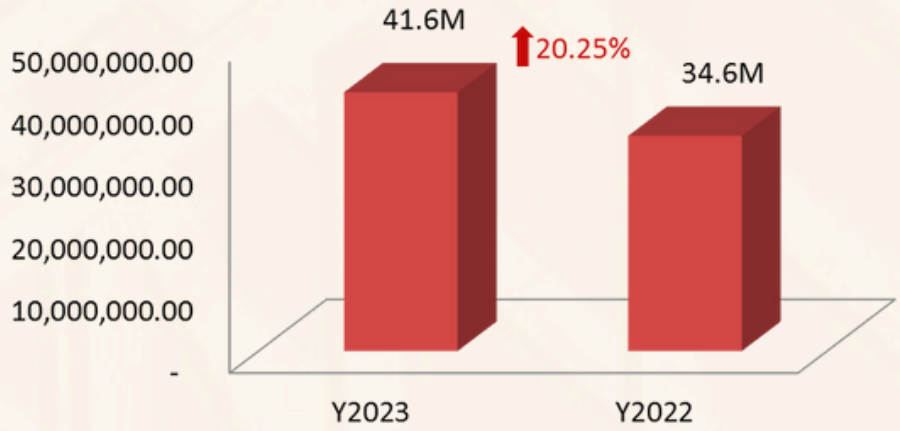
GROSS OPERATING PROFIT WCCH



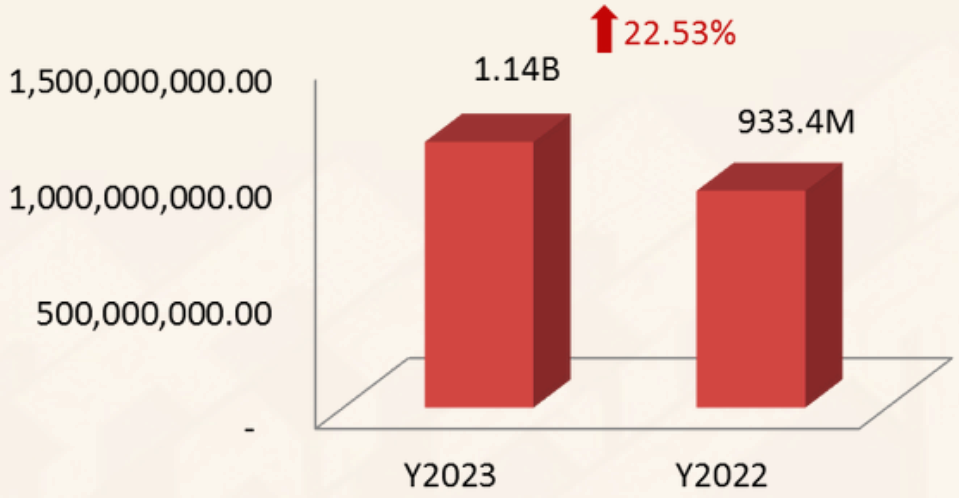
GROSS OPERATING PROFIT WAHC



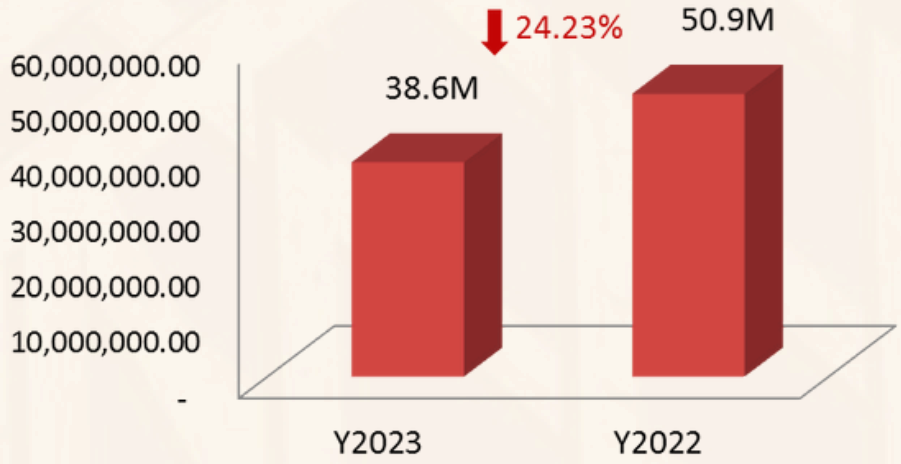
GROSS OPERATING PROFIT WIHD



WPI COSTS & EXPENSES 2023



WPI NET INCOME 2023















CHAIRMAN'S MESSAGE



WATERFRONT PHILIPPINES, INC CHAIRMAN'S MESSAGE

Waterfront in 2023: Renewed Strength, Unwavering Adaptability

SERGIO ORTIZ LUIS JR., WPI CHAIRMAN

The true resilience test of an organization is its ability to navigate periods of uncertainty and pivot itself to a new period of growth and reinvention.

Despite continued challenges, we are entering a new period of growth potential. The global travel and tourism climate is becoming stronger as it moves farther away from the pandemic. Internationally, the start of 2023 already proved different—it signaled tourism's ability to bounce back, perhaps more quickly than other industries. As a result, our establishment continues to ride the wave of renewal and optimism as it navigates the challenges that come with change.

The travel and tourism sector continues to make good on its forecasts on track to a full comeback from the economic stresses of the COVID-19 pandemic.

WATERFRONT PHILIPPINES, INC CHAIRMAN'S MESSAGE

The UNWTO World Tourism Barometer's comprehensive industry report forecasted that by year-end of 2023, tourism would recover up to 88% of pre-pandemic levels—2019 being a benchmark for when international travel reached its peak. The 88% figure translates to 1.3 billion international arrivals.

Figures from January to September 2023 reflect the accuracy of the projection. Tourism recovered 87% of its pre-pandemic stats, putting the sector on course to recover nearly 90% by Q4. Moreover, earnings got a significant boost as international tourism receipts were projected to reach an annual total of USD 1.4 trillion—about 93% of 2019 figures.

The formidable return of international travel is attributed to increased air connectivity and the release of pent-up consumer travel demand from the past years of slowed movement.

Moreover, some Asian destinations have demonstrated robust recovery figures, both economically and travel-wise. Experts believe that by the end of 2024, the industry will have generally recaptured its previous peak.

Nonetheless, it must be noted that the recovery is uneven. When examined per region, the Middle East enjoyed the best results. It leads regional recovery in relative terms. Arrivals in the region were at 20% above pre-pandemic levels in the nine months through September 2023, making it the only region in the world so far to surpass 2019 levels this period. Its success has been attributed to enhanced visa facilitation measures, substantial investments in tourism-related projects, the development of novel destinations, and the hosting of large tourism-related events.

The world’s largest regional destination, Europe, brought in 550 million international tourists. This number represents 56% of the global total and 94% of the region’s pre-pandemic arrivals. Europe’s success was fueled by strong US demand and revived intra-regional demand.

WATERFRONT PHILIPPINES, INC CHAIRMAN'S MESSAGE

Africa successfully brought back 92% of its pre-pandemic visitors nine months into 2023. The Americas matched 88% of its 2019 numbers in the same period, driven by strong US demand for its Caribbean destinations.

Asia-Pacific also had a strong showing albeit less than other regions, reaching 62% of its pre-pandemic. The lag has been attributed to the slower easing of restrictions and more gradual reopening to international travel.

Moreover, performance among Asian subregions is mixed. South Asia recovered 95% of its re-pandemic levels while North-East Asia only revived up to 50%.

On an even more granular level, the Philippines has distinct deviations from the overall trend. Compared to the developed world and its Asian neighbors, the Philippines has yet to fully harness the global trend of resurgence.

The country's Department of Tourism (DOT) recorded 5.4 million visitor arrivals from international air and sea ports all over the country from January to December 2023. Of the total number, over 5 million visitors were foreign nationals. Overseas Filipinos comprised 447,082 of the total arrivals.

We are well above the target set by the DOT (4.8 million arrivals) but still rebounding slower than other Asian destinations and international regions. We have yet to recover our peak arrival statistics of 2019 at 8.26 million.

Tourism spending has also increased. From January to Dec. 31, 2023, the Philippines generated an estimated international tourism revenue of PHP 482.54 billion, over twice the receipts it recorded in 2022.

The promising growth has nevertheless been an impetus for Waterfront. WPI's consolidated gross revenue in 2023 is PHP 1.80 billion, a growth of 21.34% from PHP 1.49 billion in 2022. Gross Operating Profit (GOP) for the group rose from PHP 493.06 million in 2022 to PHP 659.95 million this year—an increase of 33.85% . After-tax net income for the year is PHP 38.56 million.

WATERFRONT PHILIPPINES, INC CHAIRMAN'S MESSAGE

Our revenue and KPIs grew by double digits this year. WPI overall rooms revenue grew from PHP 338.81 million in 2022 to PHP 472.47 million in 2023—a 39.5% increase. Food and beverage (F&B) revenue rose from PHP 516.36 million in 2022 to PHP 673.54 million in 2023, reflecting a growth rate of 30.4%. The group's other income increased from PHP 24.52 million to PHP 39.32 million—a growth of 60.3% .

WPI's total rent and related income increased from PHP 606.75 million in 2022 to PHP 618.26 million in 2023—a growth of 1.9% .

The significant F&B growth was due to Meetings, Incentives, Conventions, and Exhibitions (MICE). Most of the demand came from local groups and institutions, specifically loyal or returning clients from government and non-governmental organizations (NGOs).

MICE revenue in 2023 reflects the release of pent-up demand due to the prior restriction of gatherings and conventions. It also highlights Waterfront's expertise in handling MICE bookings. We remain competitive in the space because of our experience in handling clients, ensuring they are highly satisfied with our facilities, rates, and service.

Our rooms category has been progressing significantly every year but still hasn't rebounded to pre-pandemic levels. The increase in revenue reflects the amount of inbound flights and tourism spending in the Philippines. Hence, with future tourism demand, it is set to improve.

Waterfront Cebu City Hotel and Casino (WCCHC) showed an impressive 22% increase in gross revenue. The property's total gross revenue from all operations was PHP 964.67 million in 2022, which grew to PHP 1.18 billion in 2023.

WATERFRONT PHILIPPINES, INC CHAIRMAN'S MESSAGE

The property's rooms revenue increased by 38% from PHP 201.46 million in 2022 to PHP 277.83 in 2023. Rent and related income for WCCHC grew by 1% from PHP 414.31 million in 2022 to PHP 418.84 in 2023. F&B revenue increased by 38% from PHP 344.61 million in the previous year to PHP 475.1 million currently. Other revenue for the property increased by 107% from PHP 4.29 million in 2022 to PHP 8.89 million in 2023.

WCCHC's gross operating profit (GOP) rose by 36% from PHP 396.57 the previous year to PHP 540.99 in 2023. Net income for the year is likewise up, from PHP 156.01 million in 2022 to PHP 283.45 in 2023, a growth of 82%. Total asset value grew by 9% from PHP 6.16 billion the previous year to PHP 6.69 billion currently.

Waterfront Insular Hotel Davao (WIHD) has had a year of satisfactory growth as well. Gross revenue advanced by 15% from PHP 217.93 million in 2022 to PHP 250.1 million in 2023. Rooms revenue from the hotel increased from PHP 84.1 million in 2022 to PHP 97.77 million in 2023—a growth of 16%. Rent and related income for WIHD saw a 21% increase to PHP 2.12 million in 2023 from PHP 1.76 million the previous year.

WIHD's F&B operations generated PHP 143.49 million in 2023, a 14% increase from PHP 126.09 million in 2022. Other income for the property increased from PHP 5.97 million in 2022 to PHP 6.71 million in 2023, reflecting a growth rate of 12 %.

The property's GOP increased by 20% from 2022's PHP 39.79 million to PHP 41.58 million—a 4% growth. Net income for 2023 is PHP 4.9 million.

As its sister properties are delivering robust numbers, Waterfront Manila Hotel and Casino (WMCH) is continuing on its path to become the center of tourism, business, and entertainment in the Manila Bay area. Its steady construction progress, planned innovations, and new offerings will position it to be a top value and revenue generating property in the years to come. (See Acesite Chairman's message for details.)

WATERFRONT PHILIPPINES, INC CHAIRMAN'S MESSAGE

Throughout the year, each Waterfront property has tailored its marketing programs and campaigns to local culture and international trends, embracing a spirit of inclusiveness, innovation, and sustainability.

We have also ensured that the group stays ahead of the competition through continued improvements in efficiency and technology. We continue to leverage technology to expand and develop markets, entice new demographics, increase access to services, deliver utmost convenience to our guests, and create a seamless experience leading to better guest satisfaction.

With the notable improvements in KPIs and overall revenue, the Waterfront group is confident in pursuing even larger goals as it rides the global wave of travel and tourism optimism and resurgence.

Boosted by marketing and technological innovations, WPI will face this future of revival with zeal. This year is an important turning point. As proud as we are of our achievements, we are called to a greater purpose—to push our profitability, leadership, and competitive advantages to new heights, as we join the country in reaching its goals and rest of the world in attaining a full industry revival in 2024.



SERGIO ORTIZ LUIS JR.
WPI CHAIRMAN



ACESITE (PHILS.) HOTEL CORPORATION CHAIRMAN'S MESSAGE

Rising Resilience: Charting Our Journey of Growth and Renewal

ARTHUR M. LOPEZ, APHC CHAIRMAN

The year 2023 marked a significant turning point in our business journey. This year, revenue and KPIs grew by double digits. On its emergence from the tail-end effects of the pandemic on tourism and hospitality, Waterfront Philippines, Inc. (WPI) has demonstrated its strategic excellence and mastery of steering its organization through challenging times, to emerge triumphant and renewed.

In 2023, international tourism has been well on track, estimated to return to pre-pandemic levels in 2024. According to the UNWTO World Tourism Barometer, 2023 wrapped up at 88% of pre-pandemic levels—that's an estimated 1.3 billion international arrivals. This signals a robust return of international travel, unleashing the remaining pent-up consumer demand of past years. The figures have also been impacted by increased air connectivity and the strong recovery of Asian destinations. By the end of 2024, the industry will have reached full recovery levels.

However, arrivals to the Philippines have yet to catch up to the magnitude of the resurgence we have seen on the global front. According to the Department of Tourism (DOT), visitor arrivals to the Philippines are improving but not keeping pace with the global trend.

APHC CHAIRMAN'S MESSAGE

From January to December 2023, the country recorded 5.4 million visitor arrivals from international air and sea ports all over the country. Out of the total number of visitors, over 5 million were foreign nationals. Overseas Filipinos made up 447,082 of the total.

While these figures indicate we were off to an excellent start in the beginning of the year, they also show that our rebound is slower than that of other destinations and regions. It is also much lower than pre-pandemic levels. According to Statista, tourist arrivals peaked at 8.26 million in 2019.

Nonetheless, the readjustment has spelled good news for Waterfront. Our group consolidated gross revenue for the year is PHP 1.80 billion, an increase of 21.34% from 2022's PHP 1.49 billion. Gross Operating Profit (GOP) likewise increased. It grew from PHP 493.06 million the previous year to PHP 659.95 million this year—a rise of 33.85%. The group's after-tax net income is PHP 38.56 million.

Breaking these figures, Rooms revenue increased by 39.5% from PHP 338.81 million in 2022 to PHP 472.47 million in 2023. Rent and related income rose by 1.9% from PHP 606.75 million the past year to PHP 618.26 million currently. Food and Beverage growth was strong, increasing from PHP 516.36 million in revenue in 2022 to PHP 673.54 million in 2023—a growth of 30.4%. Other income rose by 60.3% from PHP 24.52 million to PHP 39.32 million.

As we look forward to the re-opening of the Waterfront Manila Hotel and Casino, it is important to highlight the robust asset base that underpins our continued growth and stability. Despite ongoing construction and absence of operational revenue, our assets remain testament to our financial strength and strategic investments. In 2023, our total assets stood at a formidable 2.92B, slightly down from 3.01 billion in 2022. This marginal decrease reflects our prudent allocation of resources and strategic investments we've made in bringing our premier facility to life.

APHC CHAIRMAN'S MESSAGE

Nonetheless, the year comes with mixed news, as Waterfront Manila Hotel & Casino experienced some challenges in its reconstruction process. Unforeseen structural issues that emerged mid-stage of the construction posed significant setbacks, delaying the expected completion of the property. Nevertheless, we have remained committed to restoring and enhancing this iconic property. Numerous assessments and strategic revisions of our construction plans were set in motion. Initiating a phased reconstruction plan and reshuffling to a more capable and strategic project management team has brought steady progress.

The compartmentalized approach has re-phased the expected completion schedule, leading to more focused accomplishments. Our recent re-phasing plan outlines the first phase of reconstruction focusing on the renovation of public areas such as the lobby, several food and beverage outlets, and the casino area up to the third floor, targeted for completion by the end of 2024.

Phase two, which includes guest amenities and facilities like guest rooms, is projected to be completed by the second quarter of 2025. Phase three will finalize the remaining hotel rooms and enhancements by the fourth quarter of 2025. This comprehensive reconstruction will modernize our facilities, bringing Waterfront Manila Hotel & Casino back to its operational state and re-establishing our property as a premier destination in the hospitality scene.

The entire reconstruction project is not merely designed to repair the damage caused by the 2018 fire. It is a full renewal of Waterfront Manila Hotel & Casino’s brand and experience, modernizing its facilities and upscaling the hotel to a brand new premier destination for both accommodation and gaming at the heart of Manila.

APHC CHAIRMAN'S MESSAGE

In line with this thrust, as of December 2023, we have achieved 36.21% completion based on the overall construction cost, with significant milestones including structural retrofitting, demolition for new builds, installation of aluminum composite panels, MEPF riser and distribution lines, procurement of critical mechanical equipment, and fit-out works for the Casino and back-of-house areas.

These developments ensure that our future building has sound structural foundations. They provide a strong base, a functional building envelope, and enable the framework for upcoming equipment installations and MEPF systems. They also kick started the preliminary fit-out work, providing a strong base for a successful project. All construction aspects completed in this initial phase are essential for the hotel’s subsequent phases of construction.

Being keen on the absolute safety and sustainability of our product, we hired structural consultants to conduct a thorough assessment of the building. The assessment revealed the necessity of substantial reinforcements and further retrofitting to guarantee the building's long-term structural integrity and safety.

We gladly complied with the assessment. However, the decision implied a revision of our initial plans and additional costs.

The additional retrofitting projects would entail new and large-scale work, including the incorporating extensive brackets, supports, and framing to the facade, podium, and tower of the building. In addition to their impact on the project's downstream activities, these added crucial safety measures had a cascading effect on the construction timeline as a whole.

APHC CHAIRMAN'S MESSAGE

The additional retrofitting required a temporary pause to several downstream works. These works included the installation of curtain walls and demolishing slabs for mechanical, electrical, plumbing, and fire protection (MEPF) penetrations.

The downstream activities are dependent on the completion of the structural work. Hence, they cannot proceed safely until the retrofitting is concluded.

Acesite Philippines Incorporated and Waterfront Manila Hotel & Casino consider safety an utmost priority. Thus, we have taken proactive measures to assess and solve these structural concerns. Through these efforts, we can develop a safer and more durable building for many years to come, averting risk to business and ensuring the best possible customer and guest experience.

Ultimately, this will reduce the risk of future issues and guarantee a project that is finished to the highest standards. Thus, it became a crucial undertaking before proceeding with the rest of the construction project.

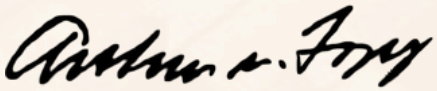
Having these additional plans installed, we are confident in moving forward with our hotel's extensive upgrade. While we have encountered challenges and delays in the effort to renew and improve our product, we believe all is for the best.

Each phase of reconstruction is meticulously planned to ensure the project is not only competed but done right. As the completion of Phase 1 approaches in late 2024, and with the entire project set to be finalized by the end of 2025, Waterfront Philippines Incorporated reaffirms its promise to rejuvenate this iconic establishment, making it a beacon of indulgence and entertainment in Manila once again.

APHC CHAIRMAN'S MESSAGE

Our efforts today will ensure that Waterfront Manila Hotel & Casino emerges stronger, safer, and ready to offer an unparalleled guest experience. This extensive upgrade is a testament to our commitment to resilience and renewal.

Thank you for your unwavering support and belief in our vision. Together, we will continue to rise and achieve greater heights.



ARTHUR M. LOPEZ
APHC CHAIRMAN













INDUSTRY OVERVIEW:

TRAVEL AND TOURISM IN 2023: MAKING SIGNIFICANT STRIDES TO FULL SECTOR RECOVERY

INDUSTRY OVERVIEW

The year 2023 has been marked by significant strides toward further pre-pandemic recovery for the international travel and tourism industry. After enduring unprecedented disruptions due to the COVID-19 pandemic for several years, the sector is seeing a clear trend, delivering significant growth and setting it on the path to recovery targets.

According to the latest data from the World Tourism Organization (UNWTO), the international
scenario for tourism was projected to recover nearly 90% of previous peak pre-pandemic demand by the end of 2023. The sector has generally worked towards this forecast. Between January and September 2023, 975 million tourists traveled internationally, a 38% increase compared to the same period in 2022.

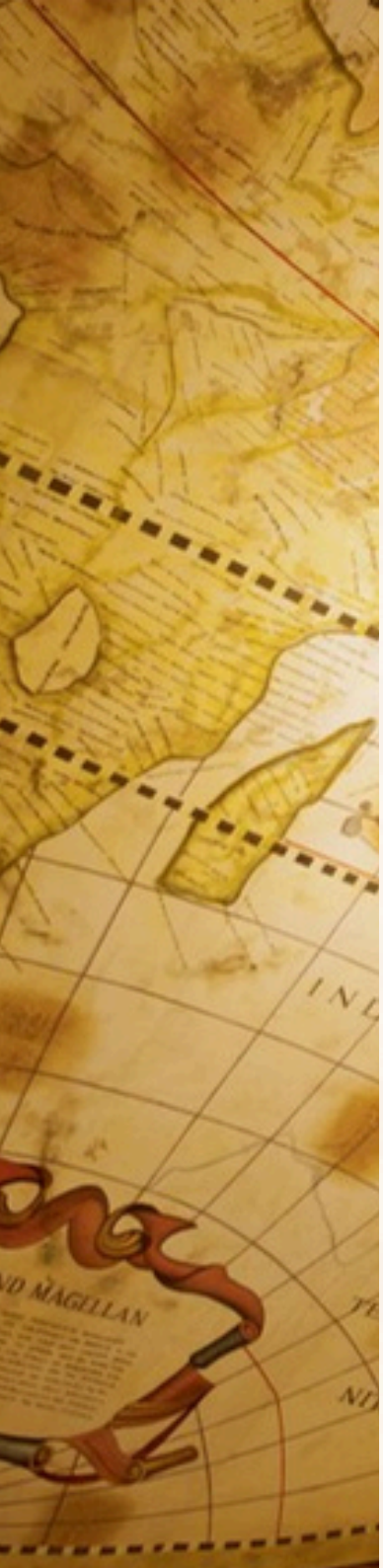
This groundbreaking year is also characterized by higher trust and confidence among travelers, easing of travel restrictions, and unlocking of pent-up demand.

By mid-2023, over 70% of the global population had already received at least one dose of the COVID-19 vaccine, contributing to traveler confidence. Many countries have eased pandemic travel restrictions considerably at this point, with some fully eliminating all previous quarantine requirements for vaccinated travelers.

Global economic recovery has also been a contributing factor in releasing pent-up travel demand. It has increased disposable incomes, further stimulating the rush in travel bookings.
Nonetheless, with all these favorable developments, different regions of the world experienced varying degrees of growth.

In 2023, Europe remained the most visited region, with 410 million tourist arrivals, achieving approximately an 80% recovery of its peak numbers. Southern Mediterranean destinations such as Spain, Italy, and Greece have been popular.





The Americas saw 200 million arrivals, a 75% recovery of the region's pre-pandemic performance. The United States and Mexico have been favorite destinations, benefiting from strong domestic travel and their proximity to each other.

As to Africa and the Middle East, these regions have shown impressive resilience, experiencing 50 million and 30 million arrivals respectively. Some Middle Eastern countries like the UAE and Saudi Arabia invested heavily in tourism infrastructure, boosting the region's appeal and capacity.

The Asia-Pacific region recorded 300 million arrivals overall, a 90% recovery. This strong performance is attributed to key markets like China, Japan, and Australia.

The Philippines: A Southeast Asian Perspective. Even with the optimistic state of international travel and tourism, the recovery has been relatively uneven, especially in certain parts of the Asian region. We focus on the Philippines, comparing its performance with other Southeast Asian markets.

The Philippines Must Play Catch-up With Its Southeast Asian Neighbors. The Philippines remains a popular destination because of its many attractions, including its vibrant culture, dynamic urban hubs, stunning beaches, biodiversity, and rich history. The pandemic severely impacted the country's tourism sector, but 2023 has brought signs of recovery.

The State of Inbound Tourism. Data from the Department of Tourism (DOT) shows that the country exceeded its year-end target, welcoming 5.45 million international visitors in 2023. This figure surpassed the government's target of 4.8 million visitors by 650,000. The figure is also a significant rebound from 2.03 million international arrivals in 2022, but remains considerably lower than pre-pandemic levels.

INDUSTRY OVERVIEW

According to Statista, the Philippine tourism industry has shown significant improvements over the past two years. Flights returned to normal, and both local and international tourists rekindled their interest in travel. The number of tourism receipts in 2023 slightly exceeded the 2019 numbers, a promising development.

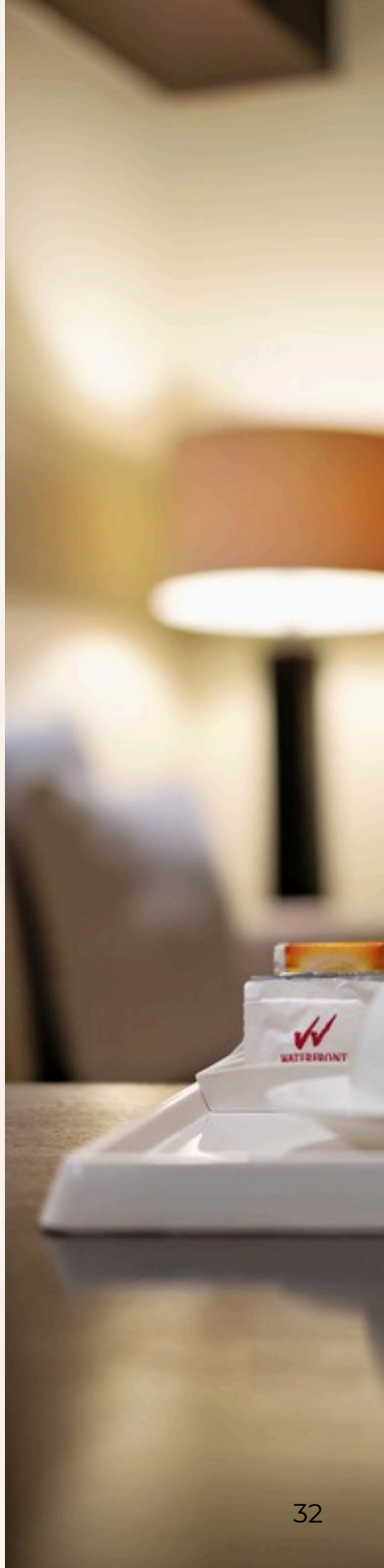
However, domestic travelers still outnumber international or inbound ones. The growth in international travelers has been more gradual. International tourists as of year-end 2023 stayed 11 nights and spent less than PHP 8,000 daily on average.

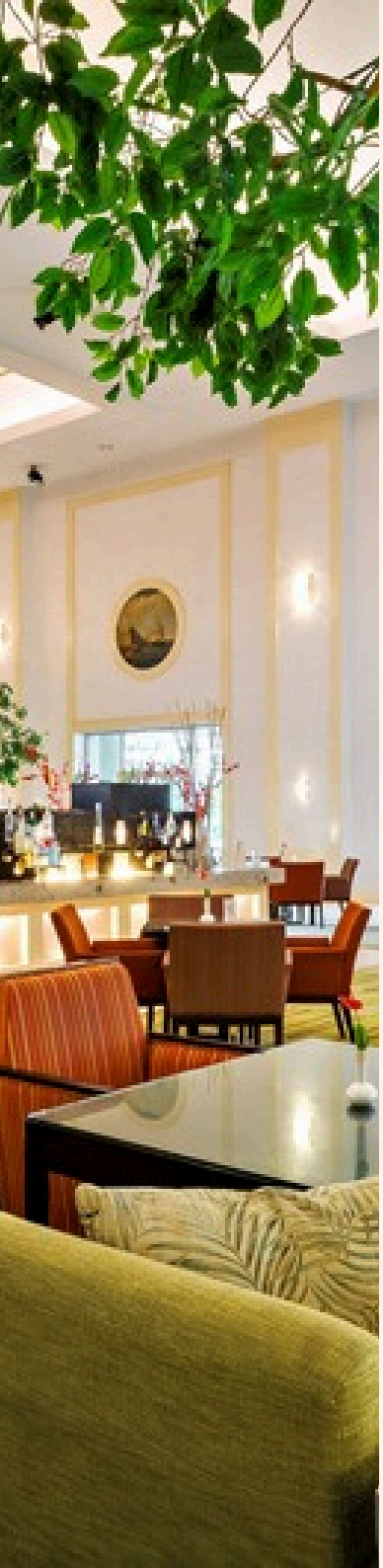
Moreover, more than a quarter of these tourists came from South Korea. Data from the first 8 months of 2023 shows that South Korea generated over 940,000 visitor arrivals, accounting for 28% of total foreign arrivals.

The United States and Japan round off the year's top 3 source markets. The US was responsible for 632,687 arrivals or 17.31%. Japan contributed 195,134 arrivals or 5.34%.

Other important source markets include China, contributing 4.77% of foreign arrivals or 174,328, Australia with 168,694 or 4.61%, and Canada with 152,797 or 4.18%.

Regional Comparison. Regional tourism is expected to continue its recovery path. However, according to debt watcher Fitch Ratings, Southeast Asia will recover at a slower pace due to "less favorable base effects". These base effects are influenced by economic resilience levels, flight capacity, demand, policy efforts, and local currency depreciation.





Downside risks for the region include elevated airfare rates, slow restoration of international air traffic capacity, operational challenges, geopolitical tensions, and stubborn inflation.

It is worth noting that the Philippines in 2023 grew slower than its neighbors. Destinations Indonesia, Malaysia, Thailand, Singapore, and Vietnam all registered between 70 and 80% of the pre-pandemic benchmark.

This implies a need for the Philippines to exert additional effort toward ensuring a faster pace of recovery. On a positive note, economists predict the tourism sector to be a major driver of economic growth for the country in 2024.













YEAR IN REVIEW:
OUR COMPANY

YEAR IN REVIEW: OUR COMPANY

The year 2023 marks a further continuation of the travel and tourism's post-pandemic recovery. It reflects the industry's determination to innovate and get past impossible lows, finally achieving significant results that are closing in on pre-pandemic highs. We look back on the past year to celebrate our wins and recognize the strategies that have led to better results.

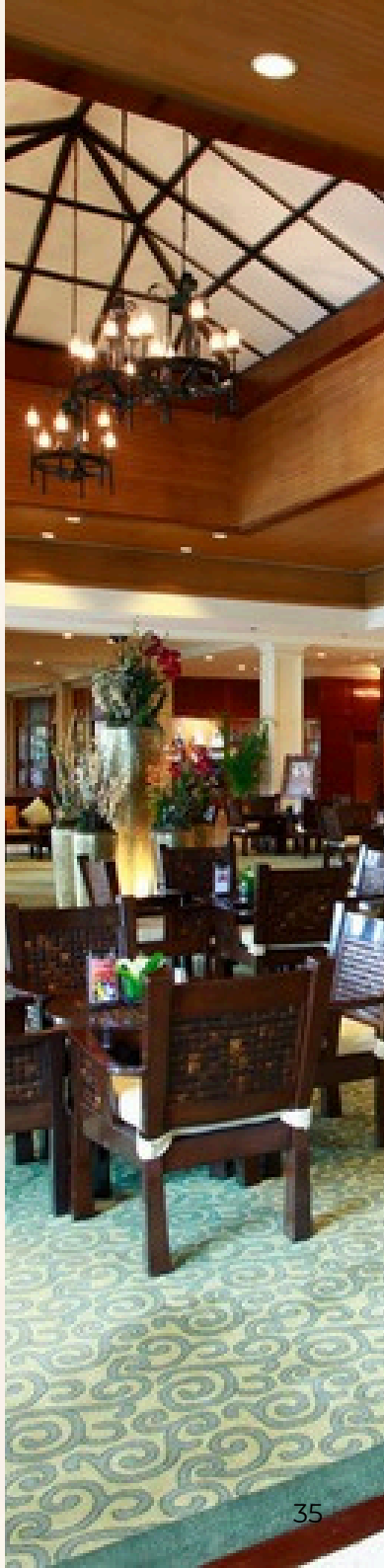
The surges in international travel in 2023 have been indicative of an increasing momentum in traveler confidence, effective marketing, and overall optimism in the sector.

According to the UNWTO World Tourism Barometer, by year-end of 2023, tourism would rebound by up to 88% of its pre-pandemic all-time high. The 88% figure means 1.3 billion international arrivals.

Regionally, results varied, with the Middle East leading the pack in relative terms, and Europe, Africa, and the Americas shoring in big numbers. *(See Industry Overview for more details.)*

Asia-Pacific has had a more varied recovery. The region achieved 62% of its pre-pandemic numbers. The relative lag has been attributed to the slower easing of restrictions and more gradual rollout to tourists among certain countries.

The recovery wasn't uniform. Among the subregions, South Asia did best, recovering about 95% of its pre-pandemic numbers. On the other end of the spectrum, Northeast Asia's recovery was at 50%. Within Southeast Asia, the Philippines lagged behind its neighbors (Nguyen, 2024). Even then, the country has markedly improved its international arrivals this year to over 5 million—well above the Department of Tourism's target of 4.8 million (PNA, 2024).



YEAR IN REVIEW: OUR COMPANY

In this evolving backdrop, Waterfront has shown its unwavering ability to rise above regional and global challenges. Today, we demonstrate increased resilience, agility, and dedication to the active creation of a new future in tourism and hospitality.

We have continued on our mission to streamline operations and conceive creative marketing solutions that ignited demand even during challenging times. Our company's strategies bear testament to the experience, expertise, strength, and sheer determination of our team.

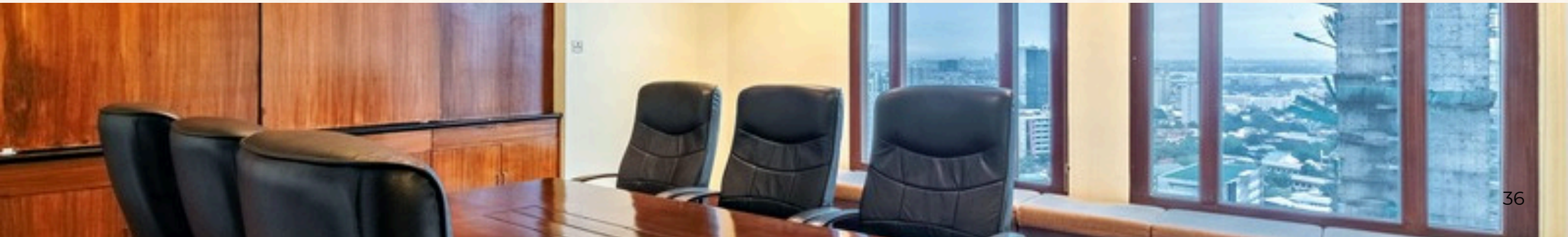
Drawing on our decades-long experience and leadership, we leverage our core strengths to our advantage. Given the improvements in the global tourism climate, we move forward with increasing optimism, anticipating the industry's full recovery soon.

The year 2023 was a chapter of adaptability, ingenuity, and renewed confidence.

Our developing product, Waterfront Manila Hotel and Casino (WMHC) continues to slowly progress. Even as there continue to be challenges in construction this year, we persevere and are determined to bring you the best hotel experience in the Philippine capital.

WMHC will be a hub of hotel comfort, convenience, entertainment, leisure, cuisine, and business. It will offer all the latest comforts and amenities and provide exciting spaces for meetings and social gatherings.

Its freshly designed rooms will be a welcome experience to world travelers. All its new facilities will be highlighted by state-of-the-art conveniences designed to make the guests' stay incomparable.





The new hotel's eye-catching facade will ensure that Waterfront Manila Hotel and Casino becomes the focal point of Manila's dynamic skyline.

By updating our product and consistently maintaining the upkeep of our infrastructure, Waterfront continuously adapts to the local and international markets. These efforts ensure that our product remains at the highest of standards and is unrivaled in the industry.

The Waterfront group's consolidated figures in 2023 reflect the increasingly optimistic changes in the tourism climate. However, they also reflect that the benefit has yet to be fully realized in the Philippines. Additionally, the improvements in the KPIs this year demonstrate our company's ability to maximize opportunities that come our way.

Our 2023 consolidated gross revenue continues to be over the billion-peso mark. Our group's gross revenue reached PHP 1.80 billion in 2023. This is an increase of 21.34% from PHP 1.49 billion the previous year.

The group's total revenue and other KPIs showed double-digit growth. Our 2023 group rooms revenue is PHP PHP 472.47 million, an increase of 39.5% compared to PHP 338.81 million in 2022.

F&B revenue increased from PHP 516.36 million in 2022 to PHP 673.54 million in 2023—a growth rate of 30.4% . Rent and related income increased by 1.9% from PHP 606.75 million in 2022 to PHP 618.26 million currently. Waterfront's other income likewise increased from PHP 24.52 million in 2022 to PHP 39.32 million in 2023, reflecting a 60.3% surge.

YEAR IN REVIEW: OUR COMPANY

The group's consolidated costs and expenses for 2023—encompassing F&B, rooms, personnel, energy, repairs, maintenance, rent and others—is PHP 1.14 billion. The group's annual after-tax net income in 2023 is PHP 38.56 million. Group GOP in 2023 is PHP 659.95 million, up 33.85% from PHP 493.06 million in 2022.

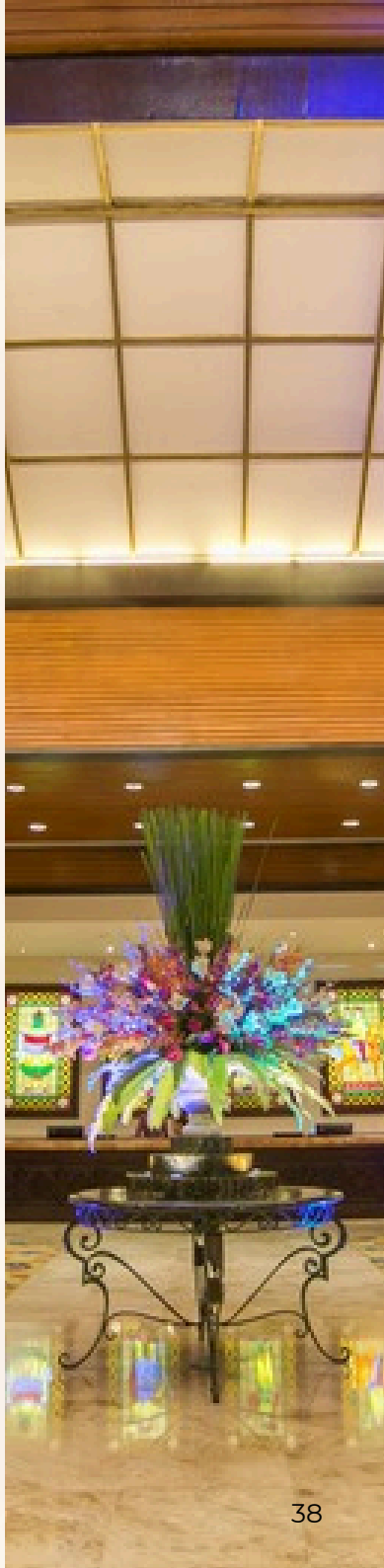
The 2023 F&B growth can be attributed to the group's proficiency in handling business events under Meetings, Incentives, Conventions, and Exhibitions (MICE). Majority of MICE demand was local groups and institutions. These included Waterfront's loyal returning clients from Philippine government agencies and non-governmental organizations (NGOs).

The year's MICE revenue is a result of pent-up demand from pandemic-related restrictions of business gatherings. It is also a testament to Waterfront's ability to nurture client relationships.

We continue to be a major player in the MICE category due to our extensive business experience in catering to a wide variety of clients and our dedication to their satisfaction through excellent service, facilities, and skill.

Waterfront Cebu City Hotel and Casino (WCCHC), the group's flagship property dominated the field in 2023, excelling among urban hotels and earning growing revenue across all operations categories.

WCCHC's rooms revenue rose from PHP 201.46 million in 2022 to PHP 277.83 in 2023—a growth rate of 38%. F&B revenue rose by 38%, from PHP 344.61 million the previous year to PHP PHP 475.10 million in 2023. The hotel's rent and related income increased from PHP 414.31 million in 2022 to PHP 418.83 in 2023—a 1% growth rate.





Other income for the WCCHC rose from PHP 4.29 million in 2022 to PHP 8.89 million in 2023, reflecting a 107% surge. The consolidated gross revenue of the property amounted to PHP 1.18 billion in 2023, growing by 22% from PHP 964.67 million the previous year.

The property's GOP surged by 36%, going from PHP 396.57 million in 2022 to PHP 540.99 million currently. WCCHC's net income for the year grew from PHP 156.01 million in 2022 to PHP 283.45 million currently, an increase of 82%. The property's total asset value increased by 9% from PHP 6.16 billion in 2022 to PHP 6.69 billion in 2023. *(For further information, see details per hotel under "Our Brands".)*

Waterfront Airport Hotel (WAHC) continues to excel in its category, unrivaled in its unique value proposition of being the most accessible hotel to Mactan Cebu International Airport (MCIA). The hotel's rooms revenue increased by an impressive 82% in 2023, from PHP 53.24 million in 2022 to PHP 96.87 million in 2023. F&B income increased by 22% from PHP 44.29 the previous year to PHP 54.19 million in 2023. Rent and related income increased by 3% from PHP 192.45 million in 2022 to PHP 197.30 million in 2023.

WAHC's other income increased from PHP 5.35 million in 2022 to PHP 14.14 million in 2023—a growth of 165%. The property's GOP in 2023 is PHP 200.21 million, reflecting an increase of 44% compared to last year's PHP 139.14 million. The hotel's after-tax net income increased by 66%, from PHP 64.67 million in 2022 to PHP 107.41 million in 2023. (For further information, see details per hotel under *"Our Brands"*.)

Waterfront Insular Hotel Davao (WIHD), the group's pride in Davao City, demonstrated growth in key operations areas and gross revenue in 2023. WIHD's rooms revenue in 2023 is PHP 97.77 million, a growth of 16% from PHP 84.10 million the previous year.

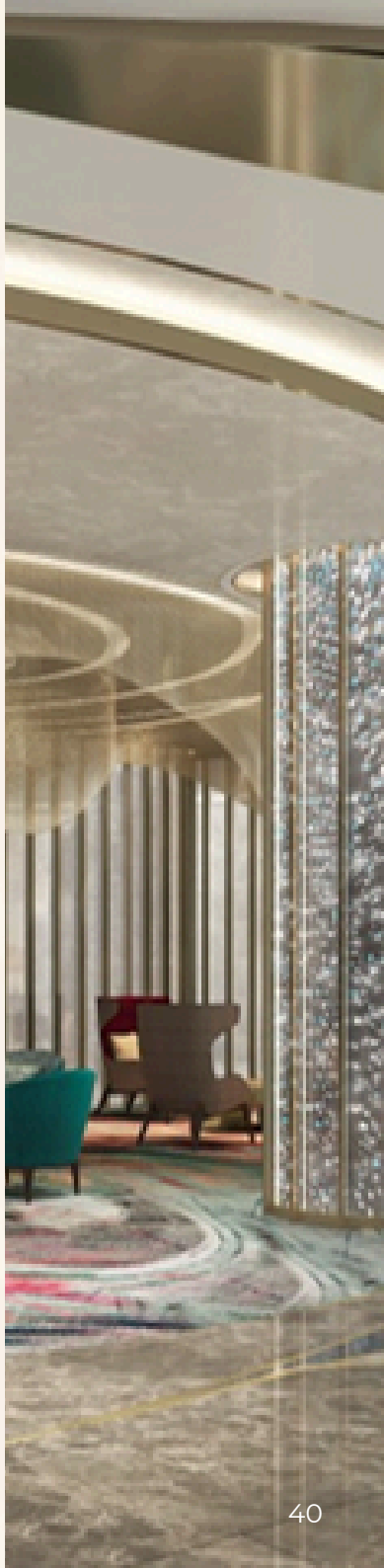
F&B income grew by 14% from PHP 126.09 million the previous year to PHP 143.49 million this year. Rent and related income increased by 21%, from PHP 1.76 million in 2022 to PHP 2.12 million in 2023. The property's other income increased by 12% from PHP 5.97 million in 2022 to PHP 6.71 million in 2023.

WIHD's gross revenue in 2023 is PHP 250.09 million, an increase of 15% compared to PHP 217.93 million in 2022. The property's GOP is PHP 41.58 million, a growth of 20% versus PHP 34.58 million in 2022. Additionally, its 2023 net income is PHP 4.91 million. *(For further information, see details per hotel under "Our Brands".)*

Waterfront Manila Hotel and Casino (WMHC) continued with its construction progress in 2023 albeit experiencing challenges due to supply chain, scheduling, and other concerns.

The phases in progress include the renovation of Waterfront Manila Hotel & Casino's public areas and casino area. The new timeline for the entire phase is now set to the fourth quarter (Q4) of 2024. Succeeding phases with completion times set to 2025 include guest room amenities, hotel facilities, and other enhancements. *(For further information on the construction status, see details per hotel under "Our Brands".)*

We remain committed to building our new product to exacting perfection, and look forward to unveiling an innovative guest experience. We adhere to our mission of creating a product that excites and adds new value to the hospitality landscape in the country. This premium product is designed to capture pent-up travel demand, open up new markets, and be in sync with international growth as we move farther away from the last after-effects of the pandemic.



YEAR IN REVIEW: OUR COMPANY

We will bring a fresh, revitalized Waterfront experience to our market. Business interruptions in past years prevent us from developing our ideas and emerging stronger, ready to roll out a brand new property that exceeds all standards in its class.

While we have made readjustments to our construction phases and opening target, we remain focused on delivering a freshly captivating statement of hotel standards in design, service, amenities, and architecture. Waterfront Manila will be the next dynamic hub of activity. Moreover, it will be a spectacular modern landmark that captures the imagination with its exquisite interiors, unforgettable dining experiences, luxurious stays and dynamic possibilities for all kinds of guests.

Our reimagined Manila property is the best-positioned to benefit from the revived interest in domestic and international travel.

It will also be one of the exciting hotel development in the Manila Bay Area.

Waterfront is committed to strengthening its widely-renowned Filipino brand of service across all its properties. We consistently convey the beauty and warmth of Filipino culture by upholding our quintessential brand of local hospitality and service excellence.

At the same time, we balance our local authenticity with state-of-the-art comfort, modernity, seamlessness, serviced excellence and international flair.

We pride ourselves in the ability to look outward, and be at par with the highest standards expected of a global brand. Through this ingenious balance, we have earned a strong following among local and international guests.



YEAR IN REVIEW: OUR COMPANY

Our key properties are situated in the Philippines' most strategic areas—prime tourism, leisure, and business hubs. Each property is designed to deliver blend with local culture, offer distinct advantages in features and location, and provide the best over value to guests and patrons. Our dedication to an elevated standard, setting up all guest conveniences in place, ensures that our total product and value offering is unmatched. Each property is ensured to be the best in its class.

Over the years, we have proven our ability to lead through many types of economic and business challenges. Even in the midst of disruption and adversity, our shareholders, patrons and guests are assured of our capability to turn any challenge into an opportunity.

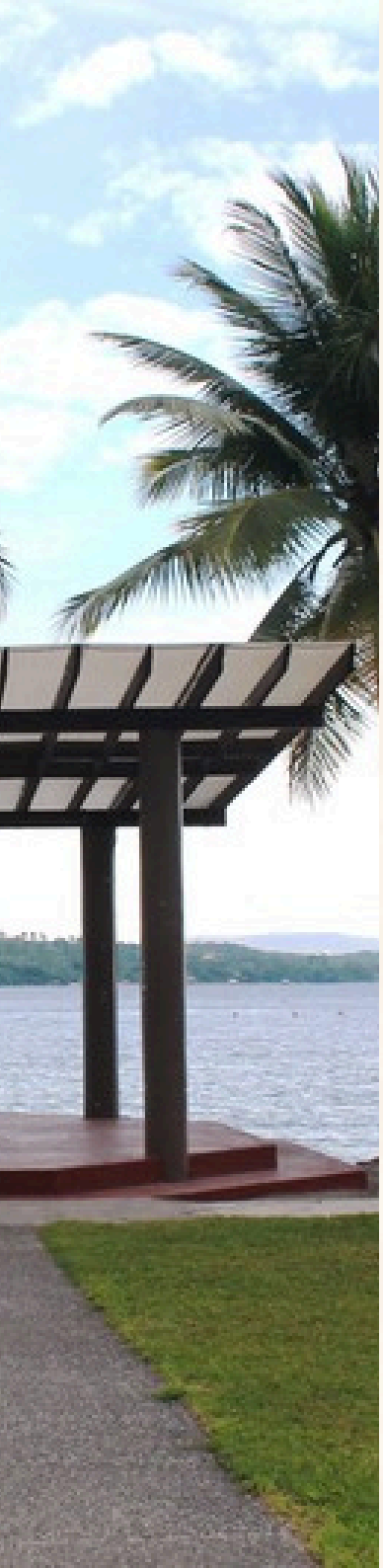
We have consistently demonstrated the leadership skills to remain steadfast and deliver on commitments, as well as to thrive as we navigate different industry and economic climates.

Our marketing and communications programs continue to deliver exciting promotions and ideas that help navigate through a market finding its footing from the pandemic and booming into revived dynamism. Our team's creativity, flexibility, and proactive action have been geared toward stimulating market demand and boosting revenue in 2023.

We adapt our marketing strategy to reflect the changing consumer landscape. We have added more in-person events and promotional activities this year, as well as novel guest packages that commemorate important occasions.

We encouraged local "staycations" and dining as more people fully revive their social connections and are interested in novel leisure experiences. We also recognized the value of hybrid-type promotions, with online and offline components to maximize our reach. Online marketing components have become crucial for marketing strategies.





Moreover, our Corporate Social Responsibility (CSR) Programs in 2023 further boosted our connection to communities. Our CSR direction remains closely aligned with our communications strategy. To ensure that we serve and communicate to the broadest audience possible, our CSR efforts were published through the right channels, maximizing both traditional and online media.

CSR is our way of aligning our company's values and mission with the needs of the community. It is also a way of building greater trust and brand equity for Waterfront, creating more goodwill in the market. *(For more details on our CSR-related or community initiatives, please see our Giving Back section.)*

In 2023, we continued to implement key brand strategy principles by being highly accessible to both local and international markets. We ensured that our presence and brand values are communicated at every touch point, including news and social media.

We constantly reinforce the cornerstone of our brand messaging—that Waterfront is all about being "We are at the center of it all". We also ensure that the market is updated on the best promotions for memorable stays at all of our locations, each at the heart of the Philippines' urban, business, and leisure capitals.

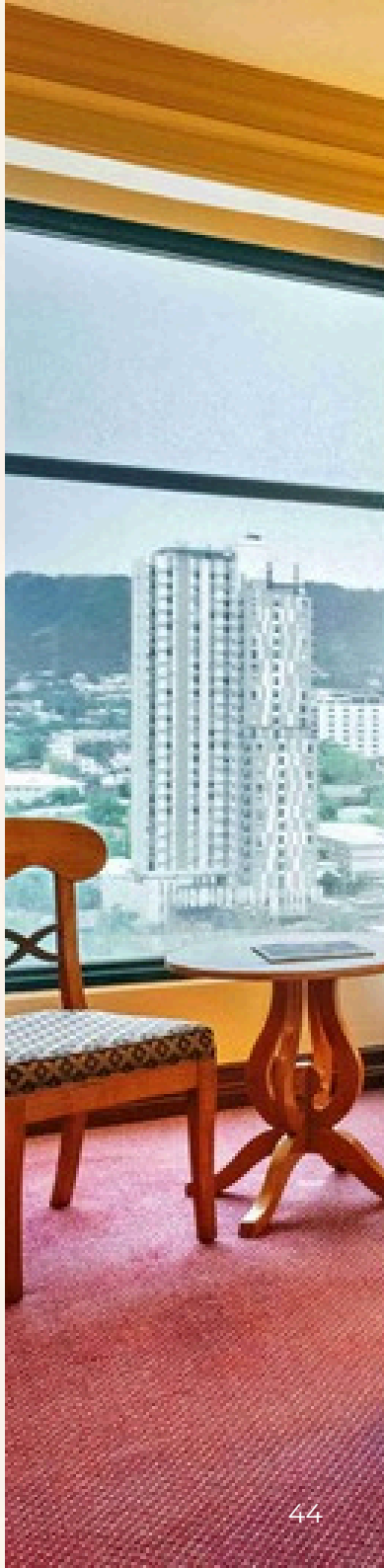
New developments in consumer behavior, such as the rising utilization of online tools to facilitate travel, influence us to adapt and innovate. Through robust online channels like Waterfront's main website, media networks, partners, and corporate social media, we provide relevant and timely content about our brand. We fully utilize the power of online channels to announce key information about various campaigns and promotions.

Our online marketing efforts ensure that we reach out to our markets where they are most active and present.

Waterfront's online channels form a vital part of our strategic infrastructure and distribution network. Online engagement is a crucial frontier to access our market—targeting consumers for various objectives, whether sales, marketing, or brand-building. Moreover, guest preferences in recent years have been shifting towards online-driven information gathering and bookings. Waterfront capitalizes on this trend by investing resources to cater to increasing web or app-based influx via direct or partner channels.

Waterfront's 2023 online performance reflects our continued effectiveness in generating significant revenue from technology-driven platforms and channels. In 2023, both our Rooms and F&B dimensions continued to use this distribution avenue to maximize revenue while the market was on its way to fully recovering from the pandemic effects.

Our main company website is our key corporate presence and consumer touch point. For the past years, it has been a highly efficient tool for providing vital information to inform consumer decisions. It has also been a key point for consumer activation and online bookings.



Moreover, we continue to maintain our strong, time-time-homered relationships with our online distribution partners. Through our network, we ensure uninterrupted business dynamism and excellent agility, enabling us to respond to any market opportunity or uptick in bookings globally. Each strategic platform contributes to our ever-expanding online strategy, and we intend to reinforce these partnerships in the years to come. *(See Expanding Distribution for more data on online performance in 2023.)*

In 2023, we focused on spurring new growth. Leveraging our talented pool of people and our expertise—a result of over twenty-nine (29) years' success in the industry, we have adeptly navigated this new chapter of resurgence. Today, we also leverage our formidable network of online and offline partners to ensure stability and position ourselves to take advantage of upticks in the tourism climate.

While the global resurgence was formidable overall, Asia-Pacific's rebound was less than other regions. Asia-Pacific achieved 62% of its pre-pandemic tourism numbers. The relatively slower recovery is due to the slower easing of restrictions and the region's more prudent reopening to international travel (UNWTO, 2023).

In addition, the performance among Asian subregions is mixed, with South Asia recovering 95% of its pre-pandemic peak and North-East Asia only reviving 50%. The Philippines has also lagged behind its neighbors. While the Department of Tourism international arrivals have been recorded at 5 million, our results are still well below the pre-pandemic peak of 8.26 million arrivals (Lopez, 2023).





Waterfront's brand value endures because of the dedication of our people, whom we call our Peers. Our service is the ultimate touch point to convey our Filipino heritage, alongside a global sensibility that encompasses the experience of convenience, practicality, and practical modernity.

To balance our company's health, cost control and management is a vital priority, reflected in our decisions and operations. However, we recognize that the increased influx of customers and guests affect overall costs and we strive to achieve equilibrium between the excellence of our product and cost efficiency.

Our hotels' energy-saving measures consist of optimal thermostat setting, strategic scheduled equipment usage, effective preventive maintenance, proper handling of equipment at function rooms, monitoring of electricity use and avoidance of wasteful practices. The consistent implementation of these measures add up to significant energy cost savings ensuring to operate under the parameters of the given budget for the year. Additionally, the engineering departments of the individual hotels prioritized making sure that major repairs were completed as soon as possible to support the operations' critical and urgent needs.

All decisions of cost management have been weighed alongside the growth strategies and measures we need to implement to satisfy a reinvigorated market. We balance our cost control objectives with marketing and efforts to enhance our product quality, both software and hardware.

YEAR IN REVIEW: OUR COMPANY

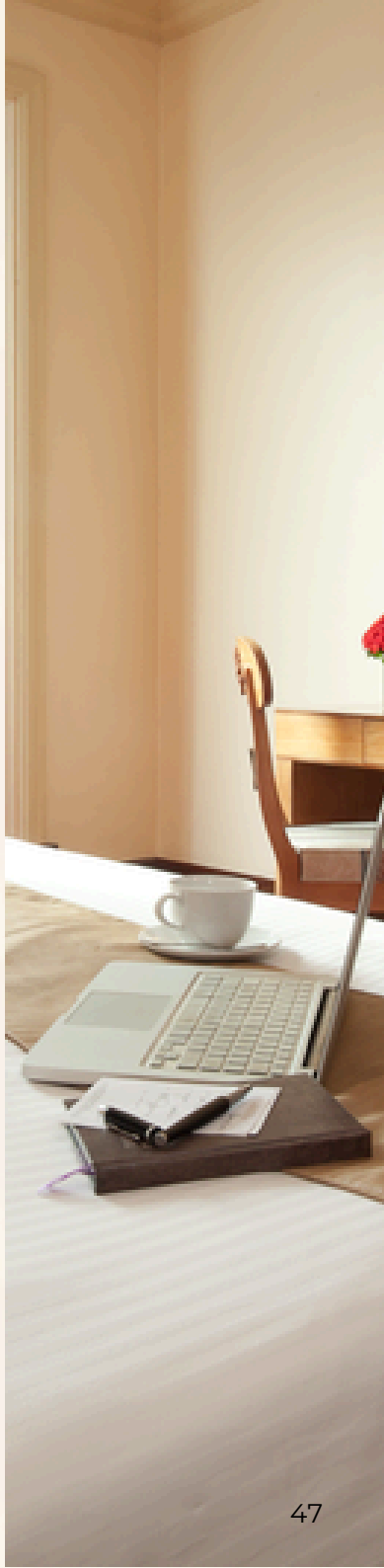
While we understand the importance of cost control, we also see to it that we invest sufficiently on product improvements. For each property, we have ensured that all infrastructure is sufficiently maintained. We are meticulously updating our connectivity, infrastructure, operational and call systems, and other technologically-based systems to ensure they are efficiently working.

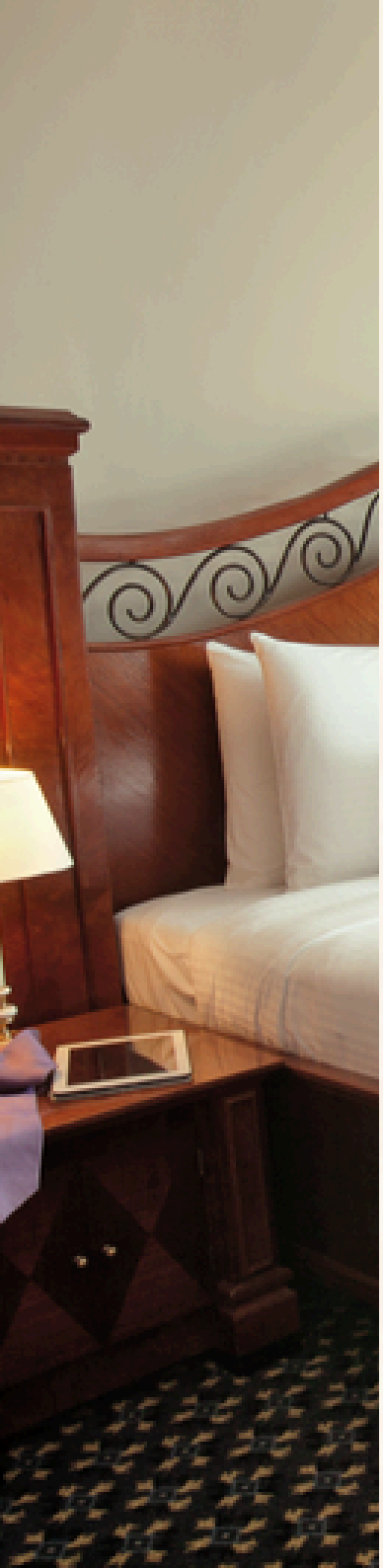
As part of our operations, and to reduce cost of sales, we leverage our suppliers, employ integrated bulk buying strategies, effectively negotiate long-term supply agreements, strictly limit spoilage and wastage in all departments, conserve all aspects of our resources and engage in effective large-scale planning and resource management.

The 2023 consolidated costs and expenses encompassing personnel, energy, F&B, repairs and maintenance, rent, rooms and other costs of our hotels is PHP 1.14 billion. Overall energy costs for the group in 2023 is PHP 222.51 million lower by 15.8% against last year at PHP 264.12 million. Personnel costs amounted to PHP 160.12 million. Room cost is PHP 25.16 million while F&B costs for the year amounted to PHP 244.14 million. Repairs and maintenance cost in 2023 is PHP 60.47 million.

Consolidated rent costs are at PHP 17.53 million. Rooms costs for the group this year is at PHP 25.16 million. Other costs and expenses for the entire group amounted to PHP 413.70 million.

To aid in controlling energy costs for the group, we implemented energy conservation measures through the efficient usage of the lighting system. In addition, more conservation measures were implemented for air conditioning utilization and AHUs.





The Waterfront group's hotels are located in the Philippines' principal hubs for tourism, business and economic expansion. We strategically leverage our country-wide presence in these key locations to streamline costs, strengthen customer loyalty, and increase market share through integrated sales and marketing strategies that encourage bookings in multiple properties, both for rooms and f&b. We continue to develop our business for the future by taking stock of opportunities and constantly reviewing innovative strategies to harness the true value of our facilities and property assets.

A proud world-class hotel brand based in the Philippines, we are a leader in the integrated hotel chain experience. We provide spacious and modern accommodations, round-the-clock gaming and entertainment options, unsurpassed meetings, convention and expo facilities, outstanding international dining experiences, and exceptional business amenities for the seasoned international traveler.

Waterfront is truly, as its slogan states, the "center of it all": a business hub, a meeting point, a mecca for leisure, entertainment and relaxation, a MICE-friendly venue and a wellness and dining destination in one, offering the best possible range of options for a diverse international market.













YEAR IN REVIEW:
HOTEL PERFORMANCE

YEAR IN REVIEW: HOTEL PERFORMANCE

Waterfront continues to operate in the hospitality sector driven by resilience and expertise. We consistently implement industry best practices, and strive towards the highest efficiency in resource management, innovation, creative marketing, and strategic vision. We ensure that we maintain the excellence of our product across all touch points. Renowned for our ability to convey the signature Filipino warmth and hospitality in every product we offer, we are poised for success as the tourism industry is on the verge of a revival.

In 2023, Waterfront has moved with the rest of the tourism, travel, and hospitality industry in moving toward a new chapter. Drawing on our long-term expertise in the field, we maximized our resources, strengths, expertise and experience to emerge stronger from challenging times.

Our strategies have enabled us to quickly bridge gaps from unexpected events and allow a path to a stronger organization with our talented Peers leading the way. A constantly evolving organization, we differentiate ourselves by driving a culture of innovation. We constantly seek to provide fresh experiences and interesting new options that drive interest and loyalty in our market. Every innovation effort is an opportunity to energize our brand.

Our product-in-development, the soon-to-open Waterfront Manila Hotel and Casino, will pave the way for further expansion. It will be a testament to Waterfront's continued evolution. Our management's strong commitment to building an ever-increasingly efficient organization is an important component of Waterfront's strength and enduring brand value. We are bridging traditional channels with new, exponentially growing technological avenues, ensuring the extension of our brand into the online space, and the careful curation of our brand as we explore digital platforms and assets.

Our determination to find opportunities and evolve through crises has enabled us to generate growth across our properties.





YEAR IN REVIEW: HOTEL PERFORMANCE

This year, consolidated gross revenue for all WPI properties is PHP 1.80 billion, a growth of 21.34% over PHP 1.49 billion in 2022. Our subsidiaries, Waterfront Wellness Group (WWGI) and Waterfront Food Concepts (WFC) delivered satisfactory results this year. Waterfront Wellness Group contributed PHP 11.34 million in 2023, a growth of 72.62% over PHP 6.57 million in 2022. Waterfront Food Concepts delivered PHP 768.67 million this year.

Group GOP in 2023 is PHP 659.95 million, a boost of 33.85% over last year's PHP 493.06 million, Consolidated net income is PHP 38.56 million.

Waterfront Cebu City Hotel and Casino (WCCHC) As our flagship property, it continues to be our biggest revenue generator overall. Gross revenue in 2023 is PHP 1.18 billion, a growth of 22.39% over 2022's PHP 964.67 million.

Waterfront Manila Hotel and Casino (WMHC) suspended operations in early March of 2018. The hotel remains under construction to feature a completely new design, an updated experience and new vision to take it forward. *(See details under Our Brands.)*

Waterfront Airport Hotel and Casino (WAHC) generates the second highest share in revenue among our properties. In 2023, WAHC generated PHP 362.50 million in gross revenue, a 22.75% increase compared to PHP 295.33 million in 2022.

Waterfront Insular Hotel Davao (WIHD) The gross revenue of WIHD in 2023 is PHP 250.09 million, a growth of 14.76% over PHP 217.93 million in 2022.

Our properties distributed across major cities in the Philippines remain shining beacons of resilience in the industry, and are examples of Filipino ingenuity and endurance. *(See further details per property.)*













YEAR IN REVIEW:
GUEST SATISFACTION INDEX

YEAR IN REVIEW: GUEST SATISFACTION INDEX

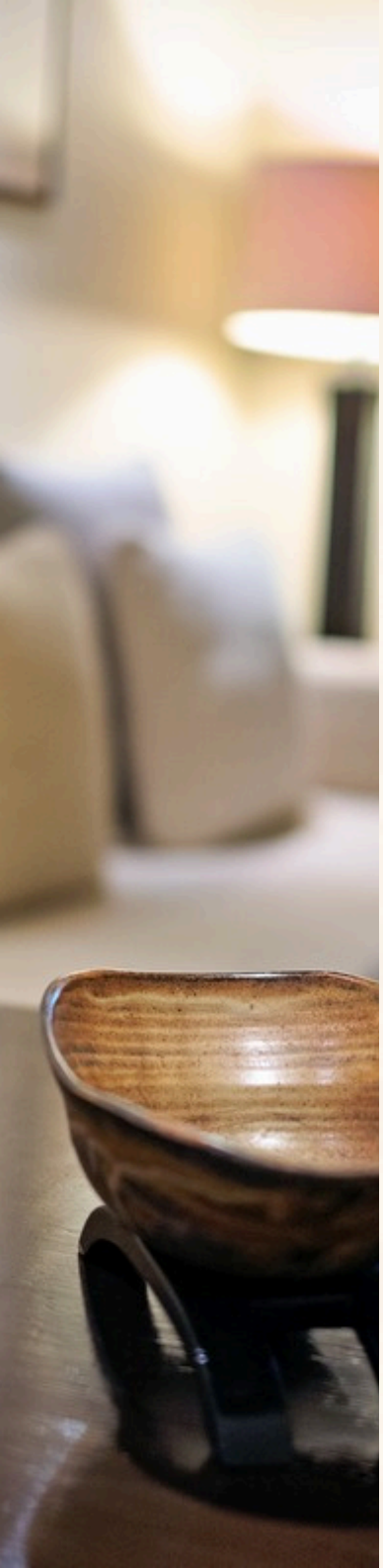
The Guest Satisfaction Index (GSI) in 2023 shows a mixed performance for each of our hotels. Our system sets 4.00 as the passing mark, defined as 'Good' indicating that the brand's standard processes are mostly complied with and 5.00 as the highest possible rating or 'Excellent', where full compliance of the standard procedures are practiced.

Overall, the Guest Satisfaction Index (GSI) score for the whole group in 2023 is at 4.48 mid-good which is among the higher performance rating in our GSI dimensions defined as mostly compliant of service and operating procedures across the hotels. For WCCHC, Efficiency of Service scored 4.52 in 2023. The Friendliness of Staff dimension was rated 4.58. Guest rooms ratings rose by 14.82% in 2023 at 4.56 versus 3.97 in 2022. F&B ratings increased from 4.67 in 2022 to 4.69 in 2023, a growth of 0.52%. Conventions and Events (C&E) was rated 4.24 and overall hotel experience for this property was rated at 4.55.

WAHC's GSI data showed significant improvements across all dimensions. Under the Rooms dimension, the hotel's Efficiency of Service increased from 3.93 in 2022 to 4.56 in 2023—a growth of 13.81%. Friendliness of Staff previously scored 3.95 in 2022 and grew by 14.80% to 4.64 in 2023. The Guest Rooms dimension previous GSI rating was 3.32 in 2022. It increased by 24.92% to 4.42 in 2023.

The hotel's F&B GSI rose from 3.85 the previous year to 4.62 currently—an increase of 16.77%. C&E rating was 4.59 in 2023 from 3.33 in 2022 - a 27.32% growth rate. The Overall Hotel Experience GSI dimension for this property in 2022 was 3.76 which figure grew by 18.34% to 4.42 in 2023.





Under the Rooms dimension, WIHD reported a GSI of 4.40 for Efficiency of Service, an increase of 30.82% compared to last year's 3.36. Under Friendliness of Staff, the hotel scored 4.53 in 2023, an increase of 34.12% over 3.38 in 2022. Guest Rooms were rated 4.15 in 2023, growing by 51.23% versus 2.74 in 2022. The hotel's F&B GSI dimension rose from 3.75 in 2022 to 4.63 in 2023—a boost of 23.47%. C&E rating for the hotel was at 4.63 in 2023 from 4.15 in 2022 - a growth rate of 11.44% The 2023 Overall Hotel Experience GSI dimension for this property is 3.92, a growth of 29.01% versus 3.04 the previous year.

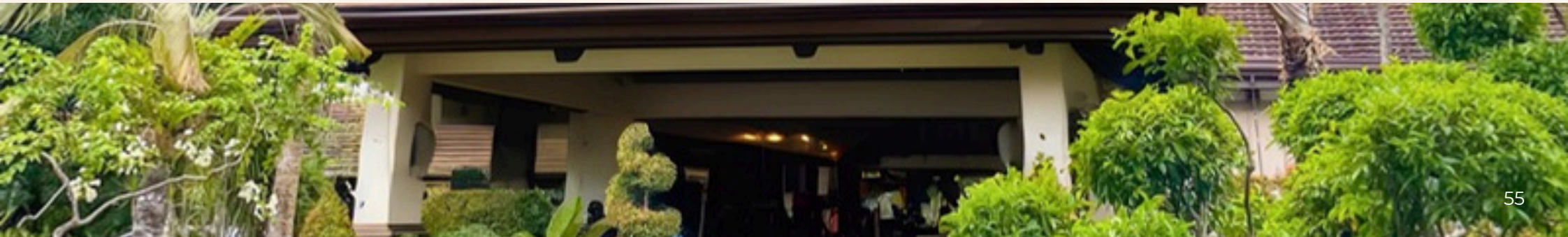
Online GSI Data. The latest GSI data was obtained from Revinate's Online Reputation System, with a passing score of 4.0, the same GSI rating matrix as the offline GSI. The number of online reviews this year demonstrate increasing guest engagement and positive impressions. Moreover, the properties' Tripadvisor rankings reflect each property's leadership in its market and hotel class.

	OVERALL REVIEW RATING	NO. OF REVIEWS PER PROPERTY	% POSITIVE	TRIPADVISOR RANKING
WCCH	4.27	3,441	85%	#14 of 209
WAHC	4.08	2,484	80%	#13 of 88
WIHD	4.01	1,488	78%	#12 of 160

WCCHC’s overall GSI rating from January to December 2023 is 4.27, a 2.19% increase over the previous year’s 4.18. The rating is based on 3,441 reviews, a significantly higher number of reviewers compared to the previous year’s 2,117 and reflecting a growth rate of 62.54%. The property earned an 85% positive online feedback rating versus the 83% positive feedback ilast year—a 2.41% difference. It also ranked 14th among 209 hotels, an impressive achievement on the Tripadvisor platform.

WAHC earned a 4.08 overall review rating in 2023, a marked increase of 5.20% versus 3.88 in 2022. Moreover, it earned 2,484 reviews under Revinate, another significant boost compared to 1,375 reviews last year with a significant growth rate of 80.65%. The property earned 80% positive reviews out of all feedback, a 9.59% increase over 73% in 2022. It ranked 13th out of 88 competitors under Tripadvisor.

WIHD garnered a 4.01 overall review rating in 2023, improving by 9.45% over 3.66 in 2022. The property garnered 1,488 reviews, an increase of 28.94% over 1,154 reviews in 2022. The hotel earned a 78% positive feedback, increasing 18.18% over its 66% positive feedback rating in 2022. It ranks 12th out of 160 hotels in the same category under Tripadvisor.















YEAR IN REVIEW:
ROOMS

YEAR IN REVIEW: ROOMS

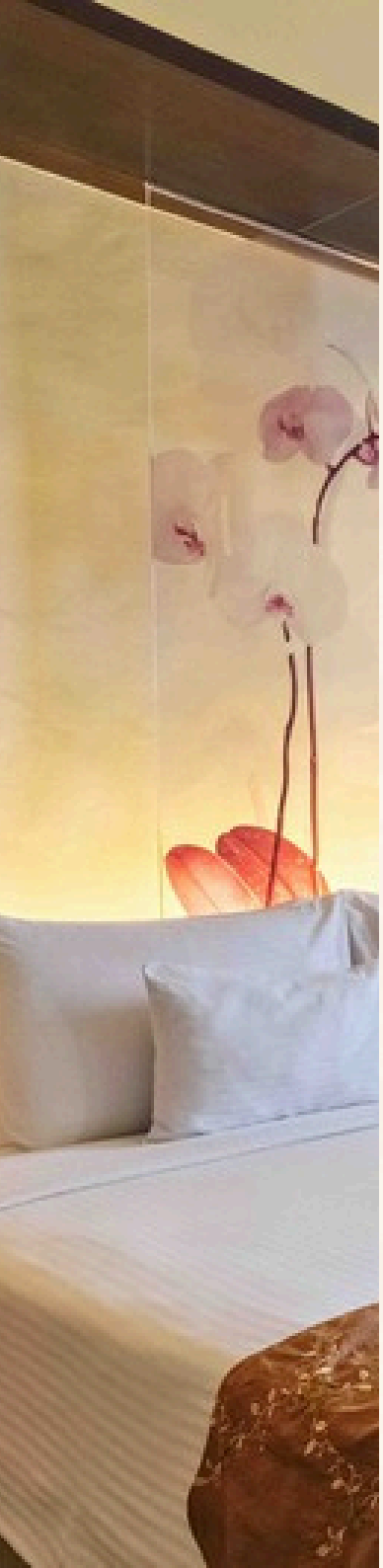
Waterfront's signature guest rooms deliver the utmost in luxury and comfort. They are equipped with excellent amenities and are distinctive for their generous square footage, higher than that of most city hotels. These qualities are further enhanced by the beautiful vistas and views from each room that allow you a glimpse of the unique charm of each hotel's locality. Our rooms' facilities amid classic designs provide every convenience to our guests. The elegant touches in craftsmanship and design distinguish our experience as above the competition.

Waterfront's Guest Rooms Assurance Check for Excellence or GRACE Program is a maintenance program designed to continuously upkeep product quality and guest satisfaction. The program involves an itemized and systematic inspection of guest rooms and common areas including banquet areas, dining outlets and other common spaces. It is a way of assuring that our facilities and guest rooms remain under the strictest standards to deliver a relaxing and memorable stay. The program is a crucial component of successful hotel operations, customer retention and overall profitability.

For the three active properties, consolidated rooms revenue for 2023 is PHP 472.47 million, a growth of 24.69% versus PHP 338.81 million in 2022. The average group occupancy rate in 2023 is 74%, a growth of 12% from 2022's 66%. The group average room rate average in 2023 is PHP 3,034–an increase of 31% compared to 2022's PHP 2,312. Waterfront's average group Revpar in 2023 is PHP 2,256—an increase of 47% compared to PHP 1,533 in 2022.

More than just convenience in prime locations, we at Waterfront pride ourselves in giving our guests a seamlessly comfortable stay that takes care of hotel needs in a remarkably personalized and thoughtful manner. Our spacious suites, as mentioned, are demonstrably larger in square footage or total area than those in similar categories among our competitors. Practical and carefully designed amenities add touches of relaxation and convenience that appeal to leisure and business travelers alike.





YEAR IN REVIEW: ROOMS

As the hospitality industry emerges changed from the pandemic, we continue to adapt and intensify our marketing efforts to bolster room sales. We strive to constantly develop our marketing channels through online touch points while retaining traditional marketing avenues to reach a wide global market. Both channels convey our message of quality, convenience and comfort to as large an audience as possible.

We provide the sanctuary of a home away from home, adding thoughtful touches and incredible value to our guest stays. Our luxury suites' exquisite interiors boast even more expansive square footage, with generous bedrooms and living areas. They exude an air of opulence. Their luxe design combine with captivating design elements, rich highlights and striking accents that communicate boldness and refined taste.

Moreover, Waterfront offers exclusive perks for both the business and leisure traveler. Our Ambassador Club Floors and Business Centers can be offered as business floors with well-appointed executive spaces that offer fast connectivity and convenience for discriminating guests, giving them an efficient space to conduct work and hold meetings while creating an ambiance of comfort and luxury. These floors and amenities have their own dining area, conference rooms and business lounge with all-day access.

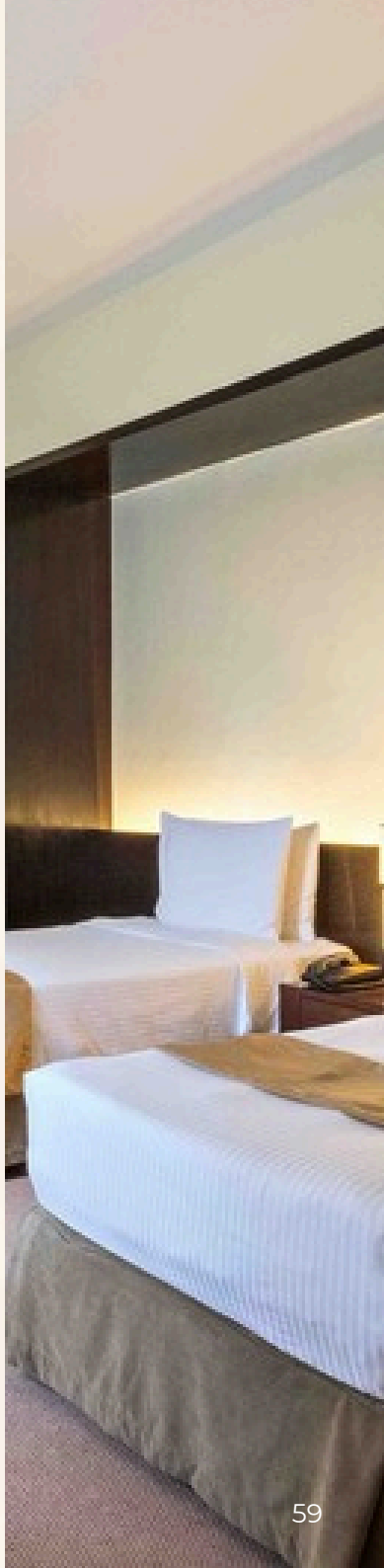
Our executive suites have their distinct personality and style—a mix of relaxed taste and urbane chic. They make for memorable stays that combine efficiency, convenience and relaxation for the business traveler.

YEAR IN REVIEW: ROOMS

All Waterfront properties are positioned to provide guests with more flexibility and options to fit their budgets, needs, and lifestyles. We have more types of room categories than the competition, and thus are capable of accommodating varied markets, customer profiles, and preferences.

Whether it is an executive suite in an exclusive floor with dedicated facilities, all-day dining service and business features, an elegant room at our entertainment wing conveniently situated near our gaming area, or an affordable luxury room category designed to cater to group bookings and MICE-related stays, we provide maximum flexibility with well-appointed rooms at every attainable price point. This flexibility enables us to dominate the market by targeting and addressing the specific needs of our markets.

In 2023, our hotels strategically focused on catering to the domestic market, which has proven to be a resilient and vital segment for our hotel operations. As the international inbound market continues to recover from the pandemic, our emphasis on local travelers has reinforced our position in the market, contributing to a robust performance in the room business specially on our MICE and online segment. This shift underscores our commitment to adapting to evolving market conditions while continuing to deliver exceptional experiences to our domestic guests.















YEAR IN REVIEW:
FOOD & BEVERAGE



YEAR IN REVIEW: FOOD & BEVERAGE

Waterfront's F&B division is a creative and dynamic part of our organization's operations. Waterfront's F&B weaves unforgettable moments for our cherished guests, catering to their essential desires, and crafting an indelible mark on their stay. Waterfront's F&B is all about delivering the full experience of gastronomic luxury. With an exceptional selection of dishes inspired by cuisine from all over the world, we cater to different international tastes with world-class expertise, thanks to our formidable and talented team.

Our dining establishments serve as epicenters of culinary innovation. Our restaurants and dining outlets mirror the rapidly evolving landscape of food and dining in our fast-paced, digitally-driven world. Our restaurants continually undergo a metamorphosis, reinventing themselves to introduce fresh, thrilling experiences to our clientele. In 2023, we've enlivened our product offerings, infusing newly interpreted Filipino flavors and an exquisite selection of international dishes delight both local and international guests.

Across our diverse outlets, we thoughtfully elevate our menus, presenting guests with an even more enticing gastronomic repertoire. Our chefs, hailing from diverse backgrounds and enriched by their globetrotting experiences, infuse fresh perspectives into global and local dishes, pushing the boundaries of culinary artistry.

Today, we remain attuned to culinary trends, ensuring our menus and offerings are always ahead of the curve. Our main restaurant and lobby lounge menus undergo constant evaluation for quality, appeal, uniqueness, and relevance. We also make sure that creativity takes center stage in our seasonal offerings, adapting to the rhythm of the year, celebrating special occasions, and aligning with market demands. We are on a continuous quest for selections and innovations that captivate our target audience and seamlessly coordinate various departments to align with our overall marketing strategies.

YEAR IN REVIEW: FOOD & BEVERAGE

Banquet services are among the cornerstones of our offerings. They seamlessly complement our events and functions portfolio. F&B in events has always been a robust contributor to our revenue. While dampened by the pandemic's shadow, it is starting to re-emerge alongside the increased dynamism of in-person functions and dining.

At Waterfront, guest functions and dining experiences are not just events. They are personalized, creative, and memorable journeys, designed to meet budgets, standards, and creative visions. To share our F&B marvels with the world, we blend traditional advertising with cutting-edge online strategies that captivate our customers.

We collaborate with a diverse array of content creators and word-of-mouth experiences from organizers and guests alike to amplify the allure of our themed dining promotions and other activities, ensuring that the message and experience of Waterfront's F&B reverberates to a global audience.

The consolidated F&B revenue for all three active Waterfront properties in 2023 is PHP 673.54 million, an increase of 30.4% over 2022's PHP 516.36 million.

Despite the remaining challenges in the Philippine tourism market, we stayed committed to maintaining the quality and integrity of our F&B operations, while ensuring that we respond to the times with innovation.

Our F&B departments including banquet successfully leveraged the strong demand form the local market, which remains a crucial driver of revenue post-pandemic. By focusing on the preferences and needs of domestic clients, we achieved significant revenue growth and conversion. This continued emphasis on local engagement highlights our adaptability and commitment to providing exceptional dining and event experiences, even as the other market segments gradually recovers.

Waterfront's F&B division continues to redefine indulgence and drive revenue through creativity, marketing strategies, and culinary excellence in 2023. *(Please refer to the Marketing Highlights section for more details on F&B Promotions.)*













YEAR IN REVIEW:
OUR BRANDS

YEAR IN REVIEW: OUR BRANDS

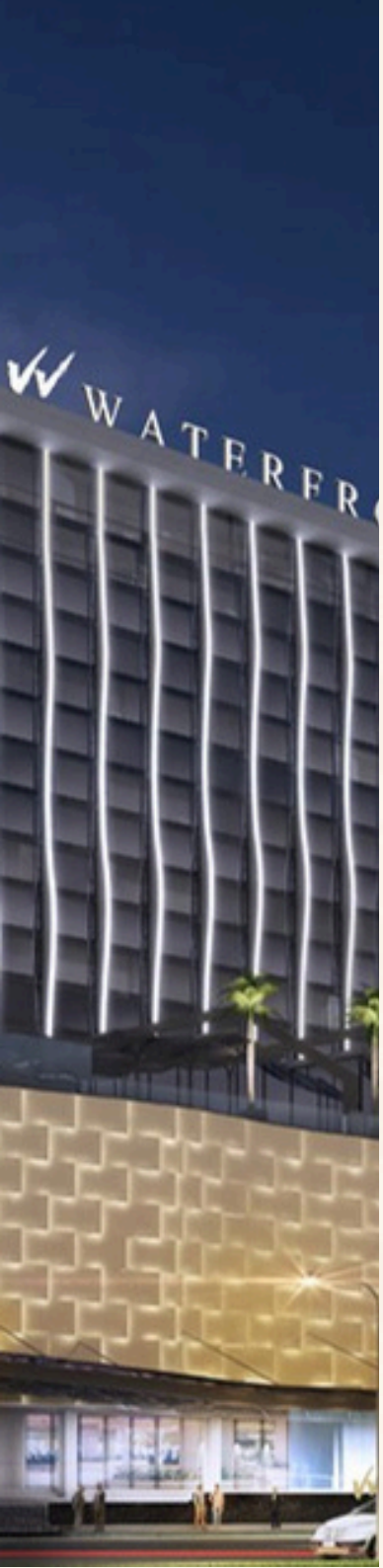
Waterfront's prestigious hotel brands cover three key cities in the Philippines: Manila, Cebu City, and Davao City.

Waterfront Cebu City Hotel and Casino (WCCHC). Our stately flagship property is located at the heart of Cebu's business district and commercial hub. WCCHC is a standout choice when searching for the quintessential city stay that combines the best of both business and leisure. Perfectly situated at the heart of Cebu City's business zone—right across the city's premiere IT destination, Asiatown IT Park, and within minutes of Cebu Business Park—it has an incomparable central location with easy and convenient access, minutes away from all important city stops. The hotel stands out as an ideal choice for anyone who values convenience, prestige, luxury, transport access, and speed.

Our flagship hotel is among the largest in the country, and has among the largest number of rooms of any city hotel in the Southern Philippines. It offers an unbeatable package of well-designed, comfortable, and well-appointed rooms in all categories, a full-service executive floor with unmatched business amenities, round-the-clock entertainment options including a 24-hour casino, fitness and wellness choices, and a variety of international dining options. WCCHC is also a major convention hub, with a main hall and ballroom boasting among the country's highest capacities, and with several function rooms able to host a wide variety of MICE-related activities.

The Rooms revenue for this property in 2023 is PHP 277.83 million, a growth of 37.90% versus 2022's PHP 201.46 million. The hotel's occupancy rate in 2023 is 68%, an increase of 46.36% over 46% in 2022. Revpar is currently at PHP 1,866, an increase of 78.42% versus PHP 1,046 in 2022. ARR for 2023 is PHP 2,754, an improvement of 21.91% versus PHP 2,260 in 2022.





WCCHC's F&B revenue for 2023 is PHP 475.10 million, an improvement of 37.87% over PHP 344.61 million in 2022. Rent and related income is PHP 418.83 million, an increase of 1.09% versus PHP 414.31 million in 2022. Other income is currently PHP 8.89 million, an increase of 107.22% versus 2022's PHP 4.29 million. The property's gross revenue for 2022 is PHP 1.18 billion, a growth of 22.39% versus PHP 964.67 million the previous year.

The property's GOP in 2023 is PHP 540.99 million, a growth of 36.42% compared to PHP 396.57 million in 2022. The hotel's net income for the year is PHP 283.45 million, a growth of 81.68% versus PHP 156.01 million the previous year.

Waterfront Manila Hotel and Casino (WMHC). The reconstruction of Waterfront Manila Hotel and Casino, initiated after a significant fire in 2018, has seen substantial progress despite facing numerous challenges. The project is divided into three phases, with the first phase encountering delays due to the COVID-19 pandemic. Initially slated for completion in November 2023, this phase—focusing on public areas, some guest rooms, and the casino—has been rescheduled to conclude by Q4 2024.

Phase two, which includes guest amenities and additional guest rooms, is expected to be completed by Q2 2025. The final phase, encompassing the remaining hotel rooms and further enhancements, is scheduled for Q4 2025.

As of December 2023, the project is 36.21% complete factoring in the structural rework. Key milestones include structural retrofitting, selective demolition, the installation of Aluminum Composite Panels (ACP) and curtain walls, and the implementation of major mechanical, electrical, plumbing, and fire protection (MEPF) systems and distribution lines, and procurement of critical mechanical equipment, and fit-out works for the casino and back-of-the-house areas. These developments ensure the building's structural integrity and lay the groundwork for the subsequent phases of the project.

This year, a critical structural assessment emerged mid-stage of the construction which posed significant setbacks, delaying the expected completion of the property. These included additional retrofitting, installation of curtain walls and demolishing slabs for mechanical, electrical, plumbing, and fire protection (MEPF) penetrations which featured significant budget and schedule modifications that necessitated a brief stop to a number of downstream projects.

However, these enhancements are essential to guarantee the long-term safety and durability of the hotel.

A phased reconstruction plan was employed adopting a compartmentalized approach which re-structured the expected completion schedule and produced more targeted outcomes. The company complied with the assessment. However, the decision required a revision of our initial plans and additional construction costs.

All other construction activities are dependent on the completion of the basic structural work. Hence, nothing can proceed safely until the retrofitting is concluded.

The additional structural reinforcement efforts will eliminate future risks and ensure that the project is completed to the most exacting standards.

Despite the challenges, Waterfront Manila Hotel & Casino is on track to become a premier destination in Manila, aligning with the Waterfront group’s commitment to excellence and resilience.

With unwavering commitment, WMHC remains on the path towards our vision of transforming the property into a new structure befitting its history and importance in the Waterfront portfolio—a stunning and powerful landmark in Manila’s cultural heart.

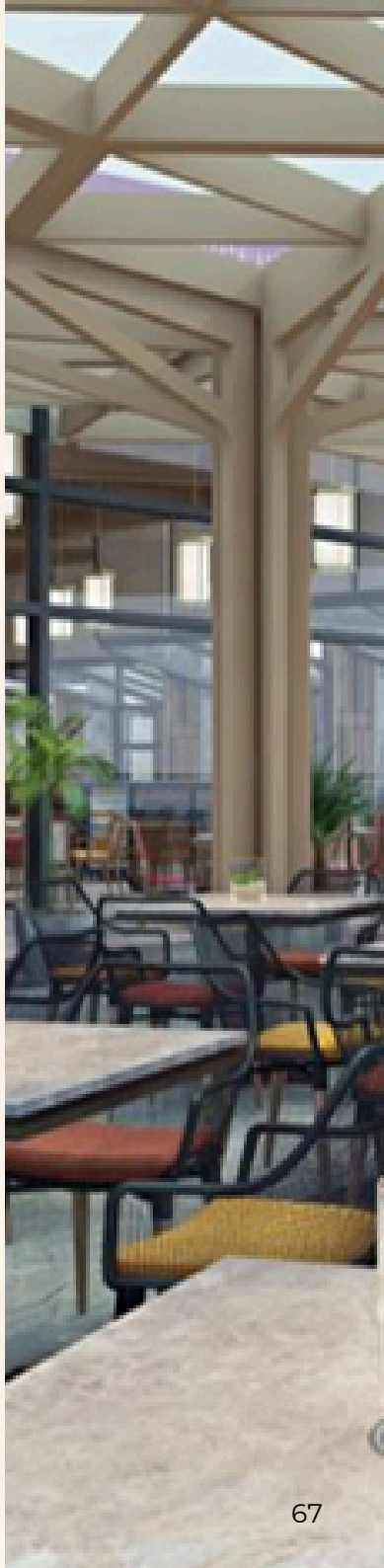
YEAR IN REVIEW: OUR BRANDS

Looking forward to the re-opening of the Waterfront Manila Hotel and Casino, we also highlight the asset base that underpins our continued growth and stability. Despite on-going construction and the absence of operational revenue, our assets remain a testament to our financial strength and strategic investments. In 2023, our total asset stood at PHP 2.92 billion.

The reimagined property sits on its prime location as a landmark ready to rise again and present its new offerings to the world. We envision it to be the most striking example of modern architecture in Manila's historic district. This vibrant, eclectic tourism hub is the perfect backdrop to complement its magnificent architectural presence when it reopens.

The reconstructed hotel will rise higher and create a brand new and unparalleled experience with all-new modern facilities and technology. Guests can expect much more from the hotel's new features, connectivity, systems, guest services, ambiance, business centers, recreational areas, F&B, and others.

Starting fresh, Waterfront Manila is slated to be the newest attraction for the group—both in architecture and guest experience—a dynamic showcase of our brand, representing the best of Waterfront's founding values.



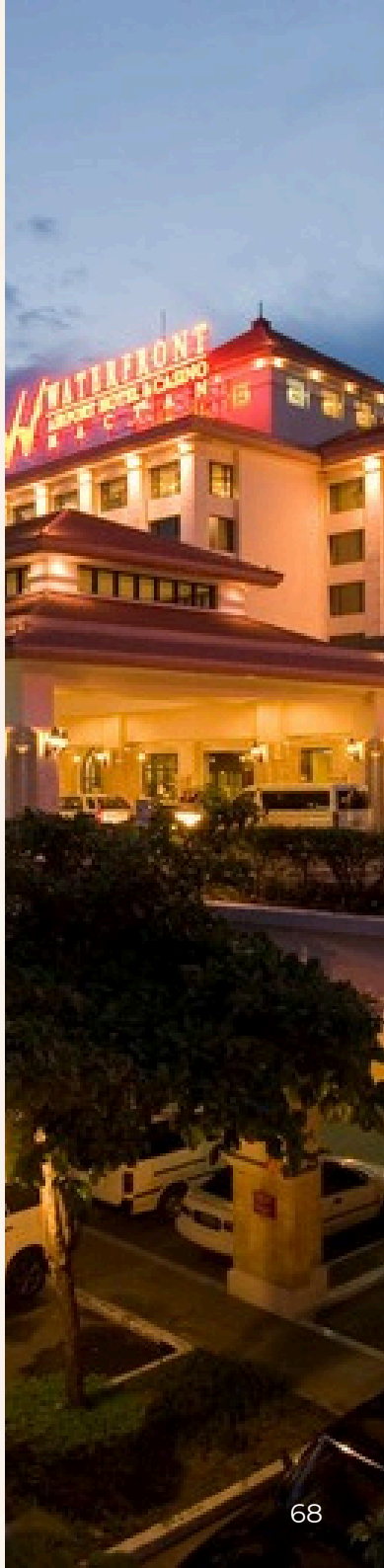
YEAR IN REVIEW: OUR BRANDS

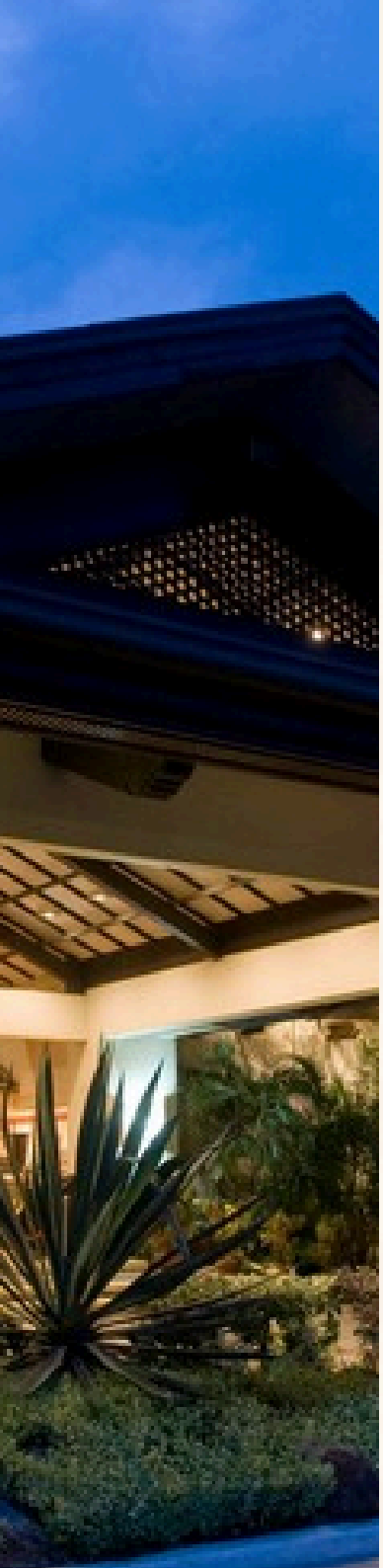
Waterfront Airport Hotel and Casino (WAHC). WAHC is one of the most strategically located hotel properties in the country. In proximity to the ultra-modern and beautifully designed Mactan Cebu International Airport (MCIA), the hotel is the perfect complement to this new travel hub, the prime international gateway to the Southern Philippines.

MCIA's massive improvements, expansion and modernization benefit the hotel with increased tourist traffic from all over the world. This influx undoubtedly requires the convenience of an airport hotel. The property also has the most number of rooms for a hotel in its class in the MCIA area, assuring its ability to cater to larger bookings.

WAHC has consistently performed well. Despite 2023 presenting continued challenges for the Philippines, the hotel has streamlined operations and accommodated new markets resulting in better revenues. Gross revenue for the year is PHP 362.50 million, an increase of 22.75% versus PHP 295.33 million in 2022. The property's GOP in 2023 is PHP 200.20 million, a growth of 43.88% over PHP 139.14 million the previous year. Net income in 2023 is PHP 107.41 million, a growth of 66.08% over 2022's PHP 64.67 million.

Rooms revenue in 2023 is PHP 96.87 million, an increase of 81.94% over PHP 53.24 million in 2022. Current F&B income is PHP 54.19 million, an improvement of 22.35% versus PHP 44.29 million in 2022. Rent and related income is PHP 197.30 million, a boost of 2.52% over 2022's PHP 192.45 million. Other income for the property in 2023 is PHP 14.14 million, growing by 164.52% compared to PHP 5.35 million the previous year.





The hotel's occupancy rate is 78%. ARR in 2023 is PHP 3,897—a growth of 55.26% versus PHP 2,510 in 2022. Revpar this year is PHP 3,055—an increase of 47.97% compared to PHP 2,065 the previous year.

Cost and expenses in 2023 amounted to PHP 162.30 million. Personnel costs at PHP 25.50 million, a reduction of 3.26% over the previous year's PHP 26.36 million. Energy costs in 2023 amounted to PHP 56.75 million, dropping by 2% versus PHP 57.90 million in 2022.

Waterfront Insular Hotel Davao (WIHD). WIHD is a classically elegant ocean-facing property with stunning views. Our pride in Southern Philippines, it is located in Davao City, an urban and business hub in the Mindanao region. This uniquely designed property displays the beauty of its natural environment, indulging guests with magnificent landscapes and exceptional sea views from their rooms. It is an oasis of relaxation with all the modern amenities of an urban stay.

The hotel has made continued progress in revenue and hotel operations. Gross revenue for WIHD in 2023 is PHP 250.09 million, a significant improvement of 14.76% versus the previous year's PHP 217.93 million. The property's net income for the year is PHP 4.91 million.

Rooms revenue in 2023 is PHP 97.77, a growth of 16.25% compared to PHP 84.10 million the previous year. F&B revenue in 2023 is PHP 143.49, improving by 13.80% compared to 2022's 126.09 million. Other income for the hotel is PHP 6.71 million in 2023. It grew by 12.35% versus PHP 5.97 million in 2022.

YEAR IN REVIEW: OUR BRANDS

Cost and expenses outside of depreciation and financing in 2023 added up to PHP 208.51 million. Energy costs are at PHP 26.51 million, a substantial reduction of 14.89% versus the previous year's costs of PHP 31.15 million. Personnel costs for the property in 2023 are at PHP 23.91 million.

The property's occupancy rate 75%, exceeding the rate in 2022 of 69% by 9.67%. ARR in 2023 is PHP 2,450, an improvement of 13.05% over PHP 2,167 in 2022. Revpar in 2023 is PHP 1,847, a growth of 23.99% over PHP 1,489 the previous year.













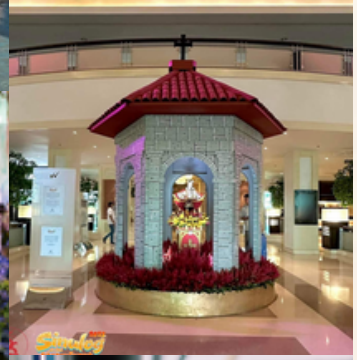


YEAR IN REVIEW:
MARKETING HIGHLIGHTS









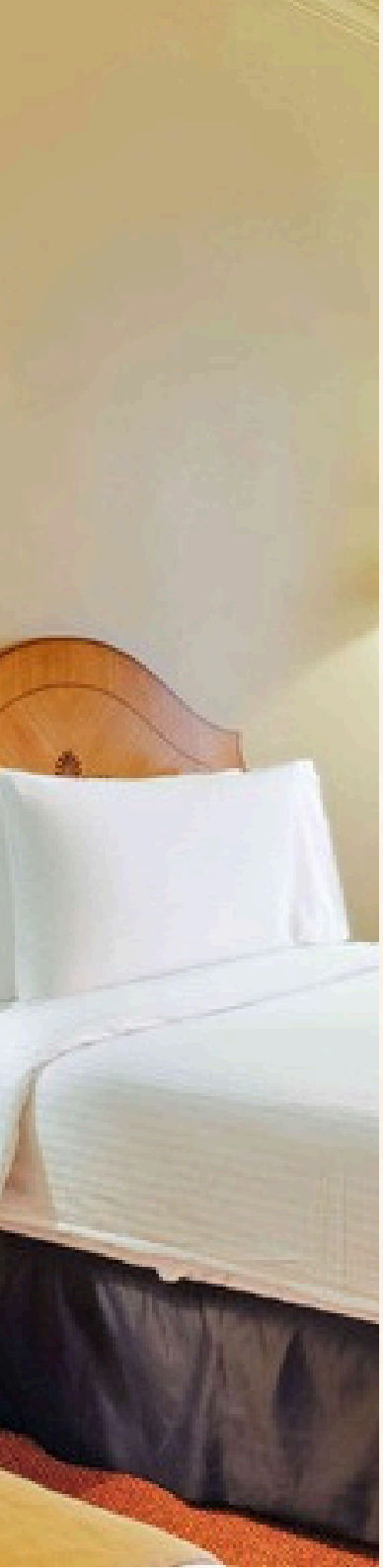


YEAR IN REVIEW: MARKETING HIGHLIGHTS

At the core of Waterfront's marketing strategy lies our powerful slogan: "We're at the center of it all." We aim to serve as the ultimate nexus for business, leisure, and entertainment. We are committed to delivering this message through innovative approaches, across various market segments, and via diverse media channels and touchpoints.

Our hotel chain strategically communicates that we are a one-stop destination for all guests and patrons. Each property has its unique way of conveying this message—tailored to its locality, market and audience. We come up with relevant events, promotions, and marketing programs that highlight the culture of each region. We also ensure that we join programs that are relevant to varied international clients, as our top markets span Asia, US, the Middle East and Europe through our online distribution partners.

The hotel's highly creative F&B promotions included Yee Sang set menus for the 2023 Chinese New Year Celebration, specialty ramen creations to cater to the demand for Japanese cuisine in tandem with Mizu restaurant, the Dine with Love series at the Waterfront featuring limited edition romantic menus for couples, exquisite variety of mooncakes for the Mooncake Festival, seafood-themed buffets, Filipino-themed buffets with a modern twist, an all-meat buffet for trendy carnivores, brand new captivating aperitifs and desserts, and new pan-Asian dishes. Additionally, the F&B department also innovated with coffee and dessert sets, happy hour promotions, and specially designed holiday takeaway products like Christmas pralines, Waterfront's unique Gingerbread House, a glazed fruitcake, Christmas cookies, and Christmas edition black forest and Triple Obsession cakes.



The savory menu included a rich and decadent Christmas buffet at Uno, a holiday bento set from Mizu, a limited edition slow-roasted Brazilian cube roll, a delicious pineapple-glazed ham leg and the hotel's very own version of baked salmon filet. All specialty desserts and meals were created to complement the hotel's fabulously elegant Silver Splendor theme for Holidays 2023.

WCCH is the largest convergence point of well-attended events in Cebu City. The hotel put up a vibrant celebration of Cebu's much-anticipated annual festival, the Sinulog, with its Sinulog at the Waterfront series. The exciting events included a Sinulog dance presentation by Waterfront, the Comedy Caravan, and the highly successful Morisette concert during Sinulog weekend. It was a grand way to get things started in January.

Waterfront was the exclusive venue for the Miss Cebu 2023 pageant, themed "Bridging Cebu to the World" and featuring the most beautiful candidates from all of Cebu's municipalities. Several other pageants or pageant-related activities held in the hotel were the Miss Universe Philippines Cebu press reveal, the Hiyas ng Pilipinas 2023 coronation, and the Mrs. Cebu Philippines 2023 coronation night. WCCH also upheld its annual tradition of grand Chinese New Year celebrations. The year 2023—the Year of the Rabbit on the Chinese calendar—was welcomed with a vibrant celebration with magnificent dragon and lion dances by Hok San Lion Dance Cebu, a Yee Sang ceremony organized by Tin Gow Restaurant, and a stunning pyromusical display by Dragon Fireworks.

The easter celebration of whimsical and imaginative 'Enchanted Easter' event was a hit with families, featuring games, snacks, giveaways, an exclusive play area, and various engaging activities. To celebrate Women's Day and Women's month in March, the hotel produced a video honoring the women on its team titled "Women of Waterfront: International Women's Month 2023". In the video, which was widely viewed on social media, Waterfront's women Peers expressed their personal take on the meaning of Women's Day.

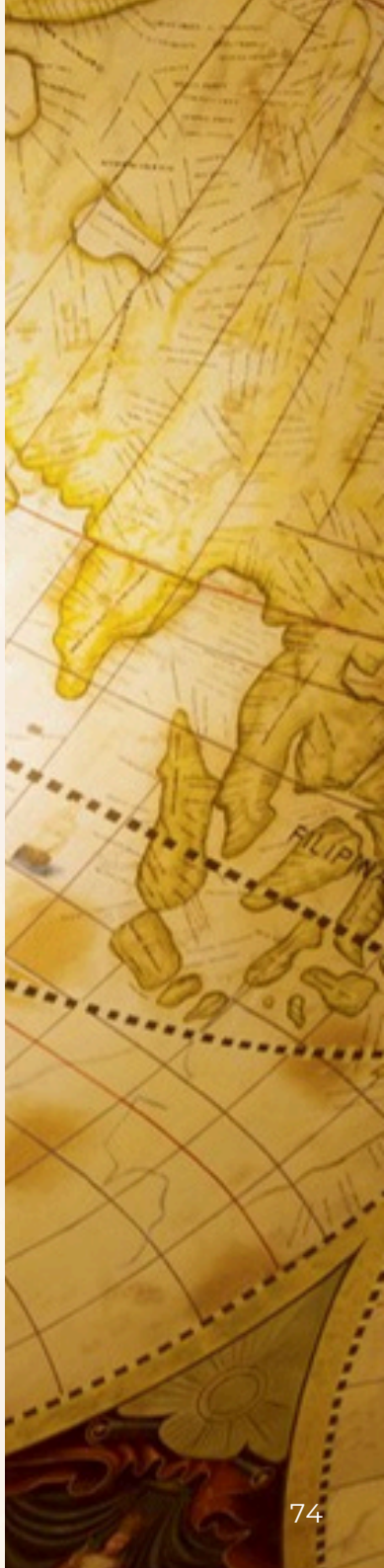
YEAR IN REVIEW: MARKETING HIGHLIGHTS

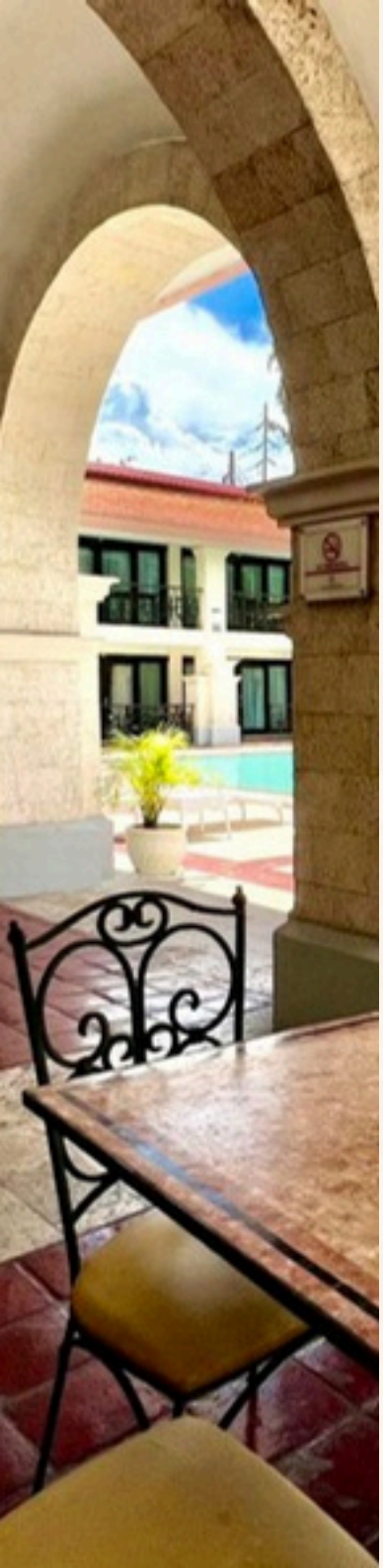
In 2023, Waterfront Cebu City Hotel & Casino once again solidified its status as a premier destination for events, concerts, and conventions, hosting a range of high-profile gatherings that showcased our versatility and commitment to excellence.

As the year marked Waterfront Cebu's 25th anniversary, a grand celebration honoring twenty-five (25) years of impeccable service and hospitality was held. The hotel conducted a press conference to announce a series of commemorative events from March to September of 2023, including a spectacular Philippine Terno Gala on March 10, the Cebu Wedding Expo Weddings at the Waterfront from September 22 to 24, and Waterfront's very own World Class Fashion Show featuring Filipino designers who have achieved international recognition.

The Cebu Wedding Expo Weddings at the Waterfront has become the ultimate go-to wedding convention, renowned for bringing together the city's top event organizers, premier suppliers, and an impressive array of exhibitors. As the leading platform for all things bridal, the expo offers couples and wedding planners an unparalleled experience, featuring the latest trends, innovative services, and expert insights to help craft the perfect celebration. With its comprehensive showcase and prestigious reputation, Weddings at the Waterfront continues to set the standard for exceptional wedding planning in Cebu.

The Philippine Terno Gala was a massive success. An evening of couture and glamor, it was dubbed by the media as a "visual spectacle". It showcased pieces from world-class designers Rajo Laurel, Mark Bumgarner, Philip Rodriguez, and Cary Santiago. It was well attended by Cebu society, the city's movers and shakers, and the press. *Voile*, a dinner and fashion show for a cause in cooperation with the Roman Catholic Archdiocese of Cebu, featured top Cebuano designers and their creations: Philip Rodriguez, Marichu Tan-Geson, Philipp Piezas Tampus, Edwin Ao, Protacio Empaces, Jun Escario, and Edwin Ao. Each designer was inspired by a particular religious rite or theme.





YEAR IN REVIEW: MARKETING HIGHLIGHTS

Notable events included the inaugural Waterfront to Waterfront Fun Run, the first fun run organized by Waterfront Cebu City Hotel & Casino.

The year's highlights also featured world-class entertainment, such as the Disney Princess concert and the World Dance Sport Festival, which dazzled guests with Latin and standard dance performances.

Waterfront Cebu City Hotel & Casino also became the venue of choice for international concerts, featuring acts like A1, FreenBecky, Boyce Avenue, Lauv, and Honne, while also spotlighting top local artists like Moira, Ice, The Juan's, and Kuh Ledesma.

The hotel further strengthened its position as a key player in the MICE industry, hosting prestigious conventions such as the World Food Expo, Catholic Educational Association of the Philippines (CEAP), Liga ng mga Baranggay March series, Philippine League of Government and Private Midwives, CMEAP, Philippine Sugar Technology Association (PHILSUTECH), Bakery World 2023, Philippine Management Association of the Philippines (PMAP), and Philippine Construction Visayas (PHILCONSTRUCT), which is the country's leading construction expo, reaffirming our role as the heart of Cebu's business and entertainment scene.

Waterfront Airport Hotel and Casino (WAHC) keeps its dynamism going by introducing exciting promotions and events around the year that attract customer interest and generate substantial revenue. The hotel successfully kicked off January with its Sinulog Festival Buffet, celebrating Cebu's biggest province-wide festival, Sinulog, with buffet offerings for breakfast, lunch, and dinner with sumptuous Filipino fare. The promotion generated a total of 110 covers with a revenue of PHP 115,860.

YEAR IN REVIEW: MARKETING HIGHLIGHTS

WAHC's February promotions included "Perfect Pair", a Valentine's day dinner special five-course menu with live entertainment, a special gift, and a spa discount. The promotion generated a total of 128 covers and a revenue of PHP 147,174.60.

The hotel's poolside area became the perfect venue for WAHC's Poolside Cookout dining promo, featuring barbecue, cocktails and live performances. The promotion generated a revenue of PHP 131,280. Uno Restaurant introduced a creative menu called "Incredibowls" from March to April of 2023, generating PHP 244,440.96 in income.

Uno's Sunkissed Summer offered a delicious Merienda Cena menu, which ran from April to August 2023 and generated a revenue of 426,024. During the summer promotion, WAHC invited Cebu's top media and online personalities to try out its menu, resulting in considerable publicity in local publications and social media. This promotion also earned the distinction of Sunstar's Best of Cebu 2023.

The Kadaugan Food Festival special setting and promotion featured a colorful outdoor jeepney booth setup showcasing local cuisine and novelty items. Lauded by Mactan's LGU, Waterfront won best booth design. The creative marketing installation sold a total of 2,012 items and generated a revenue of PHP 413,425 over 10 days.

Family-oriented events like Mother's Day, Father's Day, and Easter were celebrated with themed promotions designed to capture market sentiment, promote strong bonds, and reward family members on their special day. The hotel's Easter event at the Verandah delighted parents and children with games and prizes, which included gifts from local sponsors providing access to adventure experiences like Anjo World, Snow World, and Cebu Safari.





YEAR IN REVIEW: MARKETING HIGHLIGHTS

WAHC's Turo-Turo Filipino Barbecue Feast was highly successful, generating PHP 869,887. Uno's innovative breakfast buffet voucher promotion from June to December of 2023 generated PHP 802,100 in total revenue. The hotel's Feast of the Legends themed culinary promotion for National Heroes' Day attracted 467 guests with a revenue of PHP 552,066. Creative F&B promos like Sari-Sari Donuts, Sari-Sari Empanada, and ensaymada served in 9 flavors were a hit with diners and guests, generating significant revenue. These creative snack promotions demonstrated the appeal of offering novel products to capture consumers' imagination.

Other promotions include the 'Mangaon Ta' and Halloween Fiesta de Familia promotions which drew guests with their unique and engaging offerings.

The hotel became a premier venue of both corporate and social events, with a diverse lineup of activities, meetings, and conferences. The hotel played host to significant gatherings such as the Proquest Publishing Inc. Visayas Shipping Conference, the Tamiya Philippines Inc. Building Inauguration Ceremony, and the MEZFAMEA (Mactan Economic Zone - Facilities, Maintenance, Environment Association) General Membership Meeting, strengthening its position as a key player in the Mactan economic and business community.

The year also saw vibrant celebrations, from the San Roque Colleg JS Prom and Sto. Nino Mactan College Commencement Exercises to the Grace Community Base Empowerment's Mass Wedding Crusade.

YEAR IN REVIEW: MARKETING HIGHLIGHTS

The Lapu-Lapu Tourism Night 2023 was a special event for Waterfront. As a highlight of the pageant, WAHC's housekeeping team had the chance to showcase their skills in crafting ingenious handmade costumes using local recycled materials like fisherman's nets, flour sacks, rice sacks, bottle caps and old plastic labels. The costumes were worn by the pageant contestants to signify their sustainability advocacy.

For 2023's Christmas Tree Lighting ceremony, WAHC came up with a "Bayanihan Tree", highlighting its commitment to community service, hospitality, and social awareness. Proceeds from the event were used to provide solar lams to the residents of Caohagan Island.

WAHC wrapped up the year with a rich and sumptuous Yuletide Feast at Uno. The Christmas lunch and dinner buffets complemented the holiday experience for hotel guests while the hotels' annual New Year's Eve Party featuring an exhilarating foam party was a blast, creating a celebratory atmosphere to culminate 2023.

Waterfront Insular Hotel Davao (WIHD) Our pride in the Philippine South, the hotel continues to launch creative products and packages to stimulate the market and boost F&B outlets to improve sales.

In 2023, Waterfront Insular Hotel Davao (WIHD) excelled in its marketing initiatives, solidifying its reputation as a premier destination in Davao. The year was marked by a series of meticulously crafted events that blended entertainment, inclusivity, culture, and innovation, attracting a diverse array of guests and reinforcing the hotel's standing in the hospitality industry.

The reopening of Vinta Bar set the tone for the year, with an event that highlighted the bar's culturally-themed design and unique offerings, generating widespread interest and media coverage. The return of "Cocktails & Conversations" brought together Davao's top event partners, showcasing the hotel's commitment to supporting the local events industry.



YEAR IN REVIEW: MARKETING HIGHLIGHTS

Cultural celebrations like Chinese New Year and Valentine's Day further enhanced WIHD's appeal. The Chinese New Year event immersed guests in vibrant traditions, while Valentine's Day offered bespoke romantic experiences, including a candlelit dinner under the stars.

WIHD's creativity shone through with its Romantic Movie Night, providing a unique outdoor cinematic experience. The MICECON 2023 Welcome Dinner, held in collaboration with the Department of Tourism, showcased the rich culinary heritage of Mindanao, further elevating WIHD's status as a leader in hosting prestigious events.

The Hotels' Easter Carnival Eggstravaganza brought families together for a magical day of egg hunting adventures, creating cherished moments of fun and excitement. Mother's Day was celebrated with a feast fit for queens, treating mothers to a special dining experience.

The year also marked the 4th edition of Beautiful Beginnings 2023, a wedding convention that paid tribute to the coloful culture of Mindanao through the Mindanaoan Feast of Colors, followed by the Insulares, a spectacular event headlined by renowned designer Renee Salud. The Kadayawan media hosting event further highlighted the rich flaors of Davao with a curated selection of Davaoeno inspired dishes and delicacies.

In addition to its dynamic marketing activities throughout 2023, Waterfront Insular Hotel Davao (WIHD) wrapped up the year with the festive spirit with its annual Christmas Tree Lighting Ceremony. Held on November 10, the event, themed "Creating Sweet Christmas Magic: Santa's Workshop at the Waterfront," transformed the hotel into a magical wonderland, delighting both children and adults alike.





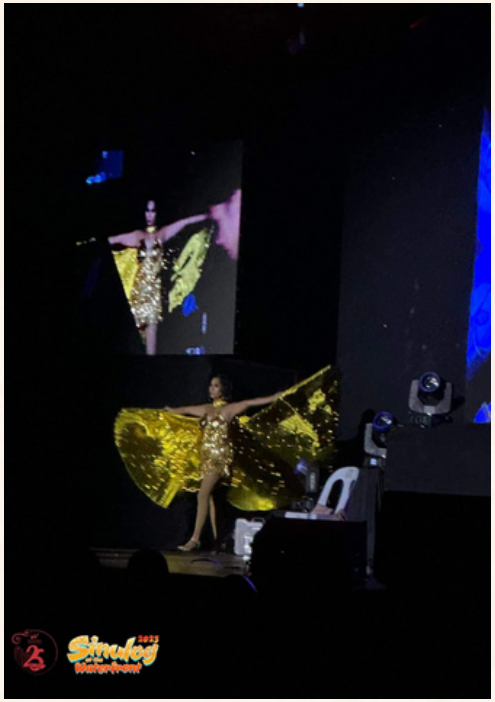


The ceremony featured a vibrant display of lights and decorations that evoked the enchanting atmosphere of Santa's workshop, complete with a beautifully adorned Christmas tree and whimsical holiday scenes. The event was thoughtfully designed to resonate with families, offering a joyful and immersive experience for kids and those young at heart.

The magic of the evening was further enhanced by the hotel's partnership with House of Hope, Inc., a local organization dedicated to supporting children with cancer. By choosing House of Hope as its holiday beneficiary, WIHD underscored its commitment to giving back to the community, making the celebration not only a festive occasion but also a meaningful one. This event added a heartwarming touch to WIHD's 2023 marketing highlights, reinforcing the hotel's role as a hub for memorable experiences and community engagement during the holiday season.

To close the year, the Holiday Market Bazaar offered a delightful shopping experience, making Waterfront Insular Hteol Davao a must-visit destination for both local and tourists throughout 2023.

WIHD's 2023 marketing activities are a testament to its ability to create unforgettable experiences, blending tradition with innovation to captivate both local and international audiences.







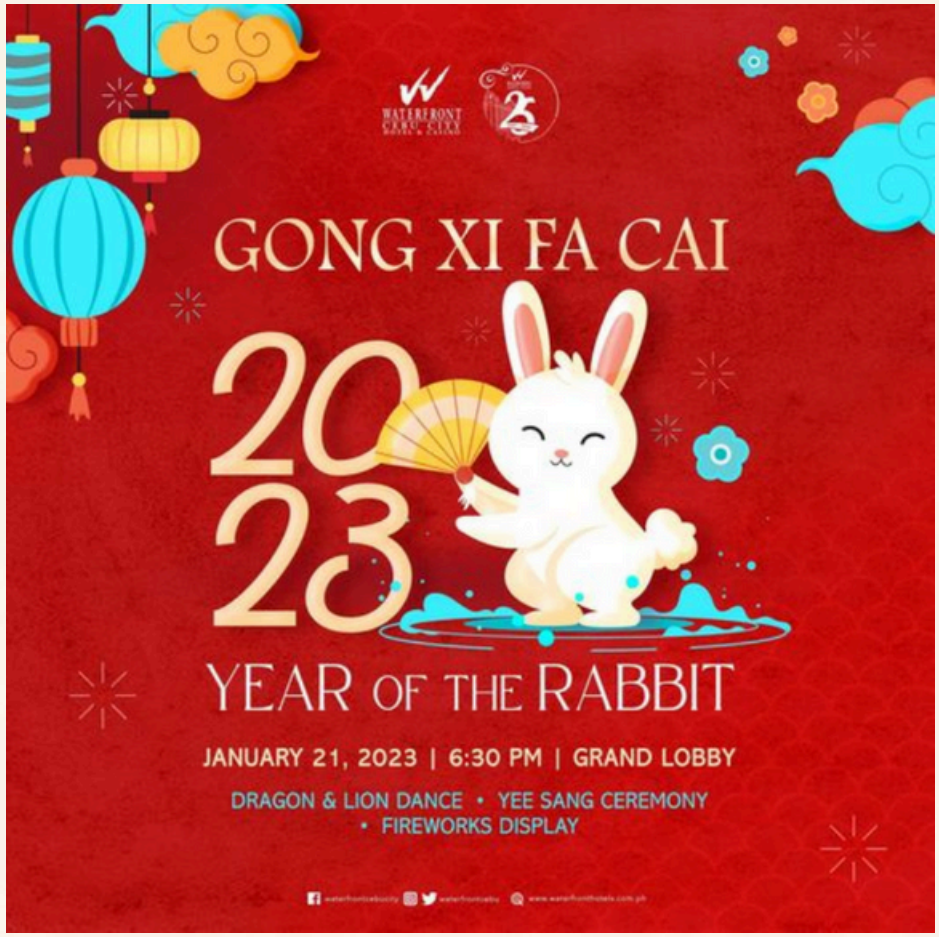


Sinulog at Waterfront 3-day celebration:

January 13-15, 2023 - Sinulog dance by Waterfront Peers
January 13, 2023 - Comedy Caravan in Sinulog
January 14, 2023 - Morisette in Sinulog







Chinese New Year Opening:

January 21, 2023
Dragon & Lion Dance by Hok San Lion Dance Cebu Yee Sang ceremony by Tin Gow restaurant
Pyromusical display by Dragon Fireworks





Miss Cebu 2023 Coronation Night

January 11, 2023





Boyce Avenue Concert with Adie and Nobita

February 12, 2023



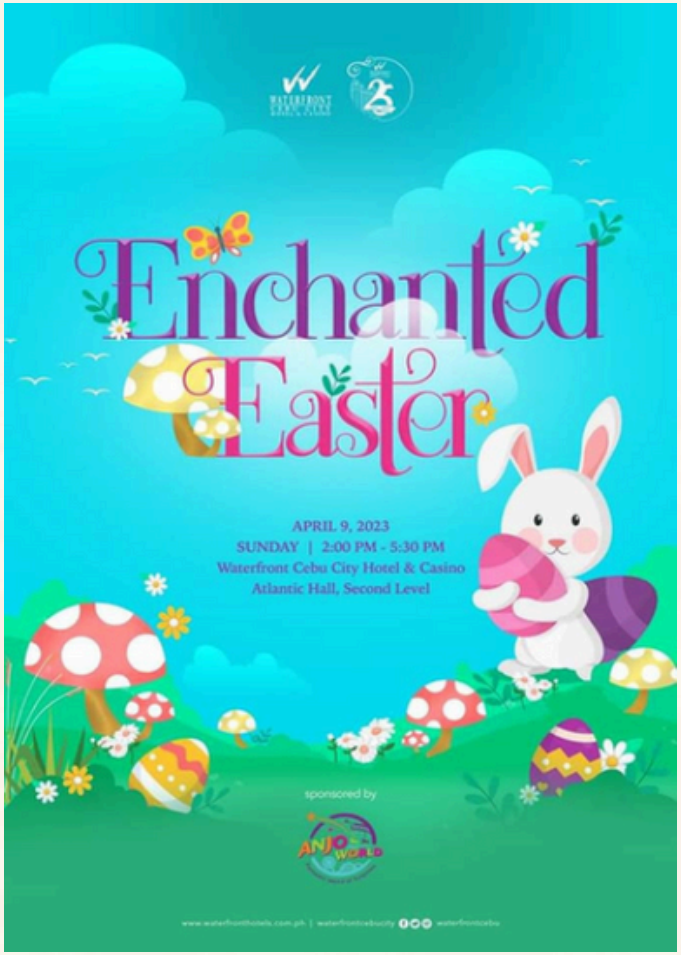






Philippine Terno Gala
March 10, 2023

An evening of local couture and glamor.
Pieces from world class designers Rajo Laurel, Mark Bumgarner, Philip Rodriguez, and Cary Santiago were showcased on the runway.







Easter Sunday with the theme: Enchanted Easter
April 9, 2023

The celebration featured games, snacks, giveaways, a play area, and different activities.





SunStar lifestyle

8

EDITOR:
Luis A. Quibranza III
DESIGNER:
Dexter Duran
live@sunstar.com.ph
#SunStarLIVE

Homegrown jewelry brand kickstarts 15th-year festivities

JEWEL ANNE M. TABIOLO / Writer

The monotony of life can leave many of us uninspired and jaded. Luckily for Cebuanos, Diagold's new store at Waterfront Cebu City Hotel and Casino is here to add extra sparkle and shine to our days. As Diagold is kickstarting its 15th anniversary celebration with this grand opening, the much-loved jewelry brand also plans to spark a series of events that are reflective of what they are: beautiful and brilliant.

The grand opening of Diagold was graced by the presence of Binibining Pilipinas International 2022 Nicole Borromeo who adorned herself with exclusive Diagold bespoke jewelry pieces. The ribbon-cutting was also headed by Nora Muntuerto, Elizabeth Go, Diagold chief operating officer Jennifer Ty, founder of Diagold's mother company Lucita Ty, Mariquita Salimbangon Yeung and Nicole Borromeo.

Surprises

A much-awaited surprise is set to unfold in May as Diagold is set to introduce its newest brand ambassador. She is a well-known persona with a vibrant and polished manner and is fondly called everyone's favorite "tita." She will charmingly and confidently present Diagold's most recent collection.

Aside from that, Diagold's 15th anniversary collection will debut during the media launch alongside its new brand ambassador. The collection will feature a variety of sought-after gemstones and designs, including velvety hues of blue sapphires that represent luck and nobility, fiery rubies that are known as the queen of gemstones, vibrant emeralds that symbolize nature, and, of course, sparkling diamonds that are every woman's best friend.

DIA GOLD

CEREMONY. The ribbon-cutting was headed by Nora Muntuerto, Elizabeth Go, Diagold chief operating officer Jennifer Ty, founder of Diagold's mother company Lucita Ty, Mariquita Salimbangon Yeung and Nicole Borromeo.

SHOWCASE. A dazzling display of Diagold's pieces that include earrings, necklaces, pendants, bracelets, rings and wedding rings.

Events

Another significant celebration will take place later this year. A night of creativity and beauty awaits, as art, fashion and glamor come together in a dazzling display during the culmination of the Philippine's renowned fashion designers soon. Luxury pieces will be worn by the country's top models and homegrown Cebuana beauty queens showcasing Diagold's anniversary collection.

Despite being young in the industry, Diagold has earned a reputation for its collection of premier and high-quality diamonds. With its stronghold in the VisMin region, Diagold will bring its signature much-loved diamonds and gemstone pieces once again to the City of Smiles as it opens its doors in SM City Bacolod. This will be the second store for the brand in the city.

In January 2008, Diagold was introduced to the Cebuano market under the plush confines of SM Northwing Cebu. Diagold is known for its latest trends and exquisite, unique designs of diamond jewelry products from earrings, necklaces, pendants, bracelets, rings and wedding rings.

Diagold Store Opening
April 20, 2023



Moira Live in Cebu
May 1, 2023





Honne May 2023 Asia Tour - Cebu
May 14, 2023





PHILCONSTRUCT Visayas 2023: The country's leading construction expo

June 22-24, 2023







Diagold at 15 Years
June 22-24, 2023

Jewelry celebrated their fifteen years by showcasing their finest pieces through a runway show.

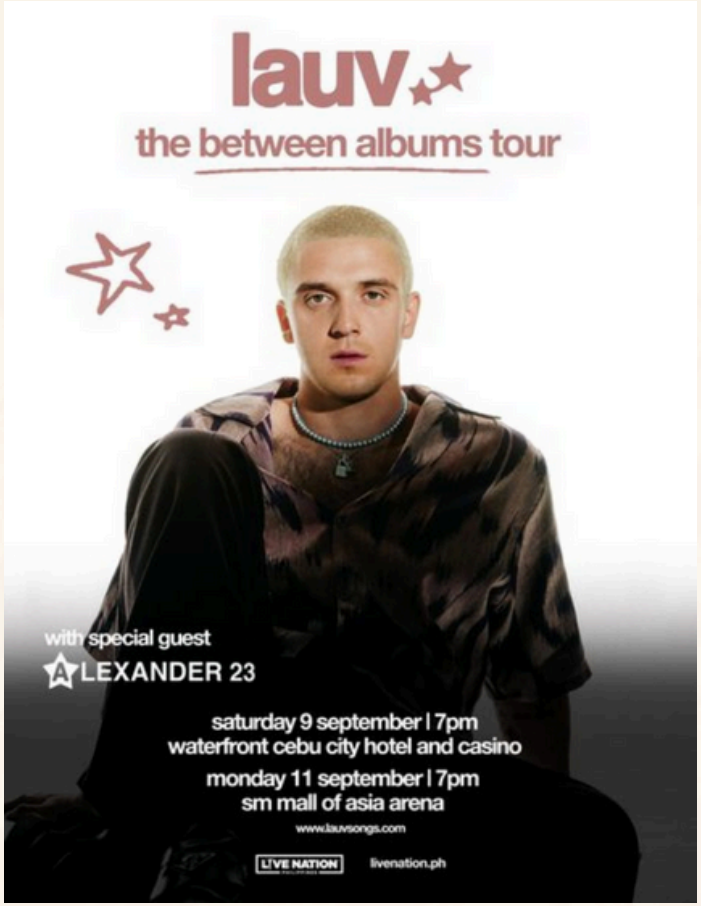


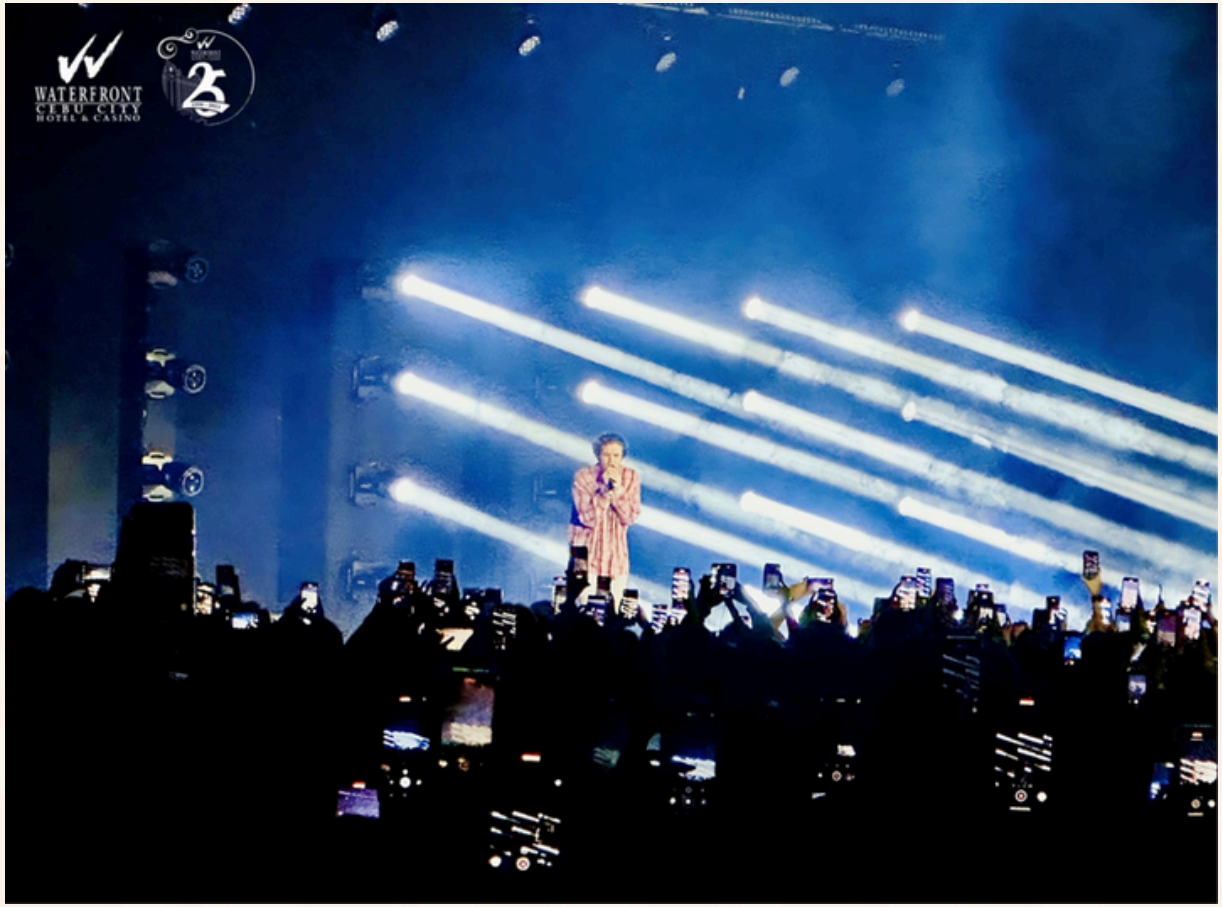




The Philippine Sugar Technologists Association, Inc. (PHILSUTECH) 69th Annual National Convention

August 22, 2023





Lauv: The Between Albums Tour - Cebu
September 9, 2023





World DanceSport Federation
September 30, 2023

The event featured a captivating competition highlighting Latin and Standard dance masterpieces, including the waltz, tango, and a diverse array of other styles.







7th Wedding Expo
October 21 to 23, 2023

An event graced by the presence of the city's foremost event organizers, renowned suppliers, and a multitude of exhibitors.









A1 25 Years Concert & Press Conference
October 10 & 13, 2023

An event graced by the presence of the city's foremost event organizers, renowned suppliers, and a multitude of exhibitors.





CEAP (Catholic Educational Association of the Philippines)
National Convention 2023
October 17 & 20, 2023





Waterfront to Waterfront Run Grand Inauguration
December 20, 2023

The Waterfront to Waterfront Run 2024 marked its grand inauguration.


LIVE IN CEBU!
ICE SEGUERRA
BECOMING
ICE
18 FEB
WATERFRONT CEBU CITY
THE 25TH ANNIVERSARY CONCERT
KATINKO


DINNER CONCERT FOR A CAUSE
Amore
A Night of Music and Compassion
Kuh Ledesma
Pop Diva
Jonathan Badon
Popera Artist
SM TICKETS
VIP: Php 4,000
GA: Php 1,000
Token Lizares
Charity Diva
Angel Mistress
Asia's Got Talent Semi-Finalist
March 25, 2023 | 6pm
Atlantic Hall
Waterfront Cebu City Hotel & Casino


FREENBECKY
FABULOUS
Fab Boom in Cebu
WATERFRONT CEBU CITY HOTEL & CASINO
04.21.2023(FRI) 6PM
12,000 / 10,250 / 7,500 / 3,500 PHP


the juans live in
CEBU
RESCHEDULED TO:
JULY 8, 2023
ALL TICKETS WILL BE HONORED ON THIS NEW DATE.


ARCHDIOCESE of CEBU
spaces stories
Voile
DINNER & FASHION SHOW FOR A CAUSE
FOR THE BENEFIT OF THE FIRE VICTIMS OF CEBU CITY AND FOR OTHER CHARITABLE ACTIVITIES OF FLTF CEBU.
JULY 12, 2023 | 6:00 PM
WATERFRONT HOTEL & CASINO CEBU
Join us as we unveil appropriate church dressing in a night of virtue and style.
Beneficiary
FIVE LOAVES & TWO FISH CEBU


Disney
PRINCESS
THE CONCERT
EXPERIENCE YOUR FAVORITE DISNEY PRINCESS SONGS
PERFORMED LIVE BY BROADWAY STARS
CEBU
NOVEMBER 22, 8PM
WATERFRONT HOTEL CEBU CITY
wilbros
THIS PRODUCTION FEATURES BROADWAY PERFORMERS APPEARING AS THEMSELVES. COSTUMED DISNEY CHARACTERS DO NOT APPEAR AT THIS EVENT.


KNOW YOUR BODY. RUN SAFELY.
Rotary Club of Cebu
RUN FOR GIFT OF LIFE
THE FIGHT TO SAVE LIVES IS NOT JUST A CALL FOR THE FEW BUT A CALL FOR ALL!
SUNDAY | MAY 7, 2023 | WATERFRONT CEBU CITY HOTEL & CASINO


WORLD FOOD EXPO
17th Year of Service to the Growing Food & Beverage Industry in Visayas
WOFEX
Visayas
APR. 20-22 2023
Salinas Drive, Lahug Cebu City
10:00AM -7:00PM
REGISTER NOW!


Silver Splendor
A MAGICAL WATERFRONT CHRISTMAS
NOVEMBER 7, 2023 • TUESDAY
6PM AT THE GRAND LOBBY


A CASINO ROYALE NIGHT AT
STUDIO 25
NEW YEAR'S EVE
COUNTDOWN PARTY 2024
DECEMBER 31, 2023 • SUNDAY • 9PM • GRAND LOBBY
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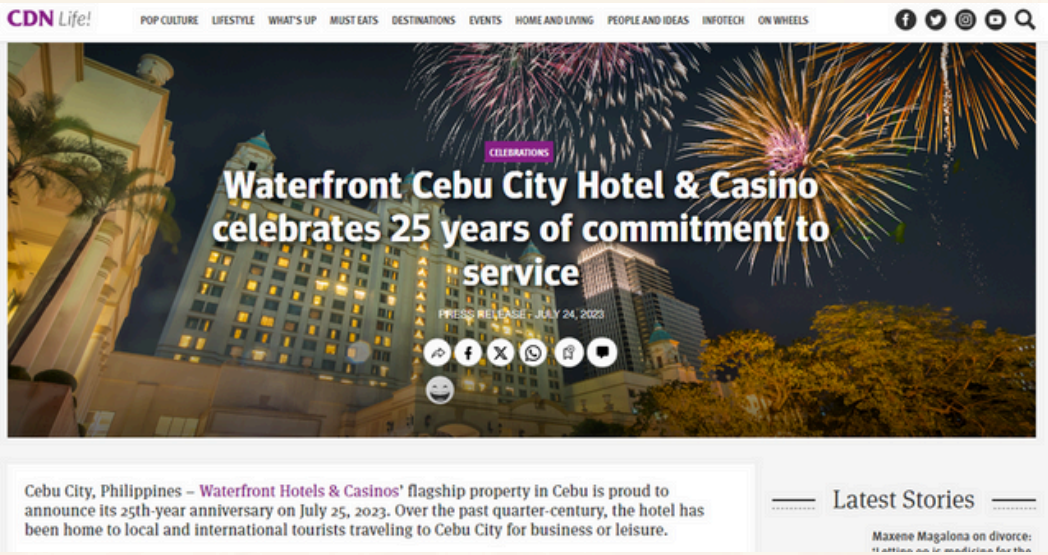

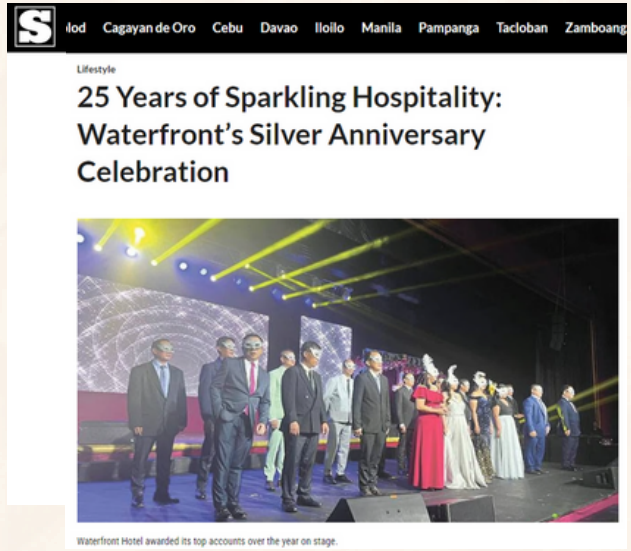





Waterfront Cebu Celebrates 25 Years



he Freeman 104
In every aspect of life... Cebu is great!
A Member of the Philippine STAR Media Group
104 YEARS OF FAIR AND FEARLESS JOURNALISM.

LWUA CLARIFIES:

Rama can't expel Daluz

Mitchelle L. Paloubsanon, Iris Hazel Mascardo
Staff Members

A week after Cebu City Mayor Michael Rama appointed the replacements of Atty. Jose Daluz III, Miguelito Pato, and Jodelyn Seno at the Metropolitan Cebu Water District Board of Directors, MCWD-BOD), the Local Water Utilities Administration (LWUA) said the mayor actually has no power to do so.

In an Oct. 17, 2023 letter, whose copy City Hall received the other day, Atty. Vicente Homer Revil, LWUA administrator, and Atty. Roberto San Andres, LWUA legal department manager, said that local executives have no authority to remove the chairperson and members of the BOD of a water district.

Continued on NEWS, Page 2

Comelec to 'recompute' Cogon Ramos poll result

Iris Hazel Mascardo, Staff Member

The Commission on Elections (Comelec) will conduct a recomputation of the statement of votes in Barangay Cogon Ramos, Cebu City to establish with certainty the victory of one candidate.

This was after May Sadaya, an incumbent barangay councilor, was not included in the official list of winners, despite having already taken her oath of office before Mayor Michael Rama last Oct. 31.

Atty. Marchel Sarno Cebu City north district election officer, said the recomputation would happen as soon as possible to settle the matter once and for all.

He said the process of proclamation is based on the list of the "certificate of canvass and proclamations" and not the statement of votes.

Asked what could have happened as to why Sadaya was able to take her oath of office, Sarno said it could have been due to "misinterpretation."

Continued on NEWS, Page 3

Cebu 2024 finalists pose during the ceremonial lighting of giant Christmas trees at Waterfront Cebu City Hotel and Casino



CDN Life!
POP CULTURE LIFESTYLE WHAT'S UP MUST EATS DESTINATIONS EVENTS HOME AND LIVING PEOPLE AND IDEAS INFOTECH ON WHEELS

CELEBRATIONS

Waterfront Cebu City Hotel & Casino rolls the carpet for a Silver Splendor Christmas!

PRESS RELEASE - NOVEMBER 10, 2023

The most magical time of the year is upon us, and Waterfront Cebu City Hotel & Casino is celebrating its 25th anniversary with a spectacular event, a Silver Splendor Christmas! This holiday season, brace yourself for an enchanting experience as the hotel unveils its extraordinary Christmas trees, soaring to impressive heights of 28ft, 20ft, and 15ft, adorned with a dazzling palette of silver, white, and teal.

Latest Stories

Mining firms prioritizes environmental protection and community empowerment

Maxene Magalona on divorce:



S
Bacolod Cagayan de Oro Cebu Davao Iloilo Manila Pampanga Tacloban Zamboang

Waterfront Cebu City Hotel & Casino ushers in the holiday season with a 'Silver Splendor' Christmas

Waterfront Cebu City Hotel & Casino ushered in the holiday season with a "Silver Splendor" theme, representing its 25 fruitful years in the hospitality industry.

Christmas Tree Lighting

ROOM PROMOTIONS WATERFRONT CEBU CITY HOTEL & CASINO





































ROOM PROMOTIONS WATERFRONT CEBU CITY HOTEL & CASINO




















Yee Sang
SET MENUS
Nian Gao
Nian Gao
RAMEN
CREATIONS
RICE
BOWLS
Dine with
Love
Waterfront
Aperitif
Cheese Tart
Burnt Basque
CHEESECAKE
Brownie
CHEESECAKE
New York
CHEESECAKE
Teriyaki Don
Steamed Fish
Chinese Beef

F&B PROMOTIONS WATERFRONT CEBU CITY HOTEL & CASINO




KAHLUA ESPRESSO SUPREME
WATERFRONT MOONCAKE Festival
Almond Moon Cake
Snow Skin Mooncake
4+1 Promo for 2023 Graduates
LUNCH BUFFET FLASH SALE Php 888/pax
Pasta Amore
WORLD TRAVEL FAIR
Seafood BUFFET
Hambagu
Cheesecake and Coffee
UBE YEMA CAKE
UNO DINNER BUFFET
BAKE SALE 50% OFF
MANGO BLUEBERRY DELIGHT
Cantonese Young Tofu in Black Bean sauce
ALL MEAT BUFFET
Beignet & Coffee
Deep-fried Prawns in Salted Egg
3+1 ALL MEAT BUFFET
Thanksgiving DINNER BUFFET
Happy Hour
SUSHI MIX
Gingerbread House
Chrisamas Pralines
Black Forest Cake
UNO Chrisamas Buffet



LIGA NG MGA BARANGAY SA PILIPINAS – MARCH 2023 SERIES

No. Of pax: 3,200

ROOM REVENUE: PHP5.6M

BANQUET: PHP12.4M



PHILIPPINE LEAGUE OF GOVERNMENT AND PRIVATE MIDWIVES INC.
APRIL 26-28, 2023
REVENUE: PHP2,600.00.00



CMEAP NATIONAL CONVENTION
MARCH 2023
PHP2,500,000.00



WORLD FOOD EXPO 2023

Banquet revenue of 1,200,000.00



PHILSUTECH ANNUAL NATIONAL CONVENTION 2023

ROOM REV: PHP1,434,000.00

BANQUET: PHP4,000,000.00



BAKERY WORLD 2023
Revenue of 1,400,000.00



PMAP 2023 - PEOPLE MANAGEMENT ASSOCIATION OF THE PHILIPPINES
BANQUET: PHP450,000.00



Kadaugan Food Festival
April 18 - 27, 2023

Over a period of 10 days, we sold 2,012 items, resulting in revenue of PHP 413,425. We also won the Best Booth Design award, along with a cash prize of PHP 10,000. Media Guests were also invited for the Merienda Cena launch and Kadaugan Food Festival booth.



Hoppy Easter
April 8, 2023

There were 40 participants in the Easter event with a revenue of PHP 51,207.
Anjo World, Snow World, and Cebu Safari provided passes that were used as prizes for games and raffle.



Halloween: Fiesta De Familia
October 28, 2023

Venue is at the Haunted Hall (Korean Town). A total of 99 covers with a revenue of PHP 66,212.
Ocean Park, Anjo World, Snow World, and Island Central Mactan gave passes that we used as prizes for games and raffle. Oishi also gave 150 products for loot bags.





Mangaon Ta!
September 8 - 10, 2023

A total of PHP 90,020 revenue was earned. We won the Best Booth Design award, but it was not officially declared on social media. The LGU has yet to give us the prize money of PHP 20,000.



CEBU

All you need to know.

SunStar

sunstar.com.ph/cebu

WATERFRONT AIRPORT HOTEL AND CASINO LIGHTS UP THE BAYANIHAN TREE

Waterfront Airport Hotel and Casino's "Festival of Lights" is an enchanting celebration that signifies the beginning of a season filled with joy and togetherness.

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A FESTIVAL OF LIGHTS AT WATERFRONT AIRPORT HOTEL AND



The Freeman 104

THURSDAY
November 9, 2023
Vol. 59 • No. 115
P8 | 20 pages

A Member of the Philippine STAR Media Group

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Some Korean titles on Netflix this Nov

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Officials and guests celebrate as Waterfront Airport Hotel and Casino Mactan holds a ceremonial lighting of a giant Christmas Tree last night. In photo are Bureau of Fire Protection-7 Supt. Tito Purgatorio, Tourism Commissioner Queenie Amman, Basak, Lapu-Lapu City Barangay Captain Jasmine "Daday" Chan, Waterfront Airport Hotel and Casino Operations Manager Rex Yap and Enrique San Juan of Seed4Com.
JOY TORRE JOS

Continued on NEWS, Page 2

The freeman (verified) @TheFreemanNews www.philstar.com

Continued on NEWS, Page 2

Christmas Tree Lighting 2023
Festival of Lights

The Bayanihan tree lighting was led by Rex Yap, Barangay Captain Jasmine Chan, Queenie Amman, BFP 7 Superintendent Tito Purgatorio, and Seed4Com Enrique San Juan.



New Year's Eve Foam Party
December 31, 2023

The dinner only generated a revenue of PHP 79,872.The Dinner & Party package brought in a revenue of PHP 14,440. The party only had a revenue of PHP 13,504.



Sinulog Festival Buffet
January 13 - 15, 2023

A total of 110 covers with a revenue of PHP 115,860.



Poolside Cookout
March 2023

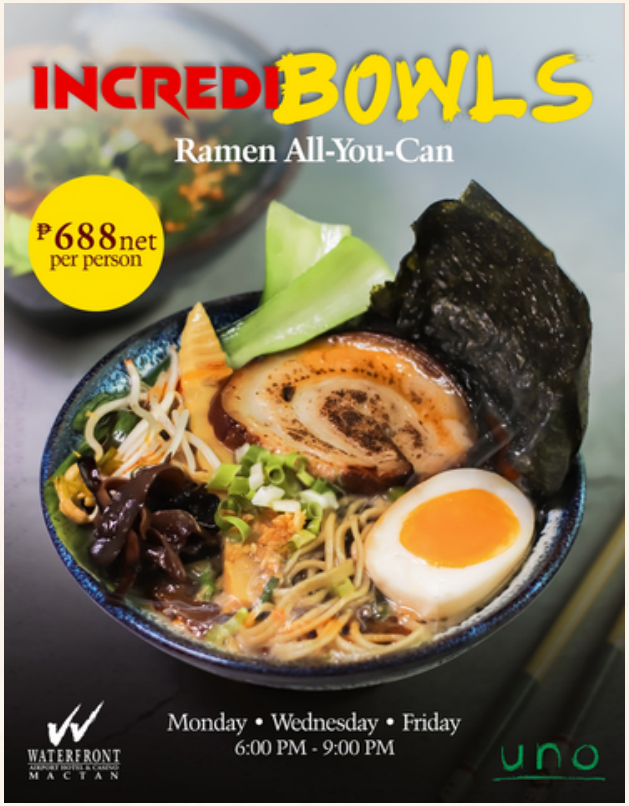
Revenue of PHP 131,280





Valentine's Day
February 14, 2023

A total of 128 covers with a revenue of PHP 147,174.60



IncrediBowls
March to April 2023

Revenue of PHP 244,44.96



Merienda Cena
April to August 2023

Revenue of PHP 426,024



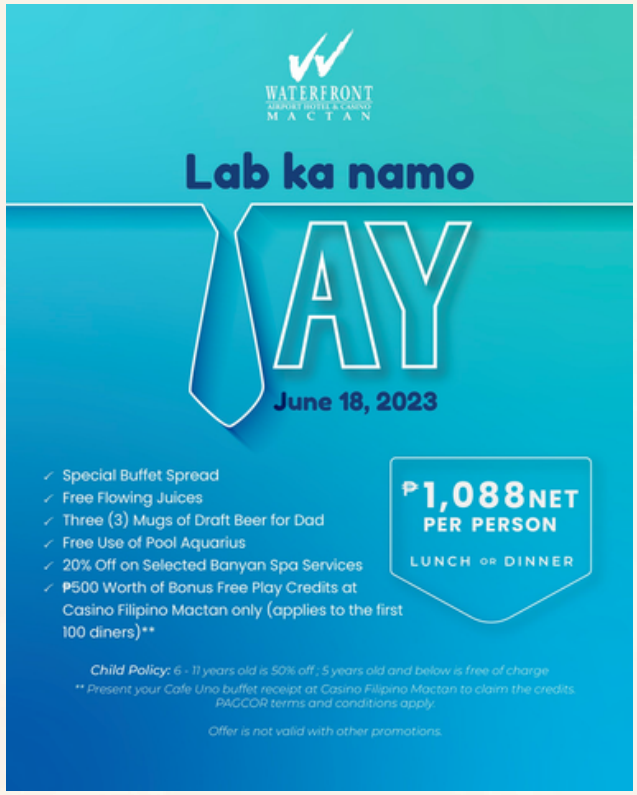
Turo-Turo
April to July 2023

Revenue of PHP 869,887



Mother's Day: Para Kay Nanay
May 14, 2023

A total of 74 guests with a revenue of PHP 69,426.45



Father's Day: Lab KaNamo 'Tay
June 18, 2023

A total of 38 guests with a revenue of PHP 41,344



Kadaugan Sa Pilipinas
June 12, 2023

A total of 64 guests with a revenue of PHP 64,876



Sari-Sari Donuts
June 2023

We launched a total of 7 flavors of the Sari-Sari Donut: Barako, Rac-Rac, Tableyam, Mango Sans Rival, Niño Cue, Sagimis, Jagna.
Revenue of the first batch is PHP 31,590.



Sari-Sari Donuts Premium
July to December 2023

We launched a total of 7 flavors of premium batcht: Chocola, Calachochee, Amen, Champorado, Stpiñato, Masireal, and Dugos.
A total revenue of PHP 93,335
Foreign guests are attracted to this because of the interesting stories.



Breakfast Voucher (Room-Only)
June to December 2023

Valued at PHP 650 per voucher. A total of 1,234 guests with a revenue of PHP 802,100.



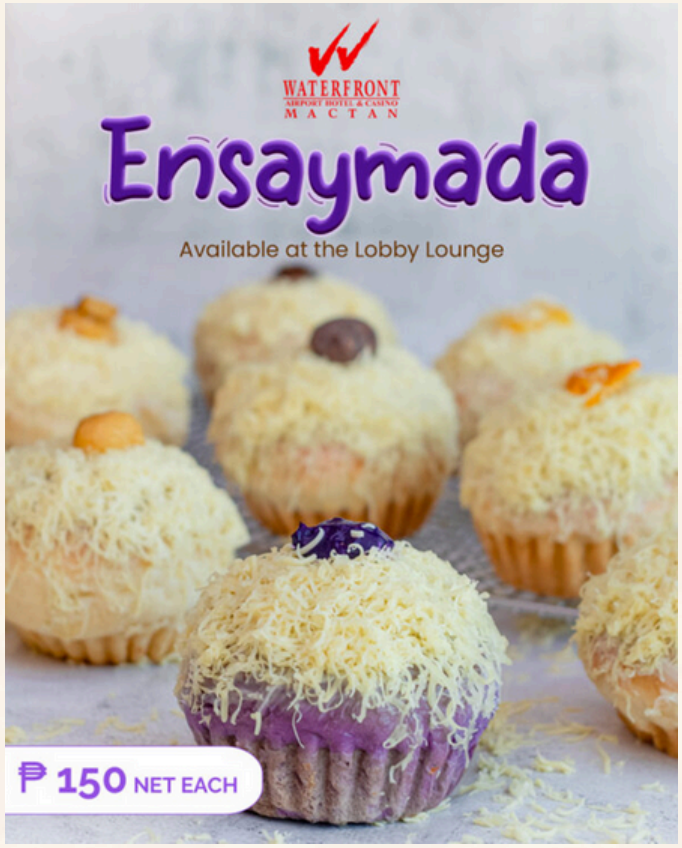
Merienda Cena
October to December 2023

A total revenue of PHP 32,928.



National Heroes' Day: Feast of Legends
August 2023

A total of 467 guests with a revenue of PHP 552,066

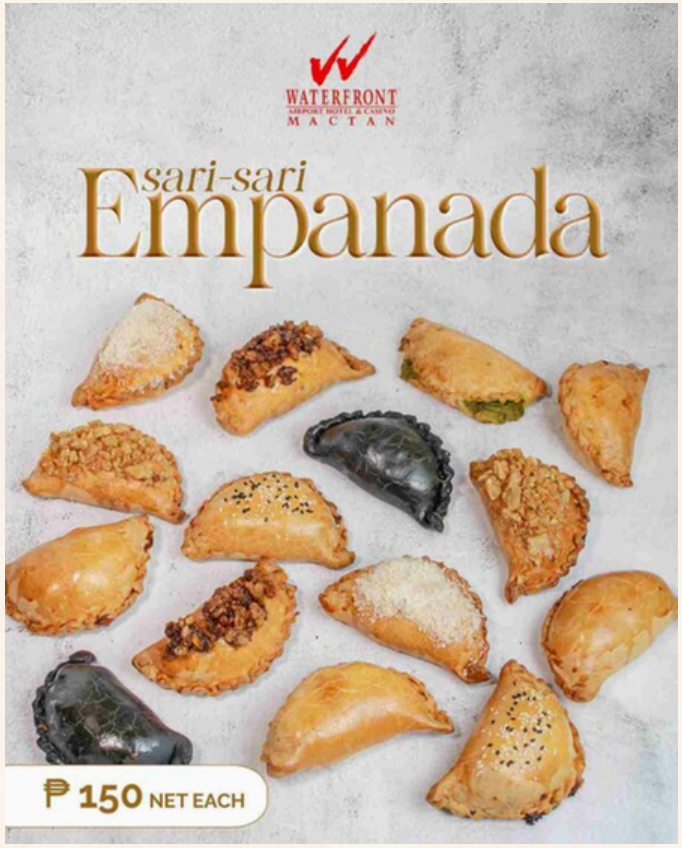


Ensaymada

October to December 2023

A total of nine flavors: classic cream cheese, ube, yema, tablemay (tablea and calamay), nangka, mangorind (mango and tamarind), minatamisnasaging, red bean, and itlog maalat.

A total revenue of PHP 87,900.



Empanada

October to December 2023

Sisig (traditional sisig filling topped with chicharon toppings), Omelet and Longanisa, Empanada Itum (beef pastel and palapa), Chicken Inasal (Bacolod inasal filling coated with chicken skin oil), Rachon (Carcarlechon with crispy candied lechon skin), Uhong (mushrooms and spinach), Chebu (cheese burger), Embutido, Chicken and Pork Adobo, and Spaghetto

A total revenue of PHP 10,500



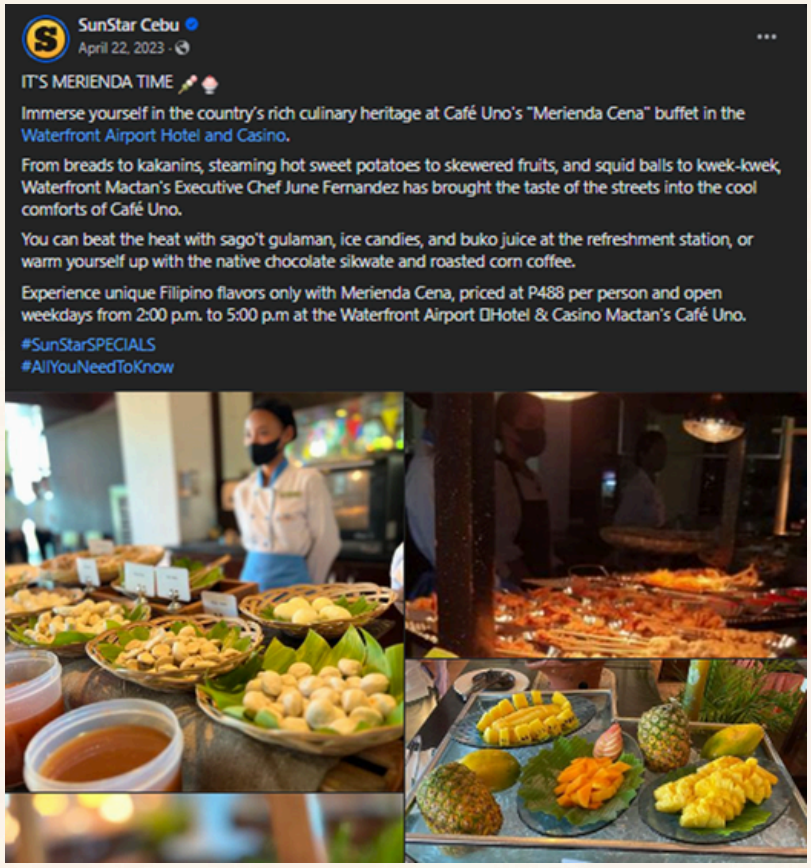
Feast & Fire
July to December 2023

A total of 99 covers with a revenue of PHP 1,520,885



Yuletide Feast
December 24 and 25, 2023

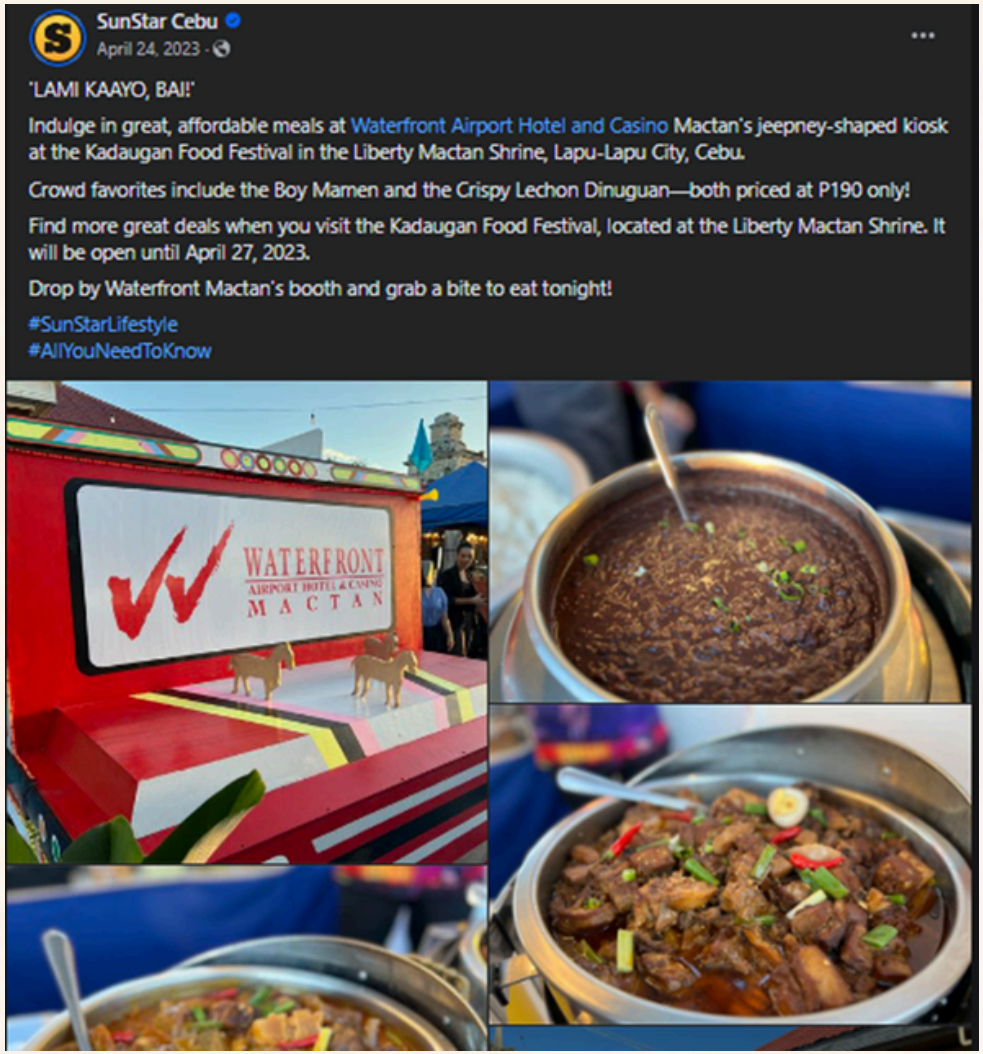
Dinner - revenue of PHP 56,214
Lunch - revenue of PHP 47,232





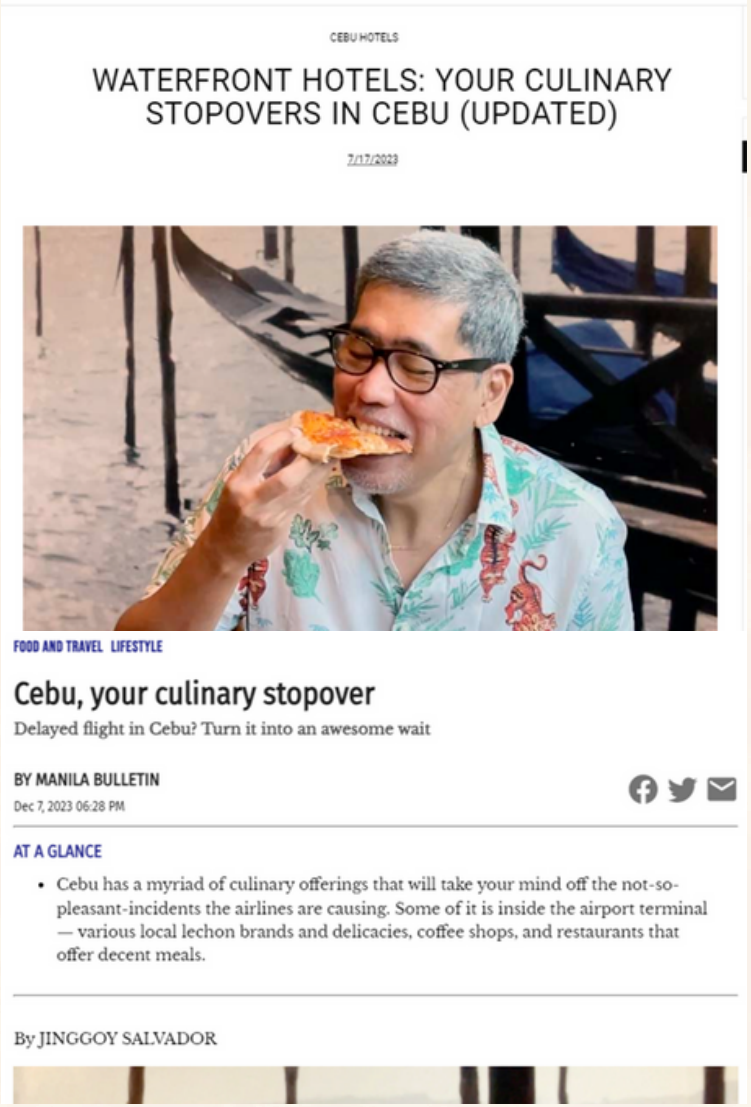
Sunstar Cebu

Facebook post and website article on our Merienda Cena.



Sunstar Cebu

Facebook post on Kadaugan Food Festival



CEBU HOTELS

WATERFRONT HOTELS: YOUR CULINARY STOPOVERS IN CEBU (UPDATED)

7/17/2023

FOOD AND TRAVEL LIFESTYLE

Cebu, your culinary stopover

Delayed flight in Cebu? Turn it into an awesome wait

BY MANILA BULLETIN

Dec 7, 2023 06:28 PM

AT A GLANCE

- Cebu has a myriad of culinary offerings that will take your mind off the not-so-pleasant-incidents the airlines are causing. Some of it is inside the airport terminal — various local lechon brands and delicacies, coffee shops, and restaurants that offer decent meals.

By JINGGOY SALVADOR



MANILA BULLETIN LIFESTYLE

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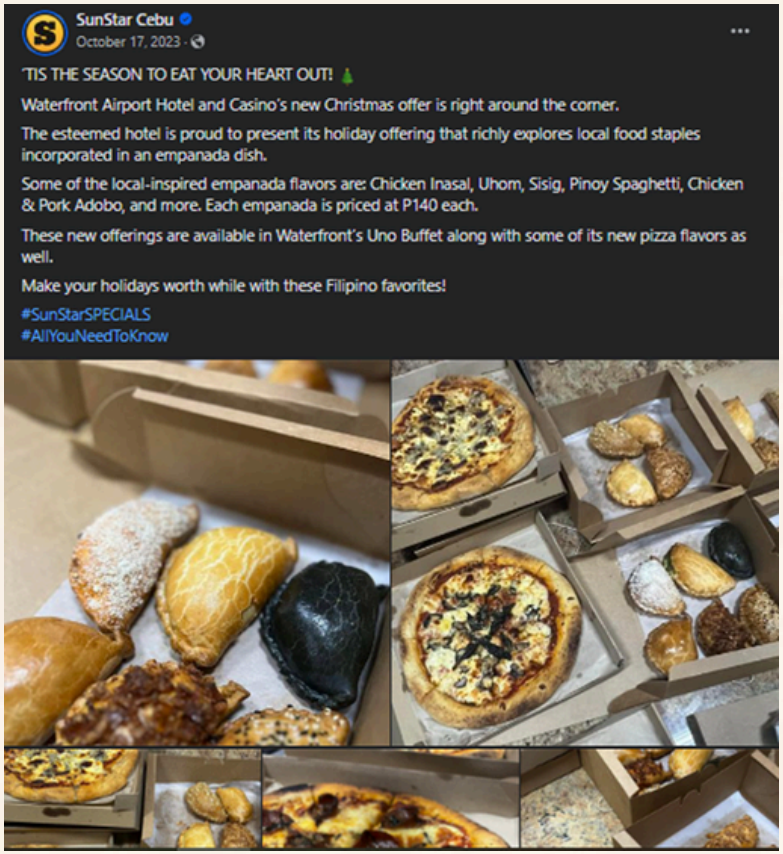
Lifestyle

Cebu, your culinary stopover

Manila Bulletin

Jinggoy Salvador features hotel updates.



Sunstar Cebu

Facebook post on our new items: empanada and pizza



Sunstar Cebu

Website article feature on Sari-Sari Donuts



MyTV Cebu

Christmas Tree Lighting coverage



CEBU

All you need to know. sunstar.com.ph/cebu

SunStar

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Sunstar Cebu

Christmas Tree Lighting coverage



The Freeman

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Daluz, though, refused to step down as MCWD BOD chairman, which is propped up by a Local Water Utilities Administration (LWUA)-communication that City Hall received last Nov. 6.

Continued on NEWS, Page 2

Transfer of tax mapper "invalid"

The Civil Service Commission-7 has declared as "invalid" Mayor Michael Rama's reassignment of a tax mapper from the Cebu City Assessor's Office to the Cebu City Anti-Mendicancy Office (CCAMO).

In a 12-page decision, CSC-7 Regional Director Carlos Evangelista reversed the reassignment of Tax Mapper I Filomena E. Atuel, as it constituted "constructive dismissal."

Evangelista cited Sec. 13 (a) (3) of the 2017 "Revised Omnibus Rules on Appointments and Other Human Resource Actions", which defined "constructive dismissal" as the "(r)eassignment of an employee to perform duties and responsibilities inconsistent with the duties and responsibilities of his/her position such as from a position of dignity to a more servile or menial job."

In favoring Atuel's petition, he said the reassignment was an "act intended to humiliate or demean Appellant (Atuel) herein and to pressure her to resign."

Atuel, a Cebu City tax mapper for 30 years, filed an appeal before the CSC-7 after receiving a May 17, 2023 memorandum from the mayor transferring her to CCAMO.

Continued on NEWS, Page 2

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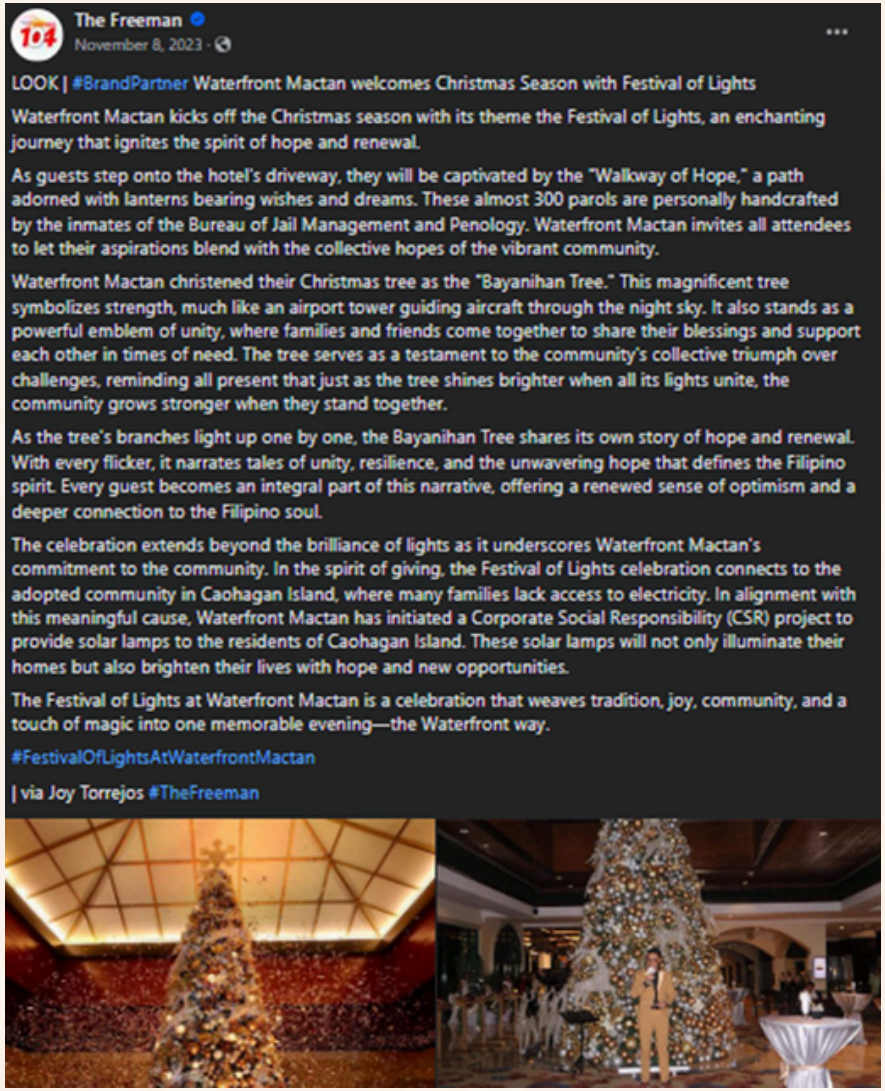


The Freeman
November 8, 2023 ·

LOOK | #BrandPartner Waterfront Mactan welcomes Christmas Season with Festival of Lights

Waterfront Mactan kicks off the Christmas season with its theme the Festival of Lights, an enchanting journey that ignites the spirit of hope and renewal.

As guests step onto the hotel's driveway, they will be captivated by the "Walkway of Hope," a path adorned with lanterns bearing wishes and dreams. These almost 300 parols are personally handcrafted by the inmates of the Bureau of Jail Management and Penology. Waterfront Mactan invites all attendees to let their aspirations blend with the collective hopes of the vibrant community.

Waterfront Mactan christened their Christmas tree as the "Bayanihan Tree." This magnificent tree symbolizes strength, much like an airport tower guiding aircraft through the night sky. It also stands as a powerful emblem of unity, where families and friends come together to share their blessings and support each other in times of need. The tree serves as a testament to the community's collective triumph over challenges, reminding all present that just as the tree shines brighter when all its lights unite, the community grows stronger when they stand together.

As the tree's branches light up one by one, the Bayanihan Tree shares its own story of hope and renewal. With every flicker, it narrates tales of unity, resilience, and the unwavering hope that defines the Filipino spirit. Every guest becomes an integral part of this narrative, offering a renewed sense of optimism and a deeper connection to the Filipino soul.

The celebration extends beyond the brilliance of lights as it underscores Waterfront Mactan's commitment to the community. In the spirit of giving, the Festival of Lights celebration connects to the adopted community in Caohagan Island, where many families lack access to electricity. In alignment with this meaningful cause, Waterfront Mactan has initiated a Corporate Social Responsibility (CSR) project to provide solar lamps to the residents of Caohagan Island. These solar lamps will not only illuminate their homes but also brighten their lives with hope and new opportunities.

The Festival of Lights at Waterfront Mactan is a celebration that weaves tradition, joy, community, and a touch of magic into one memorable evening—the Waterfront way.

#FestivalOfLightsAtWaterfrontMactan

| via Joy Torrejos #TheFreeman

The Freeman

Christmas Tree Lighting coverage





Proquest Publishing Incorporated: Visayas Shipping Conference
March 2, 2023
No. Of pax: 140
Revenue: Php 228,200

This conference event was coordinated with their event suppliers such as Cebu Pacific, 2GO, and other cargo and related companies or suppliers. Hundred and forty (140) attendees were from the select companies of MEPZA and other related companies around Lapu-Lapu and Mandaue.





Tamiya Philippine Inc: Building Inauguration Ceremony
October 17, 2023
No. Of pax: 80
Revenue: Php 112,000



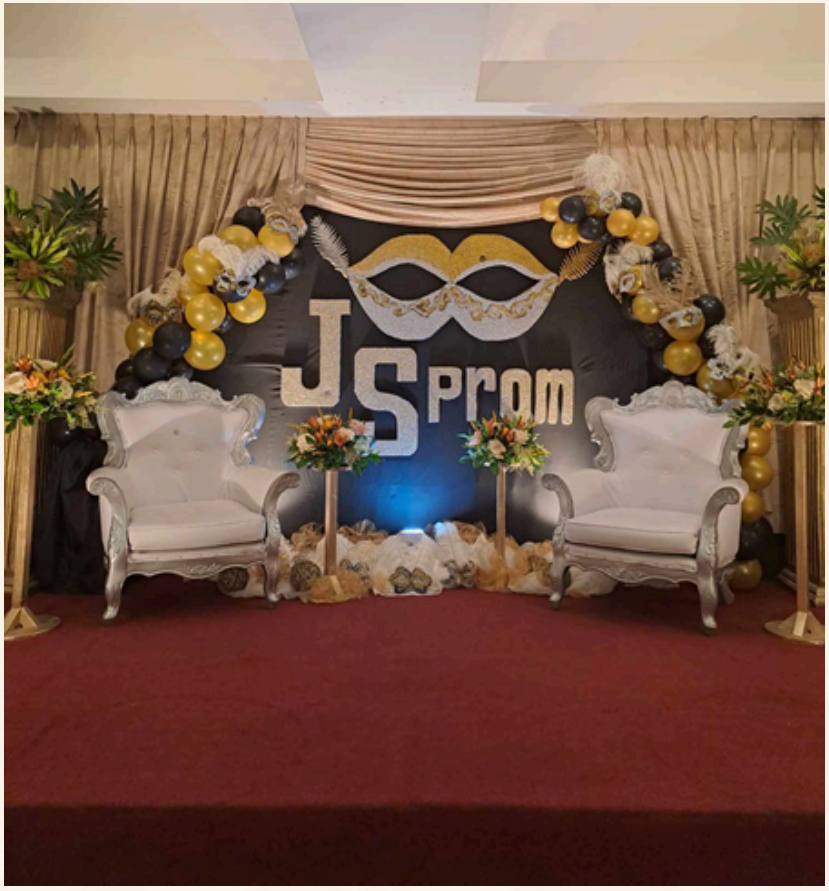


MEZFAMEA (Mactan Economic Zone – Facilities, Maintenace, Environment Association): General Membership Meeting

October 27, 2023

No. Of pax: 100

Revenue: Php 150,000





San Roque College de Cebu: JS Prom
March 24, 2023
No. Of pax: 100
Revenue: Php 111,040





Sto. Nino Mactan College: Commencement Exercise
July 23, 2023
No. Of pax: 450
Revenue: Php 111,300





Grace Community Base Empowerment: Mass Wedding Crusade
August 26, 2023
No. Of pax: 131
Revenue: Php 134,450

ROOM PROMOTIONS WATERFRONT AIRPORT HOTEL & CASINO



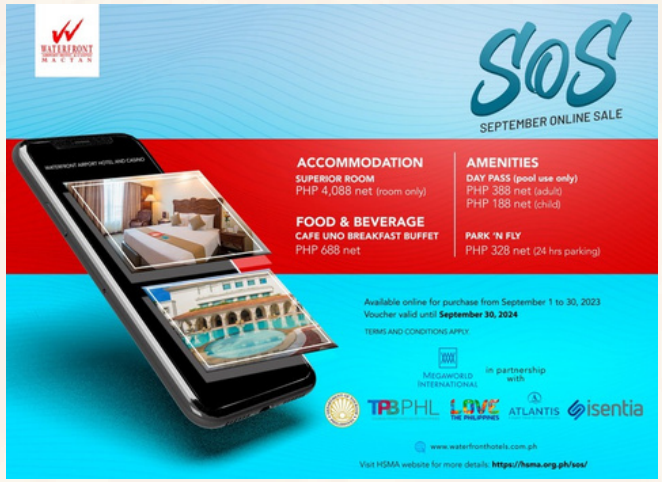


















F&B PROMOTIONS WATERFRONT AIRPORT HOTEL & CASINO











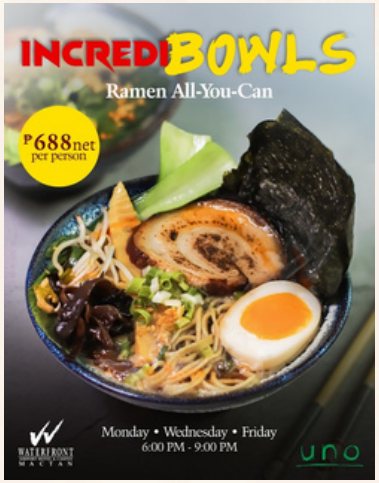












F&B PROMOTIONS WATERFRONT AIRPORT HOTEL & CASINO





































VINTA BAR MEDIA HOSTING
JANUARY 18

One of Davao's Signature Gastronomic Bar Spots has officially re-opened its doors!
Last January 18, Vinta Bar's Media Hosting was extremely fun and enjoyable. Media invitees were able to indulge in exclusive boozes and cuisines. Not a single person went empty-handed with Nian Gao giveaways, and some were able to bring home exciting prizes from mini-games.



Valentine's Day
February 14

A gastronomic indulgence of unlimited food with your loved one in a romantic dining set-up while listening live to your favorite love songs.

·Valentine's Day Dinner
·Romantic Movie Nights



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February 14

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·Valentine's Day Dinner
·Romantic Movie Nights



COCKTAILS & CONVERSATIONS

February 14

Bouncing back from a 2-year hiatus, the city's top event partners gathered at Waterfront Davao's newly re-opened Vinta Bar with regal hues accompanied by lovely tunes and a sumptuous spread.



MICECON 2023 WELCOME DINNER

March

In collaboration between Waterfront Insular Hotel Davao and the Department of Tourism - Davao Region, delegates & sponsors from Luzon, Visayas, and Mindanao witnessed and tasted a gastronomic parade of flavors of Mindanao. Guests got to indulge in the meticulously crafted buffet spread with a perfect balance of textures and flavors.













EASTER EGG HUNTING
April 9

The hotel was filled with magic, fun, and a whole lot of Easterrific adventures at the Easter Carnival Eggstravaganza experience!










Mother’s Day
May

The hotel was filled with magic, fun, and a whole lot of Easterrific adventures at the Easter Carnival Eggstravaganza experience!Guests soaked up in love and laughter at Mother's Day 2023, where moms and motherly figures are having a blast with a feast fit for queens!



BEAUTIFUL BEGINNINGS 2023

May

The 4th Edition of Beautiful Beginnings at the Waterfront is a celebration of milestones, fashion and culture at the center of it all. Waterfront Davao paid homage to the colorful stories of the people from the south entitled Mindanaoan Feast of Colors followed by the Insulares headlined by the Philippine Ambassador of Fashion to the world, Renee Salud.








KADAYAWAN MEDIA HOSTING

AUGUST

Waterfront Davao's Kadayawan Feast Media Hosting showcased their fresh curation of Davaoeño-inspired dishes and delights to talented and fun media and influencer friends!



THE HOLIDAY MARKET BAZAAR
December


New Year
Escape
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM


Snack n' Stay
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM


Weekend Favorite!
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM


rainy respites.
Php 3,400.00
Php 3,700.00
Php 4,000.00
PROMO IS VALID FROM JULY 15 TO SEPTEMBER 30, 2023


Seaside
SUMMER STAYS!
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM


FLAVORS OF
SUMMER
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM


Sweet Sunny Treat
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM


Easter
EXCITEMENT
STANDARD ROOM
Php 4,300.00
DELUXE ROOM
Php 4,600.00
DELUXE PREMIUM
Php 4,900.00
For inquiries and reservations, call (082) 233 2881 to 83 local 8700.


WATERFRONT
HOLISTAYS
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM ROOM


CHRISTMAS
Gift-Together
STANDARD ROOM
DELUXE ROOM
DELUXE PREMIUM ROOM


Nian Gao
₱228
per box


VALENTINE'S DAY
FULLY BOOKED
₱1,500.00


ROMANTIC MOVIE NIGHT
₱1,200.00
per two persons


Chinese Specials Buffet
₱1,188


COCKTAIL OF THE QUARTER
₱380
NETT PER GLASS
Kiwi Rosemary Brick
Muscat Grape Basil Balmy
Mint Watermelon Zingy


WINE OF THE QUARTER
Nothing is more wine-derful with
BULLETIN CABERNET SAUVIGNON and BULLETIN MOSCATO
P650
PER GLASS


PIZZAIOLO
Pizza Dabawenyo
₱480.00


P650
DIP & DINE

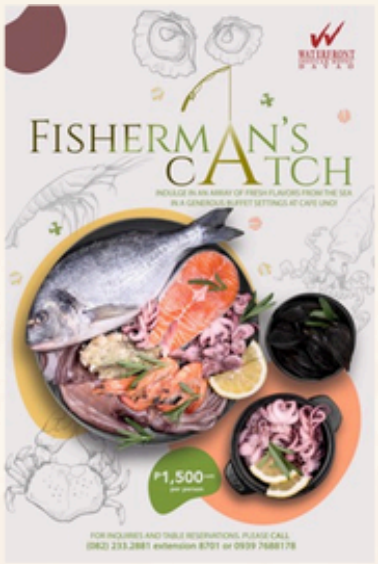

All-Day Gourmet
₱950
nett/person


Something Sweet 'n Brewing
₱250


Bilao Bundles
Seafood Fusion
₱1,799
All Meat Bonanza
₱1,399


CAFE UNO
Merienda sa Dabayan
₱480


Bilao Bundles
All Meat Bonanza
SET A
GRILLED PORK RIBS BBQ
CHICKEN INASAL
BEEF TAPA
GRILLED BEEF TENDERLOIN
MIXED BUTTERED VEGETABLES
STEAMED RICE OR BAVA RICE
₱1,399
Seafood Fusion
SET B
GRILLED STUFFED SQUID
GRILLED TUNA BELLY
GRILLED LARGE SHRIMP
GRILLED POMPANO
NATIVE SALAD
STEMED RICE OR
BINAGOONGAN FRIED RICE
₱1,799


FISHERMAN'S CATCH
₱1,500


Something
Sweet 'n
Brewing
Pair our Premium Cheesecake or
Chocolate Cake with any of our
Signature Coffee Drinks!
₱350.00 nett


Confection
Mini Cake
₱480
per piece
KitKat
Delectable Chocolate Moist Cake
with KitKat Chocolate Ganache


DIP
&
DINE
3+1
P650
POOL PACKAGE
* PHP 250 CONSUMABLE
(POOL ACCESS ONLY)
P500 6yrs old and above
P200 1yr old to 5yr old


Pitcher Perfect
Cocktails
₱999 NETT


PICNICS
AT THE WATERFRONT
₱1,800


Summer
Coolers
₱799.00 NETT
PER PITCHER


PIZZAIOLO
Pizzaiolo Specials
Caesar Salad
Pizzaiolo
Chili Garlic Shrimp
P480 NETT PER ORDER
FOR INQUIRIES AND TABLE RESERVATIONS. PLEASE CALL
(082) 233.2881 extension 8704 or 0939 7688178
WATERFRONT INSULAR HOTEL DAVAO


CAFE UNO
WING IT
WEDNESDAYS
PHP 480 NETT
FOR INQUIRIES AND TABLE RESERVATIONS. PLEASE CALL
(082) 233.2881 extension 8700 or 0939 7688178


CAFE UNO
ORIENTAL FEAST
Every Fridays to Sundays
P1,188 per person
WATERFRONT INSULAR HOTEL DAVAO


CAFE UNO
MID-AUTUMN BUFFET
FROM SEPTEMBER 29 TO OCTOBER 1, 2023
P1,288
PER PERSON
WATERFRONT INSULAR HOTEL DAVAO


WATERFRONT
MOONCAKE
Festival
Price starts at
Php 288
August 15 - October 6, 2023


Something
Sweet 'n Brewing
WATERFRONT
MOONCAKE
WATERFRONT TRADITIONAL MOONCAKES
PAIRED WITH SIGNATURE COFFEE DRINKS.
P288


Highlands Set
P2,788 net
Bilao
DABAWENYO
Enjoy a festive Kadayawan-inspired Bilao
for the whole month of August!
Islands Set
P2,988 net
LA PAELLA
WATERFRONT INSULAR HOTEL DAVAO


oh
Christmas
treats!


Holiday
Matcha Frappe
PHP280


MISTLETOE
margarita
PHP480
available daily in all outlets


Black Forest
YULETIDE CAKE
PHP950



INdulge! LIFESTYLE

VOL.15 ISSUE 246 • THURSDAY, FEBRUARY 2, 2023

THAT GOOD OLD VINTA BAR REEMERGES

It's refreshing to see businesses reopening after a long time of hiatus due to the Covid-19 pandemic.

MAYA ON THE BLOCK

Maya M. Padilla

Ian Ray Garcia added 29 new photos to the album: **WATERFRONT'S VINTA BAR REOPENS** — with **Pao Modequillo Rosello** and **6 others** at **Waterfront Insular Hotel Davao**.
January 20, 2023 · Davao City ·

WATERFRONT'S VINTA BAR REOPENS

Vinta Bar, Waterfront Insular Hotel Davao 's iconic watering hole - and perhaps, the metro's longest operating bar - is back. After having been shut down due to pandemic restrictions two years ago, Vinta Bar officially started to welcome its habitues, both old timers and new, last January 18, to a more spacious and brightly lit lounge and entertainment space.

They also now have daily promotions that will surely excite the after-five crowd.

- Mojito Mondays : buy one, take one on all Mojitos
- Two's Days : buy one, take one on all glasses of wine
- Whiskey Wednesdays : buy two, take one on all whiskey shots
- Thirst Days : two plus one on all local beers
- Long Friday : buy two, take one on all long cocktails

Vinta Bar also launched their latest cocktails (Muscat Grape Basil Balmy, Mint Watermelon Zingy, Kiwi Rosemary Brisk), beers (Apo Craft Beers), and wines (Bulletin Muscato Cabernet Sauvignon).

Vinta Bar also launched their latest cocktails (Muscat Grape Basil Balmy, Mint Watermelon Zingy, Kiwi Rosemary Brisk), beers (Apo Craft Beers), and wines (Bulletin Muscato Cabernet Sauvignon).

Of course, they're all best paired with Vinta Bar's signature pica-pica.

Special thanks to hotel manager Sir Ali Banting , Pao Modequillo Rosello , Jeanne Arieta and the rest of the team.

Sharing also their Chinese New Year promotions:
https://m.facebook.com/story.php?story_fbid=6077444142299899&id=531804053530630&mibextid=Nif5oz



Davao Food Blog
January 21, 2023 ·

VINTA BAR of Waterfront Insular Davao

I can't express what a great find this place is. Quality drinks and delicious food in one place. The food is outstanding. I didn't have to look for anywhere else to grab some food before chugging my cocktails. My personal favorite is the Lechon Kawali but all of their menu is definitely a must try. Foods I tried, Kinilaw na malasugue, gamas, beef kare2x ravioli, thai fire cracker shrimp, squid deep fried calamares and many more. The place has a Mindanawon inspired design with European touch. And they have acoustic band. Its the perfect place to really enjoy a night chill night with your buddies or love one.

- Mojito Monday- Buy one Take one on all Mojitos
- Two's Days- Buy one Take one on all glasses of wine
- Whiskey Wednesday- Buy two Take one Whiskey Shots
- Thirst Days- Two plus one on all local beers
- Long Friday- Buy two Take one on all long cocktails

KM 7 Lanang, Waterfront Insular Hotel Davao
5:00 pm to 1:00 am
For more info: https://www.facebook.com/waterfront.davao/

Want to be featured?
Just send us a message
#WheninDavao

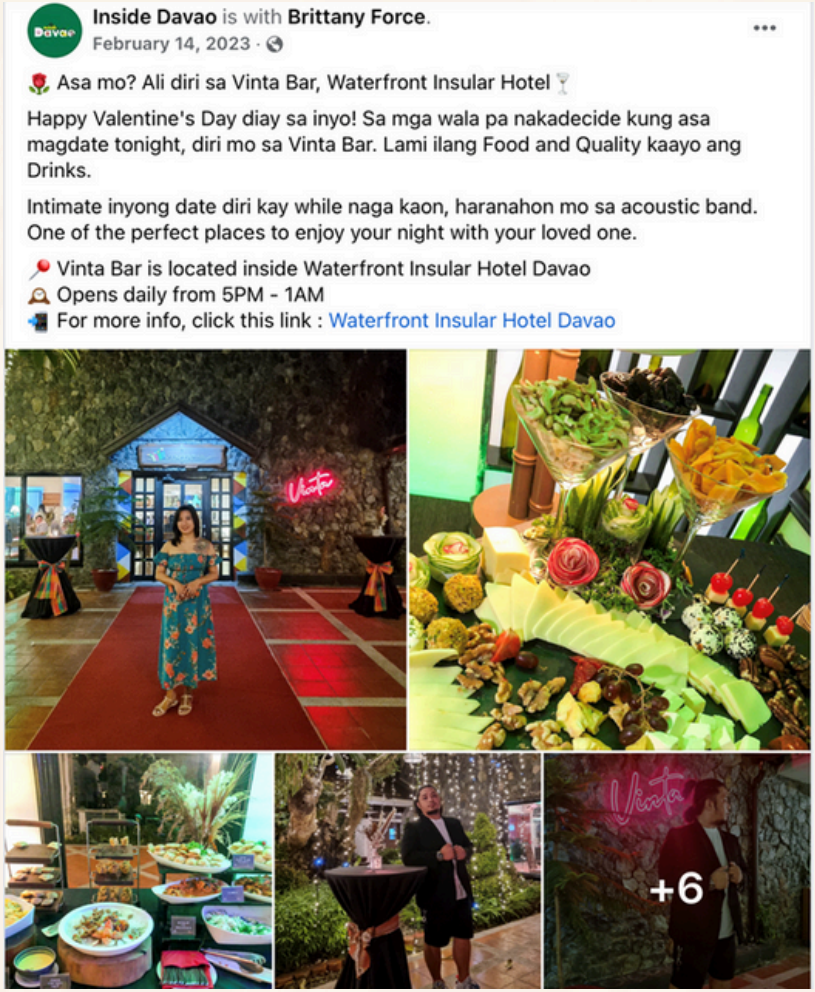


266 47 comments 168 shares

Love Comment Share


Davao Food Guide
DAVAO FOOD GUIDE
Davao Food Guide
453K followers • 0 following


Davao Food Guide
6d
09397688178
#DavaoFoodGuide
Vinta Bar Reopens!
Romantic Movie Night
All Day Gourmet Set
+40
Weekend Specials Buffet
Love
Comment
Share
You, Pao Modequillo Rosello and 1K others


Inside Davao is with Brittany Force.
February 14, 2023
Asa mo? Ali diri sa Vinta Bar, Waterfront Insular Hotel
Happy Valentine's Day diay sa inyo! Sa mga wala pa nakadecide kung asa magdate tonight, diri mo sa Vinta Bar. Lami ilang Food and Quality kaayo ang Drinks.
Intimate inyong date diri kay while naga kaon, haranahon mo sa acoustic band. One of the perfect places to enjoy your night with your loved one.
Vinta Bar is located inside Waterfront Insular Hotel Davao
Opens daily from 5PM - 1AM
For more info, click this link : Waterfront Insular Hotel Davao
+6



INdulge! FOOD

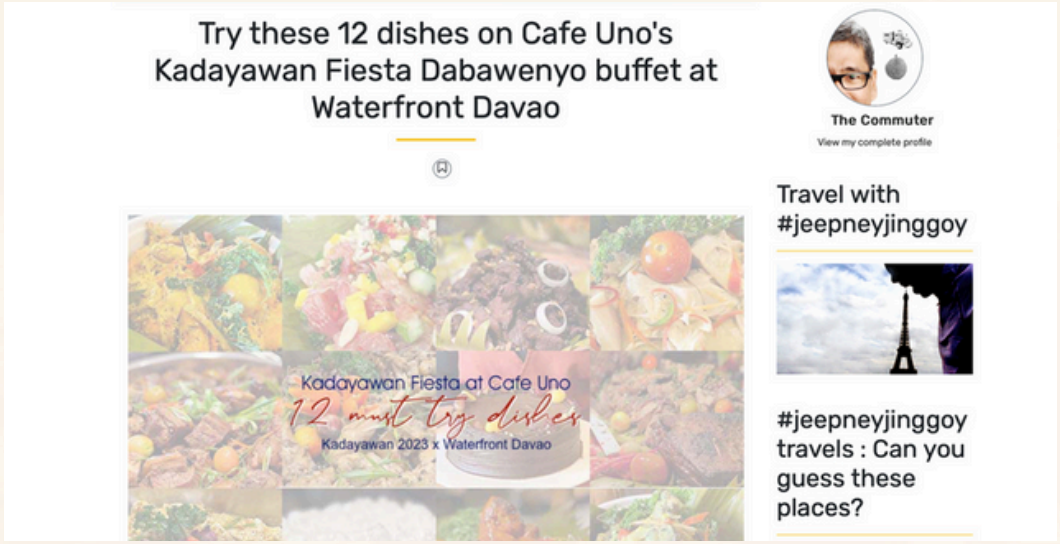
VOL.16 ISSUE 102 • WEDNESDAY, AUGUST 16, 2023

Celebrating the flavors of Kadayawan

The uniqueness of each of the eleven ethnocultural tribes isn't the only reason why Davao City is so diverse. The more obvious thing is food.

MAYA ON THE BLOCK

Maya Sri Padilla



Try these 12 dishes on Cafe Uno's Kadayawan Fiesta Dabawenyo buffet at Waterfront Davao

The Commuter

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Travel with #jeepneyjinggoy

#jeepneyjinggoy travels : Can you guess these places?

Kadayawan Fiesta at Cafe Uno

12 must try dishes

Kadayawan 2023 x Waterfront Davao



DAVAO.FOOD & PHOTOGRAPHY

EVENTS AND PROMOTION | RESTO REVIEW | TRAVEL & FOOD | FEATURE STORIES | FOOD REVIEW

EVENTS AND PROMOTION

Kadayawan Events and Offering from Your Favorite Davao Hotels

By sarahdayrit . August 7, 2023

Urbanissimo is at **Waterfront Insular Hotel Davao**.
August 16, 2023 · Davao City ·

A KADAYAWAN CULINARY ADVENTURE AT THE WATERFRONT

There are many ways to celebrate Kadayawan. Some people shop at the festival markets, while others head to the various performances around the city. If you ask me, my preferred way to celebrate Kadayawan is through my stomach with seasonal fruits and good food.

One place in Durianburg where the food has been delighting guests, even before the 38-year old Kadayawan Festival was born, is the iconic Waterfront Insular Hotel Davao which recently launched its Kadayawan Fiesta buffet at Cafe Uno.

The Fiesta-themed buffet offers diners a special array of dishes that capture the beauty and diversity of Filipino cuisine. I especially love their tasty signature Dabaweyo dishes like Tiyula Itum, Chicken Piyanggang, Shrimp Piaparan, and Sayur Langka which celebrate Mindanao Island's unique identity and cuisine. During the launch event, I was also able to taste their Mt. Apo Coffee-rubbed Crocodile which oddly tastes like a fusion of pork and fish. Definitely a unique tasting experience.

Aside from the more "exotic" fare, Cafe Uno's Kadayawan Fiesta Buffet wouldn't be complete without classic Filipino fare like Calderetang Kambing, Native Chicken Adobo sa Gata, Fish Piyalam, and Pork Humba Dabawenyo.

Those with a sweet tooth should not miss the Durian Cheesecake, Ube and Langka Mousse, Durian Pie, and Coconut Panna Cotta. For me, the highlight of the dessert spread is the Malagos Chocolate Cake. Rich and decadent, the cake captures the beauty and complexity of roasted Davao cacao beans.

Waterfront Insular Hotel Davao's Kadayawan Fiesta at Cafe Uno Restaurant is available all Fridays to Sundays of the month of August, guests can feast on Davao's iconic dishes and delicacies for only Php 1,288.00 nett per person.

Not into buffets? Waterfront Davao also offers a feast in a basket at their La Parilla Grill called the "Bilao Dabawenyo". Big enough for the entire barkada, diners can choose between the "Highlands Set" with Chicken Piyanggang, Beef Tapa sa Tuba, Pork Humba, Native Salad, Bisnok Pastil Rice, Tiyula Itum or the "Islands Set" which features the Fish Piyalam, Binusog a Pusit, Shrimp Piaparan, Native Salad, Tuna Pastil Rice, and Tivula Itum. Each set is available for as low as Php 2,788.00 nett per order.

For food and beverage-related inquiries and reservations, you may contact Waterfront Davao's trunk line numbers from +6382-233-2881 to 87 or 0939-768-8178.

Waterfront Insular Hotel Davao



D' Durian Daily

Home A taste of Durian jeepneyjinggoy Get in touch

Home / Communique / Waterfront Davao celebrates the Mooncake Festival

Waterfront Davao celebrates the Mooncake Festival



The Commuter



The Commuter
View my complete profile

Travel with #jeepneyjinggoy





In celebration of the Mid-Autumn Festival, indulge in tradition and taste with Waterfront Davao's delectable delights - Mooncakes at the Waterfront. The culinary team of Waterfront Hotels and Casinos artistically created round pastries from the traditional ones filled with different flavors to redefine mooncake indulgence. Waterfront Davao's Mooncakes are available in five different rich and deep flavors **Ube, Red Bean, Dauyong, Black Sesame, and Lotus with Double Egg Yolk** for only as low as **Php 288.00 nett / piece**. Nestled in an elegant red box for pure luck and happiness, Waterfront's mooncakes promise to capture every palate with its rich fillings, leaving a lasting impression. You can also bring home these tantalizing treats in a **box of four for only as low as Php 1,188.00 nett / box**.

Davao City Tourism Operations Office
November 11, 2023 ·

The holiday season shines bright as Waterfront Insular Hotel Davao dazzled with their annual enchanting Christmas Tree Lighting Ceremony on Friday, November 10.

With the theme "Creating Sweet Christmas Magic: Santa's Workshop at the Waterfront," the evening was a magical delight for both the young and the young at heart. The enchantment goes beyond the festivities as the celebration calls for a fundraising cause for its beneficiary, the House of Hope, Inc., making this season all the more meaningful.

Davaoeños, join us in spreading the warmth of love and radiance of joy this Christmas season with all of our partner hotels in Davao. Stay tuned for exciting events and celebrations across the city!



SunStar Davao
November 11, 2023 ·

SANTA'S WORKSHOP LIGHTS THE WATERFRONT INSULAR HOTEL DAVAO 🎄🍭🪅

Christmas season unfolds as Waterfront Insular Hotel Davao illuminated the night with their annual Christmas Tree Lighting Ceremony on Friday, November 10.

With the theme "Creating Sweet Christmas Magic: Santa's Workshop at the Waterfront," the night was filled with magic for kids and kids at heart.

The celebration is made more special as the hotel partnered with House of Hope, Inc. to be their Holiday beneficiary.

#SantasWorkshopAtTheWaterfront
#SunStarSPECIALS
#AllYouNeedToKnow



SunStar Davao
3d ·

#SunStarFeature
ACROSS Davao City's North Area is the premiere seaside hotel resort, home to several local and foreign tourists featuring the diverse, colorful, and rich cultural heritage of the city. Established in 1961, Waterfront Davao is considered to be the City's best-known landmark by generations of Davaoeños.



sunstar.com.ph
Waterfront Davao: Beachfront getaway in the city

Davao

Waterfront Davao: Beachfront getaway in the city

ADVERTISEMENT





Waterfront Davao photo





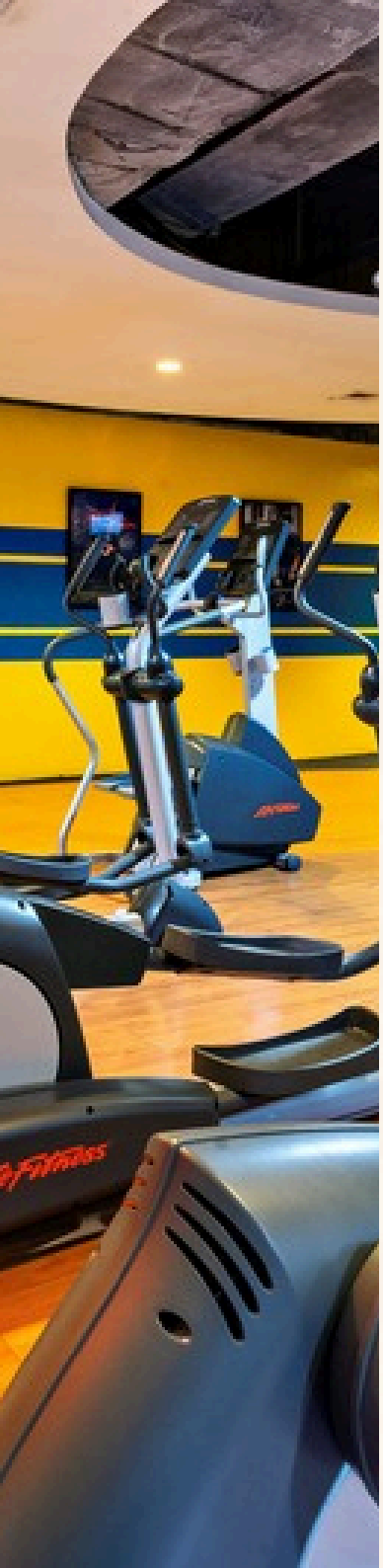








YEAR IN REVIEW:
OUR SUBSIDIARIES



Waterfront's subsidiary companies comprise a formidable network to complement its hotel operations and business functions. Subsidiaries are a vital adjunct to hotel operations by providing essential services and products that enhance our main brand offerings. They are also standalone consumer-facing brands, and provide added brand value and revenue. These companies make the Waterfront organization more dynamic and agile, able to innovate and unlock more business opportunities.

Waterfront Wellness Group, Inc. (WWGI) offers a sports and recreation facility in our Cebu City property with top-of-the-line equipment and 24-hour fitness with in-house spa and various wellness services. In 2023, our fitness facility Citigym achieved a gross revenue of PHP 11.34 million, reflecting a growth rate of 72.62% over 2022's PHP 6.57 million. GOP is PHP -2.41 million. Net loss is PHP 106,933.

Costs and expenses for the year amounted to PHP 8.94 million. Gym membership revenue is at PHP 8.58 million, an increase of 53.07% over last year's PHP 5.60 million. Our wellness facility generated revenue of PHP 1.24 million, a significant increase of 778.08% over the previous year's PHP 141,636. Pool revenue is also up at PHP 1.06 million, a growth of 88.98% over PHP 563,079 in 2022. Other income generated by WWGI is PHP 458,545, a growth of 74.31% versus PHP 263,056 in 2022.

There is a clear trend of returning to normalcy as customers increasingly patronize wellness and recreation facilities. Moreover, WWGI has always kept its promotions and offerings exciting, prepped for the return of the market.

Waterfront Food Concepts, Inc. (WFC) streamlines sourcing and production for our food outlets, creating fresh, scalable, high-quality culinary products and improving the efficiency of our dining options.

YEAR IN REVIEW: MARKETING HIGHLIGHTS

It is the largest industrial supplier of fine baked goods in Cebu with a loyal base of institutional customers. In 2023, WFC posted gross revenues of PHP 768,670. Costs and expenses are at PHP 7.59 million, and WFC assets in 2023 amount to PHP 13.07 million. Net loss for the year is PHP 7.71 million.

Waterfront Hotel Management Corporation was established to oversee our chain of all-Filipino hotels in the country and has the specialized capacity to manage local and independent hotels. The company is currently seeking new investment and expansion opportunities.

Waterfront Horizon Corporation (WHC) successfully established the country's first-ever integrated hotel reservations and booking system featuring a full-service, round-the-clock, seven-days-a-week Central Reservations Office. This centralized automated system with full contact center support offers a better way of servicing our wide global clientele, giving them ultra-convenient booking while assuring us of better ability to track our business. Our Central Reservations Office (CRO) is fully operational, running 24/7 in 2023.

Mayo Bonanza, Inc. In partnership with Philippine Amusement and Gaming Corporation (PAGCOR) aggressively taps into slot machine segment potentials in the gaming market. Under contract with Atlantic Dynamo of the British Virgin Islands, it leases space and VIP slot machine arcades for PAGCOR.

Waterfront Promotions LTD and its wholly-owned subsidiary Club Waterfront International Limited, Inc. was founded to focus on the international gaming market, promote Philippine casinos and organize special groups to participate in PAGCOR's Foreign High Roller Marketing Program.







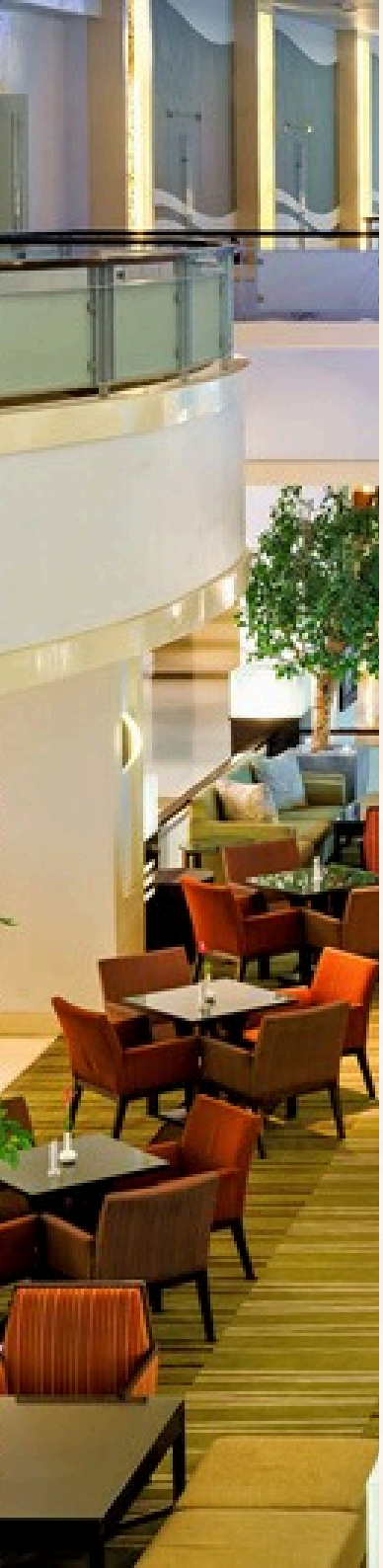








STRENGTHS & GROWTH STRATEGIES



OUR STRENGTHS

Waterfront capitalizes on its strengths to create a formidable foundation on which to grow its culture and guide its operations. We use our inherent advantages as the driving force to propel the company forward and keep it a notch above the competition. The Waterfront brand offers a unique value proposition: the integrated experience of luxury, leisure, comfort, convenience, service excellence and an unsurpassed national presence.

Leading operator of first class Filipino chain hotels in the country. We are one of the larger Filipino-owned and managed groups of top-rated hotels and convention facilities in the Philippines. In the city hotel brand category, we provide the largest gaming space to PAGCOR in the country's prime urban locations. Our positions in key cities in the Philippines give us leverage to market our brand locally and internationally, plus cross-sell our hotel services to travelers in the local market.

Unfaltering hotel performance. Our consistent operating record and integrity speaks for our brand. We make sure that all our profitability markers are at par with our targets. We aim to serve our shareholders with conscientious effort to maintain top value through top performance, navigating industry and economic factors. Our growth is evidenced by profitable figures and the upkeep of our reputable brand image.

Proven and experienced management team. Our top management is passionate and highly driven. We have an experienced and qualified team with successful track records, spread across our different departments. This team has successfully developed and enriched our business through consistent performance, innovation and the establishment of strategic alliances that enable us to weather difficult times in the industry. They are the cornerstone of the brand's longstanding success and reputation for service excellence. With decades of expertise in the hospitality industry, the team is composed of dedicated professionals who consistently deliver world-class service, ensuring that evry guest experience is exceptional.

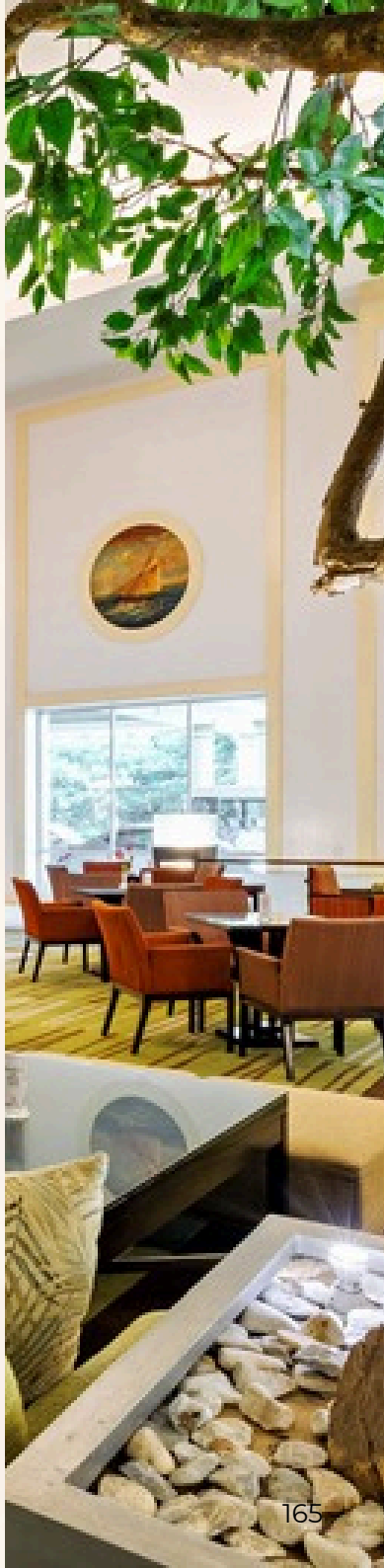
OUR STRENGTHS

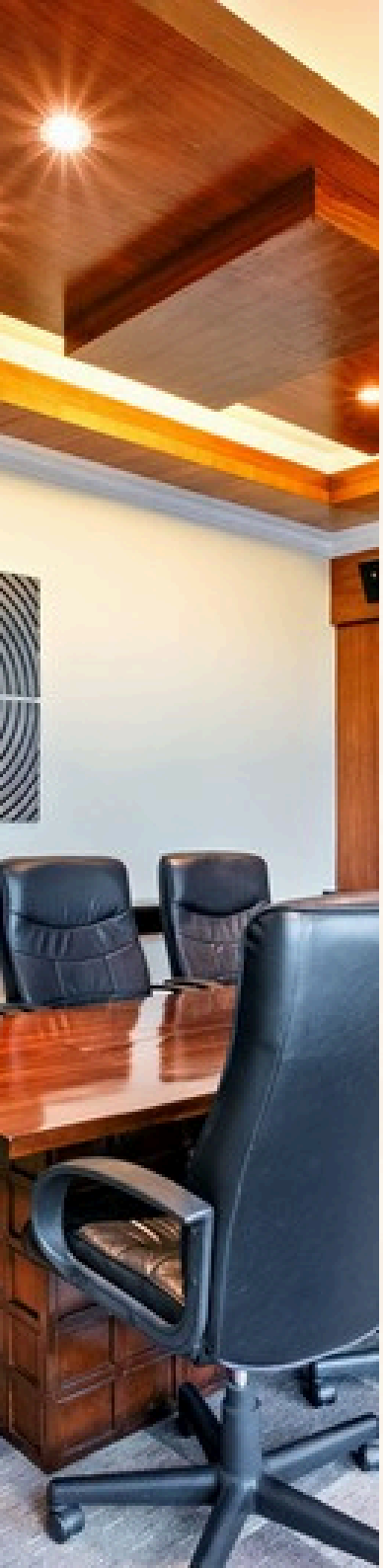
Their deep understanding of the dynamic needs of the market, coupled with an unwavering commitment to quality, has enabled Waterfront Hotels and Casinos to maintain its status as a leader in the industry. The team's meticulous attention to detail and passion for hospitality are evident in every aspect of their work, making Waterfront a trusted name for unforgettable stays and remarkable events.

We continually improve our capacities by participating in trainings and seminars, keeping pace with new trends and applying these locally. Such practices result in a global outlook, which is incorporated in our operations.

Wide customer base. Our brand appeals to a wide market, whether it is tour and meeting groups or premium leisure travelers. This is because we are able to integrate many types of experiences into our hotels. We are flexible and convenient, while at the same time a benchmark of value and quality. We cater to both local and international guests, providing the best hotel experience to our various markets and maintaining internationally competitive rates. We value and nurture our Filipino customer base as well. Locals remain our top market.

We also have a solid network base of corporate clients and local and international travel agencies. Apart from our property sales team, we strive to achieve continuous growth together with the presence of our Manila sales team who sell our Cebu and Davao properties and also facilitate the cross-selling of services between hotels. To further grow our customer base, we have entered into profitable agreements with domestic corporate clients to provide rooms for their employees at customized rates during special booking periods.





Through our ability to provide flexible terms, we intend to develop brand loyalty and create a strong referral network.

Responsive to dynamic market change. Our competitive position is strengthened by our dynamic organizational philosophy, as well as our ownership structure. We are flexible and highly responsive to market factors, able to make critical decisions and interventions at a quicker pace. Our facilities and wide range of services as well as the independence of our subsidiaries provide us with many tools for adjustment of the guest experience, which aids in customization and responsiveness to our market's needs.

Opportunity to benefit from economies of scale. Our size, diversity of products and services, and market leadership allows us to benefit from economies of scale. Through the use of our bulk purchasing policy, we are able to secure contracts and services, and procure supplies on favorable terms and prices. This helps us efficiently manage our operating costs in relation to linen products and consumables, such as paper products, food and beverages. Profitability is maximized.

Competent management and operating systems. We are subscribed to various systems that enhance and increase the efficiency of our sales, marketing and distribution. We utilize SiteMinder as our channel management systems. SiteMinder is one of the world's leading software companies in online distribution management. They enable us to connect with top booking channels and offer features like real-time inventory and automated rate management. We use Compass Edge as our website's booking engine. It helps us deliver booking speed and convenience to our online clients.

OUR STRENGTHS

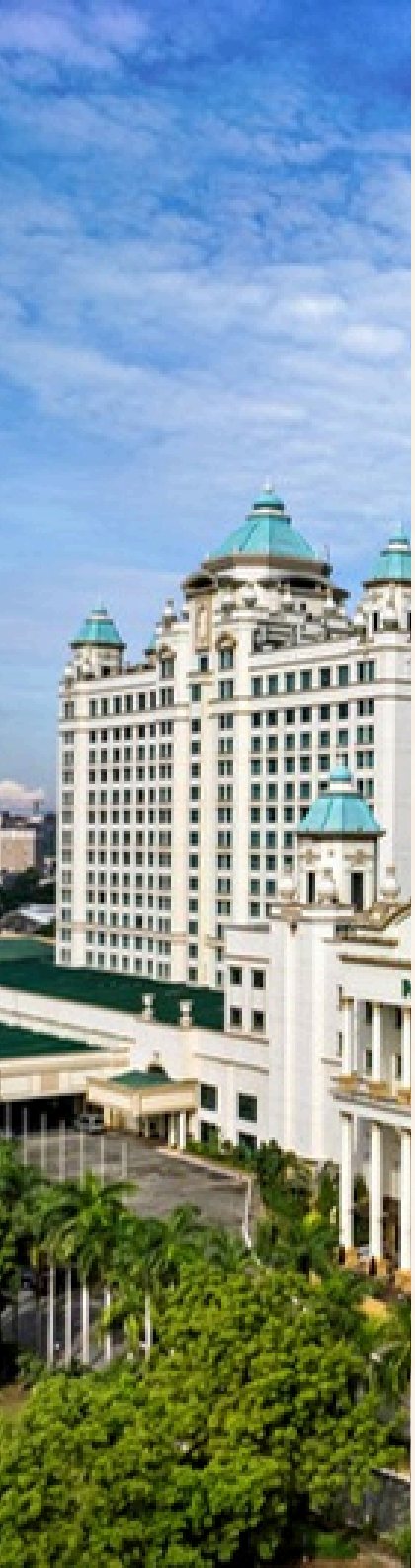
We also use Siteminder as our Global Distribution System or GDS. They partner with top GDS in the world for hotels, allowing travel agencies, wholesalers, and multi-national companies to access live inventory information and rates to sell hotel rooms and travel services to their customers more efficiently. To increase searchability and online visibility, we subscribe to various web marketing services, including Triptease. Triptease is useful for rate shopping, rate parity, and "nudge" widgets which speed up and streamline our clients' entire booking process. Such tools make us more competitive online and drive more traffic to our website.

Through a centralized procurement and bulk purchasing policy, we ensure a consistent quality standard of goods supplied to us. Moreover, standardizing the products used in our hotels provides guests with confidence in the quality of each hotel and helps us efficiently manage our operating costs. Our strong presence in the Philippine hospitality industry has been able to develop procurement channels that allow us to obtain value-for-money goods and services catering to the needs of our hotel operations.

Our systems, procedures, and activities are supported by a complete and comprehensive set of operating manuals that are strictly adhered to by all our companies.

Strategic locations. Our properties are centrally located in the central business districts of the three prime Philippine regions, namely: Manila, Cebu, and Davao. Its strategic location in the nation's major cities gives us the ability to efficiently access and develop a variety of markets, as represented by the different market segments each property tracks and manages.





Our prime location gives us a significant edge in distribution and accessibility, making us the preferred choice for both local and international guests. This geographic leverage not only enables us to tap into the growing tourism and business sectors in these cities but also strengthens our market positioning. By being at the heart of the country's most dynamic urban centers, we are well-positioned for continued growth and expansion, further solidifying our brand's reputation nationwide.

Capable acquisition strategies. Our management team has substantial management experience and capability in converting acquired properties to our own operational branding. We are always in the lookout for an acquisition of equity interests in hotels and other ancillary business in the Philippines by carefully identifying opportunities that align with our long-term vision for growth and market leadership.

Our approach is rooted in strategic foresight and a commitment to maximizing value in every acquisition. It is a deliberate and carefully calculated strategy ensuring that each decision to acquire or take over guarantees not just the improvement of our operational capabilities and portfolio, but also the group's continued growth and profitability.

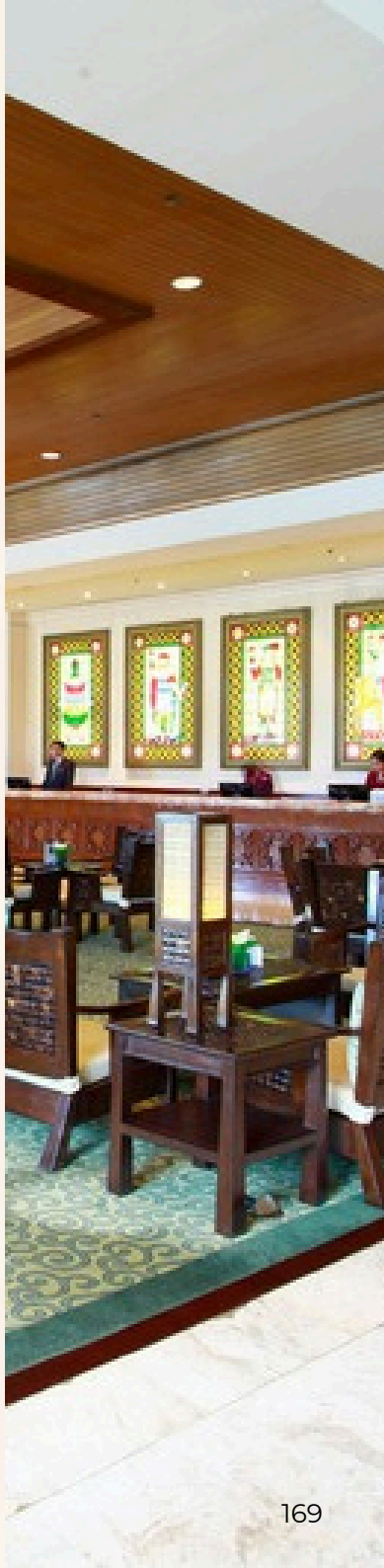
Our acquisition strategy remains conservative as we consider our resources to acquire, manage, and renovate properties, evaluating both financial and operational risks given the need to conceptualize, construct and pre-open new properties. With our expertise in hotel management, we are constantly searching and open for partnership and investment opportunities with the premise on the transfer and conversion of clean properties with low business risks. We are confident in our ability to improve operations and raise the value of acquired assets.

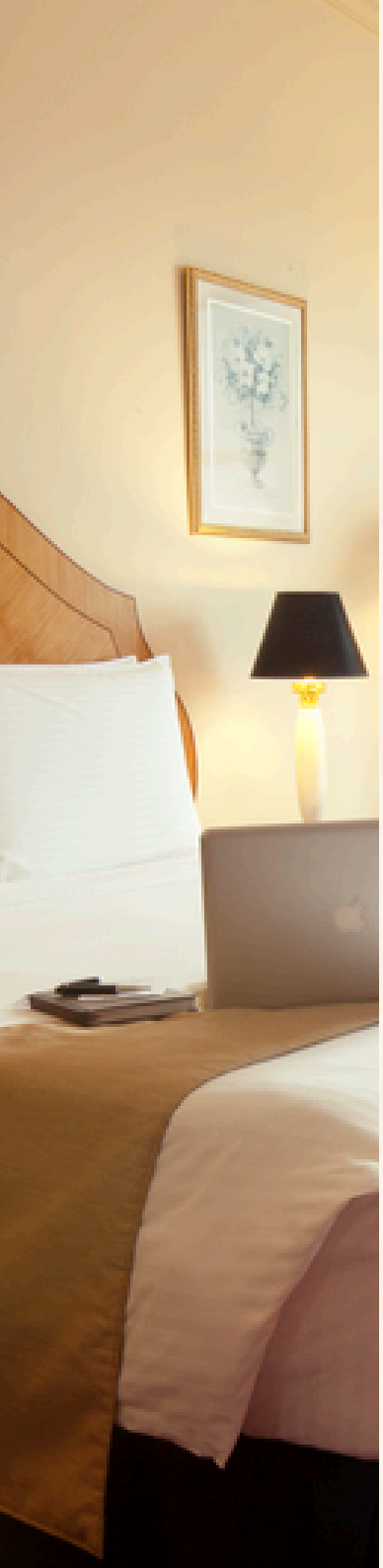
OUR STRENGTHS

Dynamic growth approach. We adopt to a dynamic growth approach by leveraging our core strengths and capitalizing on the opportunities presented by the ever growing tourism market and robust local demand as we prepare for the international market to bounce back coming from the 2019 pandemic. Our strategic presences in key locations, combined with our exceptional hospitality offerings, positions us to effectively cter to both domestic and international travelers. The group leverage multiple distribution channels, including robust presence online to reach a wider audience and offer seamless booking experience. Our Central Reservations Office, operating 16 hours a day, 7 days a week, allows us to serve a wider and longer booking window, enhancing convenience and availability for our guests.

Furthermore, our leadership in the MICE (meetings, incentive, convention, exhibit/events) and corporate business sectors, coupled with our partnership with PAGCOR for our casino/gaming segment, strengthens our position in diversifying our market in both hospitality and gaming industries, providing multiple avenues for growth. This integrated approach allows us to continuously expand our reach and maintain a competitive edge in the market.

Integrated company support services. Our company stretches across several subsidiaries that provide important support services for our properties. It leverages on the integrated support services provided by our subsidiaries to enhance the guest experience and drive operational efficiency. Waterfront Food Concepts supplies our hotels with high quality baked goods, desserts, and pastries, ensuring that our culinary offerings consistently meet the highest standards. Additionally, Waterfront Wellness or Citigym caters to the health and wellness needs of our guests and patrons, promoting a well-rounded hospitality experience. These in-house capabilities enable us to maintain control over quality, streamline operations, and create a more cohesive and enjoyable stay for our guests, further strengthening our competitive position in the industry. *(See Our Subsidiaries section for details.)*





OUR GROWTH STRATEGIES

Our **growth strategies** are anchored in our key result areas (KRAs) focused on increase in revenue, enhancing cost efficiency, fostering peer development, and ensuring guest satisfaction. To achieve these, we are committed to investing on our people through continuous training and development, empowering our team to deliver top-tier service and drive innovation. Streamlining our operations is a priority, as we constantly evaluate and improve our processes to boost efficiency and reduce cost.

Additionally, we are committed to upgrading our infrastructure and enhancing our product offerings to meet evolving guest expectations and ensure consistently high satisfaction levels. These efforts are geared toward maintaining financial success, sustaining market growth, and guaranteeing long-term market presence. By aligning our KRA focus areas with strategic investments in people, processes, and infrastructure, we strengthen our position as a leader in the hospitality industry while ensuring long-term profitability and market relevance.

We implemented necessary facility improvements and upgrades in recent years to pique consumer interest in our hotel experience. The ongoing construction of our revitalized Manila property will soon be our most exciting addition to the Waterfront experience, and we expect to emerge even stronger as a group upon its completion.

In 2023, the world has further distanced itself from the economic effects of the pandemic. The tourism industry rebounded, albeit not uniformly. While other parts of the world enjoyed high levels of recovery, Asia-Pacific remained particularly slower to catch up due to several factors, including previous lingering restrictions. Nonetheless, our company has found ways to adapt.

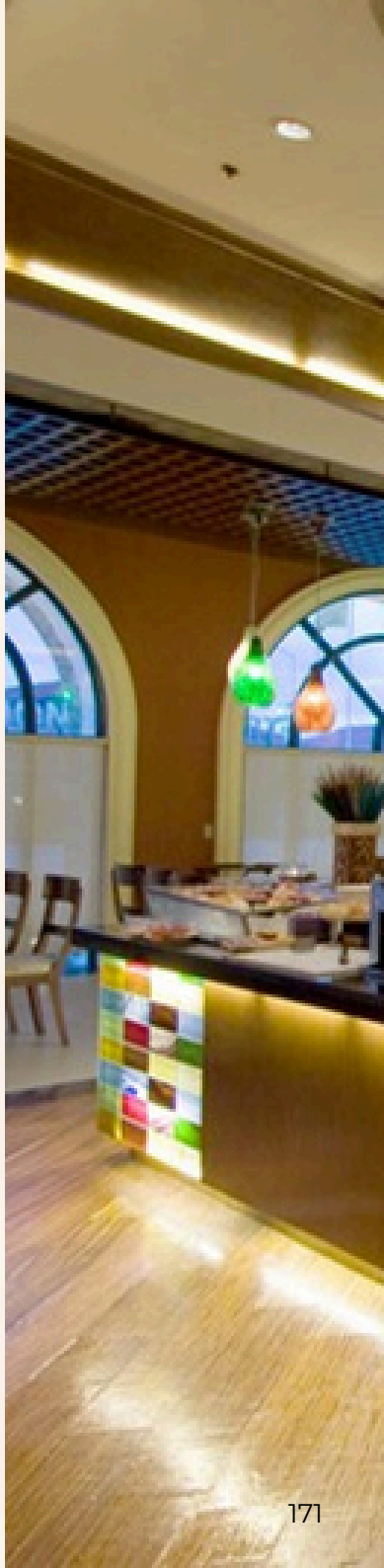
OUR GROWTH STRATEGIES

Waterfront has always been about maintaining the very best standards and expecting the best performance among our Peers, while ensuring that they receive our full support. Because of this, we have maintained our lead as one of the top Filipino-owned hotel chains catering to international travelers and local guests who wish for the ultimate convenience in the Philippines' key cities despite the lingering effects of the tourism crisis in the region. Apart from property improvements and Peer development, we believe that the vital elements to growth reside in strategic acquisition and diversification strategies, and the constant improvement and expansion of our distribution channels.

Facility Upgrades. Waterfront ensures that every property undergoes the necessary upgrades to maintain its quality standards. Waterfront conducts annual facility and amenities improvements to preserve a world-class hotel experience. **Waterfront Manila Hotel and Casino** will be a major update to our portfolio. Currently, it is still undergoing a major reconstruction. The new hotel will soon rise, bringing with it an entirely new guest experience with brand new facilities and modern features that will excite our market for years to come.

Our provincial properties are being maintained to ensure that they deliver only a topnotch guest experience that has come to be expected of our brand. In recent years, the properties have consistently focused on the maintenance and repair of equipment and the upgrading of systems, both hardware and software, increasing efficiency and automation in various departments. The 2023 capital expenditures (CAPEX) were focused on continued maintenance and improvement of Waterfront's properties.

For **Waterfront Cebu City Hotel and Casino**, we have made significant facility upgrades aimend at enhancing operational efficiency, mnimizing equipment downtime, and improving overall guest experience. Key improvements include the enhancement of our chiller system, which has significantly boosted energy efficiency and reduced equipment failures.



OUR GROWTH STRATEGIES

We have also completed critical repairs to our substation, addressing the damage by Typhoon Odette, and restored the ceiling at the driveway entrance.

Our on-going renovation works extend to several areas, including the 17th floor, where major upgrades are in progress, the removal of carpets in function rooms for a more modern and cleaner aesthetic, and extensive elevator and escalator maintenance. Additionally, vital equipment such as the calorific system and boiler burner have undergone essential repairs, alongside repainting projects and the installation of tempered glass, new air conditioning units, and bidets.

Our **Waterfront Airport Hotel and Casino** also have made substantial facility upgrades to enhance our operations and guest services. The hotel successfully completed the installation of new elevators, improving accessibility and convenience for guests. Additionally, significant demolition work was made as part of the ongoing refurbishment of hotel rooms, ensuring a modernized and refreshed environment for future stays.

To support our large-scale operations, we have also acquired new equipment including a cake chiller and ice machine, further enhancing our food and beverage services. In compliance with the Bureau of Fire Protection requirements, we have upgraded our safety measures with the acquisition of new fire extinguishers.

At **Waterfront Insular Hotel Davao**, we have completed several key projects as part of our commitment to facility enhancements and operational excellence. Among the major improvements is the installation of a new generator set, ensuring uninterrupted power supply and boosting operational reliability.



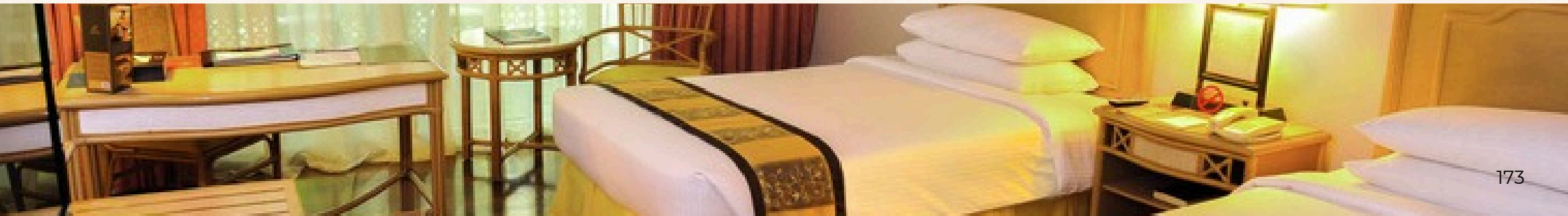
OUR GROWTH STRATEGIES

We also completed the renovation of our function room, the Grand Agila, which is now ready to host events with upgraded amenities. Additionally, the Vinta Bar has been re-opened, offering guests an enhanced dining and entertainment experience.

In compliance with CENRO regulations, we have constructed a Materials Recovery Facility (MRF), reinforcing our dedication to environmental sustainability. Further improvements include the renovation of the employee canteen and kiddie pool, providing better facilities for staff and guests alike. Lastly, we have completed the installation of IT outdoor access points for buildings 2, 3, and 4, enhancing connectivity throughout the property.

In addition to facility upgrades, the group also modernized its internal systems by upgrading printers and email infrastructure. These enhancements have streamlined our operational processes, increasing efficiency, and improving communication across departments. These systems ensure smoother workflows and faster response times, ultimately contributing to improved guest service and overall operational excellence. These technological upgrades align with our commitment to innovation, ensuring we continue both hardware and software are efficient to meet both guest and business needs effectively.

These upgrades and renovations reflect our commitment to maintaining high standards in our facilities and ensuring a seamless, comfortable experience for all our guests.





Peer Development. In the pursuit of excellence, we continually nurture and maintain high professional standards among our people, whom we call our “Peers”. We do this through continuous learning and training.

We responded to the resurgent demands of the hospitality and travel sector in 2023 by strengthening the capabilities of our workforce through development sessions, and skill refreshers aimed at enhancing workforce competence and efficiency.

In 2023, Waterfront Hotels and Casinos dedicated significant resources to continuous training and development programs, elevating our workforce's competence and efficiency. The training achievements of the year surpassed our targets, exemplifying our commitment to excellence. These achievements reinforce our vision of becoming a leader in the tourism industry, delivering gracious Filipino hospitality while continuously adapting to changing paradigms.

Our programs empowered our employees with essential knowledge and skills across three critical domains: technical skills, customer service, and employee welfare. This strategic focus ensures that our team members possess the technical expertise necessary to uphold our brand's standards, as demonstrated by our Skills Certification Programs (SCP). These programs covered a range of roles, including Restaurant Food Servers, Banquet Servers, Room Attendants, Butlers, and Peers in administrative roles.

The 2023 HR activities and training initiatives at Waterfront Cebu City Hotel and Casino (WCCH) have been critical in advancing the skills and capabilities of the staff, which in turn have enhanced service quality and operational efficiency.

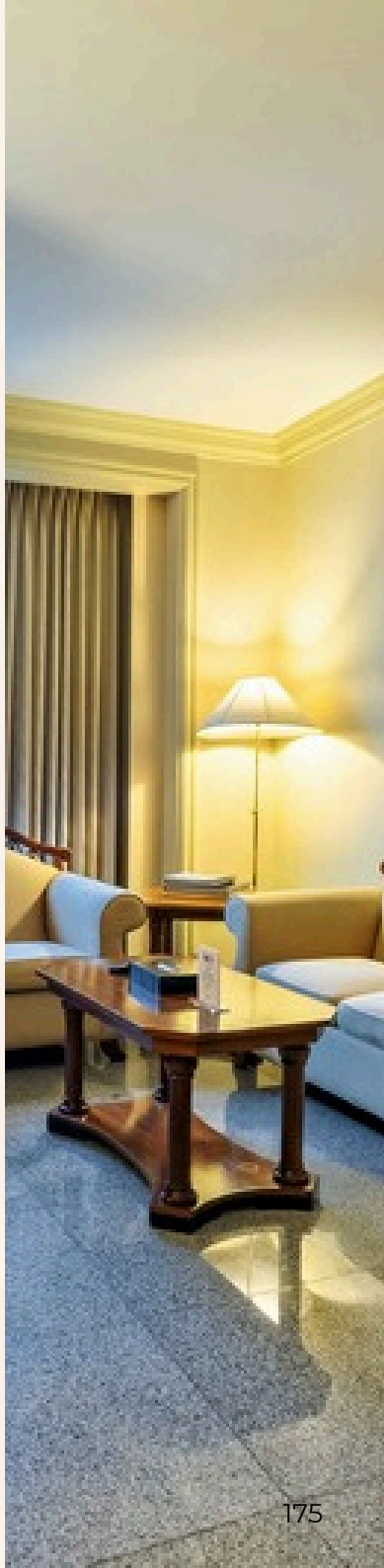
OUR GROWTH STRATEGIES

Notably, the hotel exceeded its training hours target, achieving a Training Index of 124.24 hours, surpassing the target by 34.24 hours. This commitment to continuous staff development underscores WCCH's dedication to upholding high standards in service delivery, a key factor in maintaining its competitive position in the hospitality industry.

Equally committed in Peers Development is Waterfront Airport Hotel and Casino (WAHC). In 2023, it continued to prioritize the development and well-being of its employees through a comprehensive range of activities under the Peer Development program. These initiatives were crucial in maintaining a motivated and skilled workforce, which is essential for the hotel's operational success. The hotel in 2023 exceeded its training index with 131.88 hours which is above target by 41.88 hours. Not to be left out is Waterfront Insular Hotel Davao (WIHD) who also did the same in terms of honing our Peers to the best of their abilities, motivating and creating a cohesive workforce, which showed in the hotel's smooth operation and continued guest satisfaction reviews.

Our Skills Certification Programs (SCP), Induction Programs, and Gracious Customer Care Programs are three of the more important recurring trainings conducted multiple times of the year ensuring that old and new Peers are trained on both skills and knowledge protocols of the hotel in different areas of operations. These programs are given to all our Peers across the Waterfront Hotels & Casinos group from Rooms and F&B divisions including Engineering, Sales & Marketing, Finance, Housekeeping, Safety & Security, HR, Corporate support offices, and Training.

Some notable trainings this year for WCCH are the Air Compressor workshop, Facility Care Institute workshop, Waterfront Food Quality System training, Cleantensified: Improving Hotel Safety through ATP Hygiene Monitoring, the buffet action station interaction enhancement training, coffee and cocktail refresher, and food safety seminars.



OUR GROWTH STRATEGIES

In compliance with government regulations, the hotel also underwent seminars on the Basic Pollution Control Officer Course (DENR Admin. Order 2014-02) on pollution charges, Fire Code of the Philippines: Business Compliance with 2019 IRR, Govt. Reportorial Seminar, and Road Safety Awareness training by the Land Transportation Office.

Leadership Trainings were also conducted not only for WCCH but the rest of the Waterfront hotels as well, these are the People Management and Leadership seminar, designed to update managers and leaders on the latest trends and best practices in fostering effective people management and equip participants with the tools needed to adapt to the evolving workplace dynamics. The Peer's Image Development Program which is designed to help peers cultivate a polished, confident, and professional image is also conducted throughout the year with the seminar on Building and Winning Workplace Culture and Teams which teaches about group dynamics and teamwork.

Another program that was cascaded groupwide was the Marketing training seminars. By continuously keeping ourselves abreast with the latest trends in Marketing particularly understanding online and digital distribution platforms, our Peers attended seminars on Marketing in Asia Pacific, where a discussion on the latest and most effective marketing trends in Asia and the Pacific was tackled, Social media: Growing Your Online Business, and Digital Make-Over: Enhancing Online Reputation in the travel industry in a post-pandemic world, were among the seminars that distinctly provided salient information and perspective in the implementation of our marketing and distribution strategies.

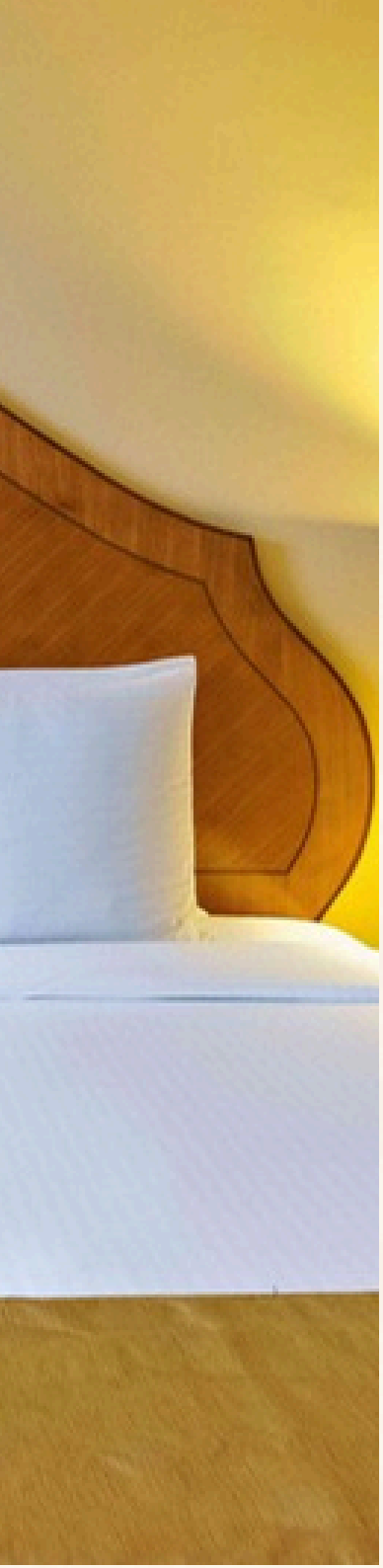
These programs and training are designed to enhance the Peers' skills and knowledge, particularly in guest interactions. By consistently reinforcing these skills, the group can ensure that all staff members are well-equipped to deliver exceptional customer service. Given the competitive nature of the hospitality industry, where guest satisfaction is a critical driver of repeat business and brand reputation, this focus on customer care is a strategic asset for all Waterfront Hotels.

Another crucial group training initiative was the "Boiler Operations and Maintenance Training." This program provided staff with the essential knowledge to optimize the performance of the hotel's boiler systems, which are vital for both operational efficiency and sustainability. Proper boiler management not only reduces energy consumption but also lowers operational costs, contributing directly to the hotel's bottom line. In an era where sustainability is increasingly becoming a priority for guests and investors alike, such technical training programs are invaluable in supporting the group’s environmental and financial goals.

Other trainings on sustainability that was conducted in 2023 group-wide includes solid waste management, the E in ESG: Embracing Well the Leeding Edge, Nurturing Sustainable Solutions: A Forum on Solid Waste Management and the Circular Economy.

Additionally, the Waterfront group place a strong emphasis on cross-cultural communication with the "Understanding Cross-Cultural Differences" program. Given the location of our hotels as major hubs for international tourists, this training is particularly relevant. It equips staff with the skills necessary to navigate and respect diverse cultural expectations, thereby improving the overall guest experience for international visitors. This training not only enhances guest satisfaction but also strengthens the groups’ reputation as globally attuned and culturally sensitive establishments. Other trainings Waterfront integrates into its inductive and gracious customer care seminars includes DOT’s Filipino Brand of Service Excellence which are flagship training programs of the DOT envisioned to provide all front liners in the tourism and hospitality industry on to how render excellent service to tourists the Filipino way, making it the ‘brand’ of filipino hospitality.

The group also recognized the importance of digital security through the "Cybersecurity: The Law of the Land and the Way Forward" training. As the hospitality industry becomes increasingly reliant on digital infrastructure, the risks associated with cyber threats have grown. Different seminars on cyber security were held throughout the year such as the Information and Cyber Security Awareness Training, Online Website Transactions: Cybersource Migration, Third Parties: A Privacy Compliance Liability, Dpoinbox Academy: Best Practices in Privacy for Risk Identification and Reporting, and the Philippine Cybercrime Situationer: Securing the Cyber Space, among others.



These training ensured Peers across the Waterfront Hotel group are knowledgeable about the latest cybersecurity best practices, protecting both the hotel's and its guests' data. This focus on cybersecurity is particularly pertinent given the rise in cyberattacks across industries, making it a crucial aspect of the hotel's risk management strategy.

Beyond these specific programs, the group also engaged in several other training initiatives aimed at enhancing operational efficiency, guest service, and regulatory compliance. These included programs on effective business writing, data privacy, and various technical and safety skills.

At the onset of our new email system, a series of IT seminars were held such as the introduction to outlook web app (OWA), file sharing (sharepoint and one drive), other essential MS 365 apps, and email security trends including the IT Self-service request management workshop.
Peers welfare seminars included Safety, Security, Emergency Training, Anti-sexual Harassment, Drug Awareness, HIV/AIDS Awareness, Loss Control Management, Anti-Bribery Awareness training, Emotional Intelligence at the Workplace, Soul at Work, Managing Employees Mental Health in the Workplace Seminar, and Stress Assessment and Management Seminar. Each of these training activities contributes to a well-rounded and highly competent workforce, capable of meeting the diverse challenges of the modern hospitality industry.

In summary, the HR activities and training programs of the Waterfront hotel group have been instrumental in advancing the hotel's strategic objectives of operational excellence, sustainability, and guest satisfaction. By investing in comprehensive and targeted training initiatives, the group not only enhances the skills of its staff but also strengthens its market position and prepares for future challenges. As the hotel continues to innovate and improve, these ongoing investments in staff development will remain a cornerstone of its success, ensuring the continuous improvement in the competitive landscape of the hospitality industry.

The individual properties also had standout initiatives of Peers activities such as WAHC's Quarterly Peers' Salu-salo, a mini town hall meeting designed to update peers on new developments within the hotel, particularly the introduction of new hires. This regular communication fosters a sense of belonging and keeps all peers aligned with the hotel's goals, which is critical for maintaining high levels of service and operational efficiency.

Another significant activity in WAHC was the Quarterly Free Medical Caravan. This initiative offered peers access to essential health screenings, including bone scans, cholesterol and sugar level testing, and creatinine blood tests.

Our Peers' Engagement Activities also continued to play a vital role in enhancing employee morale and fostering a positive work environment. These activities included celebrations of events like Mother's and Father's Day, Valentine's Day, and religious observances such as Thursday's Bible study and the first Friday Mass, culminating in a Christmas Party and Year-End Thanksgiving. These engagement activities are not only important for maintaining a positive workplace culture but also for ensuring that peers feel valued and appreciated, which is key to reducing turnover and retaining top talent.

The Safety, Security, and Emergency Procedures training across the group ensures that security of guests and staff remains a top priority for the hotel. The hotels took significant steps in this regard with comprehensive training programs focused on emergency preparedness and safety protocols. The training was critical in equipping staff with the knowledge to handle potential emergencies effectively, ranging from fire safety to handling security threats.

Job Instruction Technique (JIT) training was also a key initiative in 2023, focusing on enhancing the ability of supervisors and trainers to effectively teach new skills to their teams. This methodical approach to training ensures that all employees receive consistent and high-quality instruction, which is essential for maintaining the standards of service that the Waterfront group is known for.

The induction program for newly hired staff added another critical component to WCCH's training efforts. This program is designed to integrate new employees into the hotel's culture and operations quickly and effectively. By providing new hires with the necessary tools and knowledge from the outset, the hotels ensures that they are well-prepared to contribute to its success.

OUR GROWTH STRATEGIES

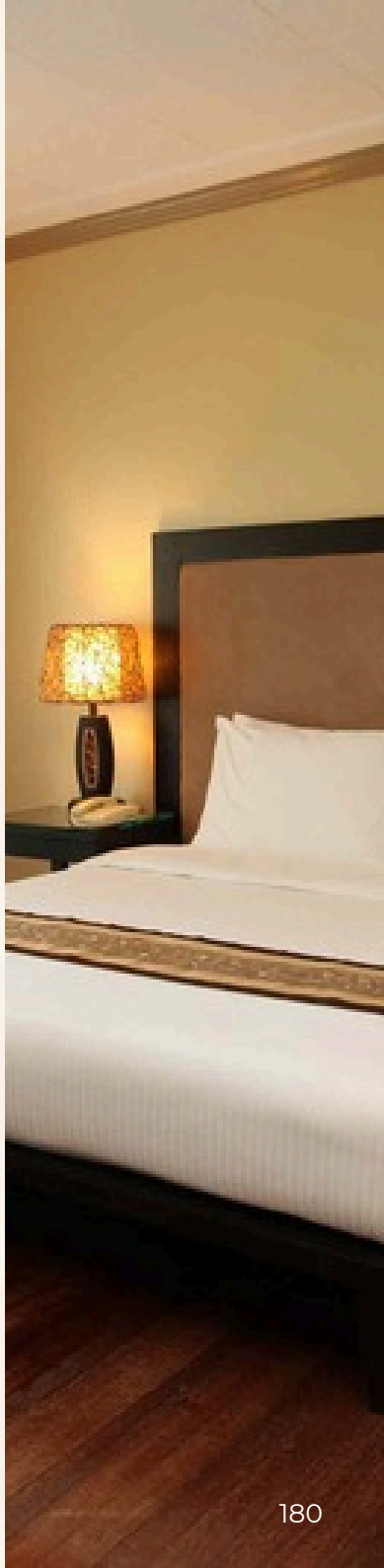
This program is particularly important for maintaining continuity and consistency in service delivery, even as the hotel grows and brings in new talent.

Supervisory training was another significant initiative aimed at developing the leadership capabilities of supervisory staff. This training focused on enhancing the skills needed to manage teams effectively, including conflict resolution, team motivation, and performance management. Strong supervisory skills are crucial for maintaining a motivated workforce and ensuring that service standards are upheld consistently.

These training initiatives collectively played a crucial role in advancing strategic objectives, ensuring that the hotel not only meets but exceeds the expectations of its guests. By focusing on a combination of cultural, technical, and leadership development, the Waterfront group has positioned itself to continue its legacy of excellence in the hospitality industry.

While 2023 presented its share of challenges and learning opportunities, Waterfront Hotels and Casinos remains steadfast in its commitment to developing training programs that will transform our vision into reality. We look forward to a future where our dedication to excellence continues to shine.

Moreover, we highly value our Peers as our partners throughout our operations and in community building. Through company-wide CSR activities, our Peers participate in a holistic program. Our company considers its CSR programs as instrumental in helping employees feel more involved and aligned with the company's mission, vision and core values. Engaging peers in the CSR programs is a means towards realizing the hotel’s thrust in being a leader and taking part in community-based projects that help in the development of the tourism industry. *(See CSR section “Giving Back” for details.)*





Business Diversification. Waterfront continuously looks for opportunities to expand and diversify its business. We aim to continually adapt and reshape Waterfront in alignment with the business climate. Our diversification strategies advise our decision-making and are part of overall risk management as we strive to ensure our group's sustainability and outlook for the future.

Several approaches are being considered, including the determination of best use capacity, setting up of diversified revenue streams, and multiple ways of complementing, enhancing and improving on our core business. This is a necessary undertaking in order to maximize the value of our locations, being situated in prime properties in the key cities in the Philippines. This is part of our commitment to constantly find ways to enhance shareholder value and to remain dynamic as a company, constantly moving from strength to strength.

Expanding Distribution. In 2023, our online channels continued to generate a significant portion of our Rooms total revenue. Total online production is an aggregate of revenue from our Global Distribution Service (GDS), Online Travel Agencies (OTA's), and company website and mobile app.

In 2023, Waterfront Philippines, Inc. exhibited remarkable performance across its three main properties, each contributing significantly to the company's overall growth in online production. Online figures are computed as a total of GDS, OTA, Website and Mobile App revenue.

At the forefront is the Waterfront Cebu City Hotel and Casino, which generated PHP 130.51 million in online revenue contributing 47% to the total hotel's Room revenue of PHP 276.33 million. This impressive figure accounted for 55% of the WPI's total online revenue. Comparing it against 2022 online revenue of PHP 85.15 million, this year's growth rate is at 53%.

OUR GROWTH STRATEGIES

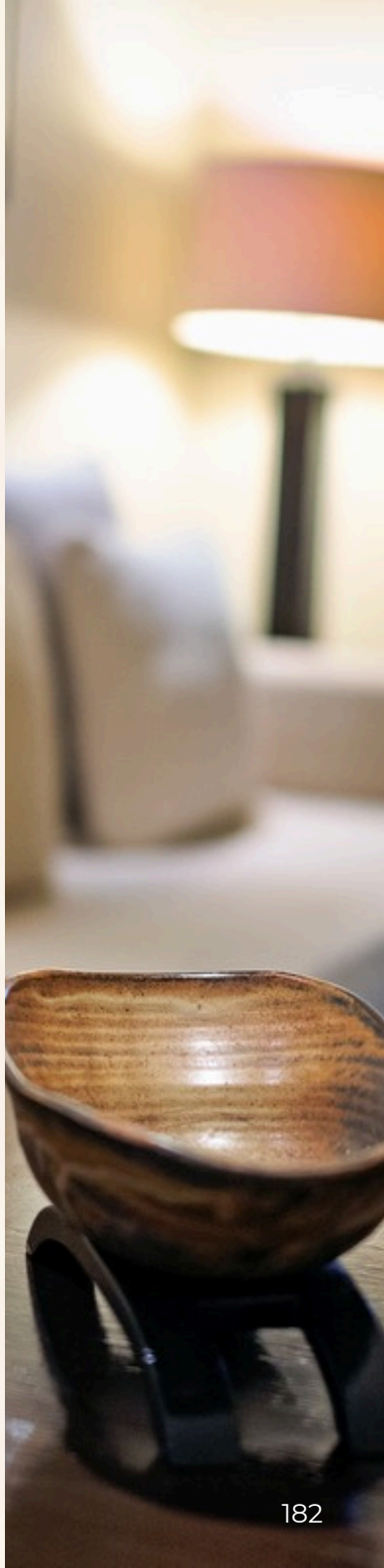
This remarkable growth underscores the property's strong recovery and its pivotal role in the company's portfolio.

The Waterfront Airport Hotel and Casino also demonstrated a significant surge in performance, achieving an online revenue of PHP 68.75 million. This figure represented 29% of the group's total online revenue. The property's total Room revenue, amounting to PHP 96.87 million, showcased a high contribution of 71% to the hotel's overall Room revenue. In 2022, online Rooms revenue was PHP 25.92 million, against 2023, this year's online revenue delivered an impressive growth rate of 165%.

This dramatic improvement highlights the property's enhanced operational efficiency and its substantial recovery within the year.

Meanwhile, Waterfront Insular Hotel Davao (WIHD) achieved an online revenue of PHP 39.51 million, which constituted 17% of the total online revenue for the group. The property's room revenue stood at PHP 97.77 million, with a 40% contribution to room revenue. WIHD experienced a 19% growth compared to the previous year which reached a total revenue of PHP 33.23 million.

Overall, the Waterfront Group's total online production for the year-to-date 2023 amounted to PHP 238.77 million, significantly boosting the total room revenue to PHP 472.47 million. The group's average year-over-year growth rate was significantly high at 65.73%, reflecting a strong recovery from previous years and underscoring the effectiveness of its online revenue generation strategies. The positive trends across all properties suggest that Waterfront Philippines, Inc. is not only recovering but is well-positioned to capitalize on the growing demand. The company is poised to continue its trajectory of growth and recovery.



OUR GROWTH STRATEGIES

Waterfront actively works with digital and travel partners and maintains its infrastructure to generate sales from its main feeder markets.

Waterfront continues to generate satisfactory sales volumes through its central reservations office, which makes us the only integrated network of hotels in the country with a powerful presence through our 16/7 toll-free number. Anyone can book using a single 1-800 number, 1-800-WFRONT8 (9376688), for all Waterfront Hotels nationwide. This channel caters to guests who prefer booking by phone.

We maintain a partnership with our B2B and B2C Online Travel Agencies (OTA's) across strong international feeder markets such as Korea, Japan, China, and Europe/US. The local market, Philippines, still remains to be the strongest geographic region among our online customers. We are currently working with Siteminder as our global distribution partner. It is the world's largest online sales, marketing and distribution service for hotel groups.

This system provides the best and comprehensive search facilities for agents in the hotel and resort industry, assisting them in making thousands of customized searches and generating instant confirmations.

These partnerships support a strong distribution network for the company, ensuring solid growth infrastructure.

Our marketing, sales and reservations offices make up an important backbone of our operations and revenue, representing our properties and facilitating cross-selling of our hotels and services. We ensure that our sales service is integrated, flexible, efficient and always accentuated with that Filipino touch of excellence.

Overall we continue to expand in innovative ways, using technology and new media to our advantage as a cost-effective way to expand our market share, explore new markets and ensure the strength of our brand presence locally and internationally.















BRAND RESOLUTION:

FOCUS ON THE BUSINESS TRAVELER

BRAND RESOLUTION

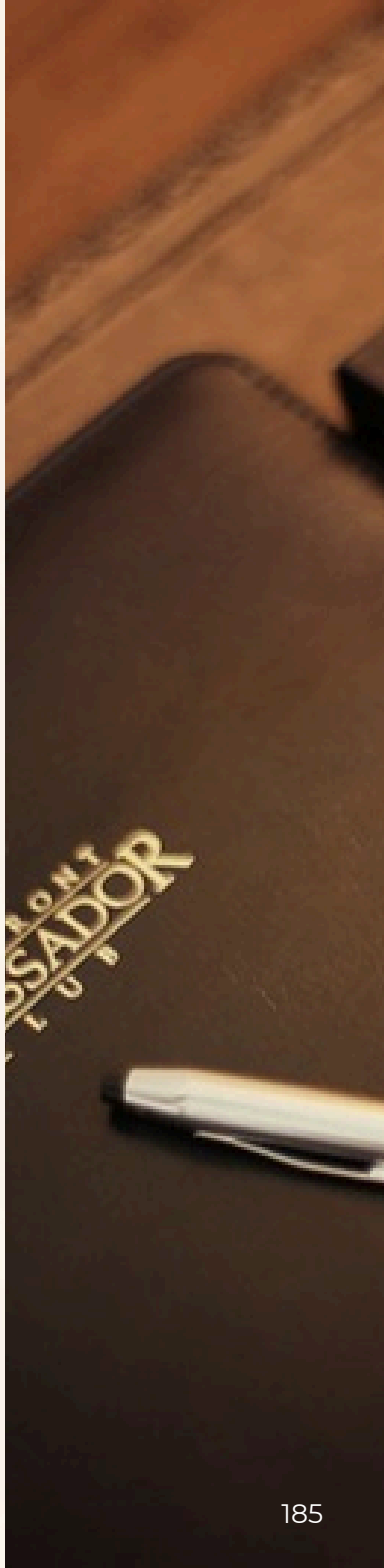
FOCUS ON THE BUSINESS TRAVELER

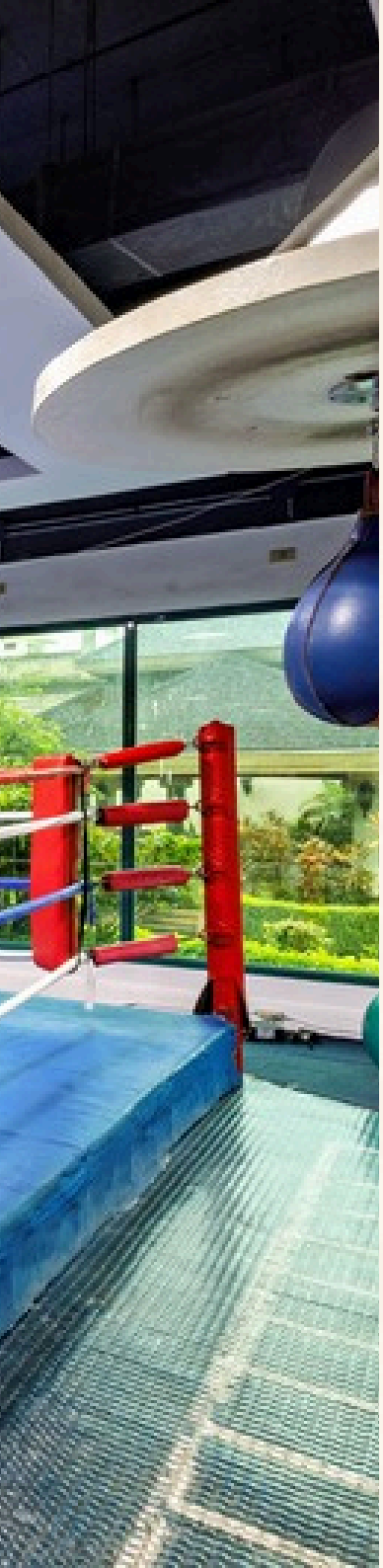
Waterfront gives a wide range of business-related conveniences to ensure that our guests enjoy a productive stay. Our special attention to detail, well-equipped business centers, accessibility, unrivaled facilities and presence in major cities of the Philippines make us best positioned to cater to the business traveler's needs.

We are located throughout the country's major cities, in proximity to international airports. No other hotel chain in the Philippines has the reach and presence of Waterfront Hotels. Our hotels are located ideally within a short distance from major international airports, the Ninoy Aquino International Airport (NAIA) and the Mactan Cebu International Airport (MCIA). Whether it is in Manila, the country's biggest tourism hub and its political, social and economic center, or in Cebu, considered the gateway of tourism in Southern Philippines and the fastest-growing destination in the country, or Davao, a major city in the Mindanao area and an ideal base for business in the area, Waterfront is able to provide business travelers with first class accommodations and convenience expected of a business-savvy hotel.

Our capability to accommodate large numbers of travelers for all types of business gatherings. We provide the best range of venues for all types of meetings and conventions. No other hotel chain can boast of having the facilities to handle small, medium and large-scale gatherings with ease.

Our unrivaled facilities for MICE. We have one of the largest international convention center in the Visayas-Mindanao area, unparalleled for its size and available facilities. We hold an unrivaled position in the MICE industry, with our unmatched expertise in handling large-scale meetings, incentives, conventions, and exhibits/events, our extensive experience allows us to consistently deliver seamless and highly impactful events, making us the preferred choice for corporate, NGO's, government, and social gatherings.





The convention center readily accommodates over 4,000 people. Throughout our hotels, we maintain a consistent focus on travelers with the MICE objective. With a dedicated team of professionals and versatile event spaces, we continue to set the standard for excellence in MICE. We are flexible and efficient, able to provide all technical equipment and assistance necessary for business functions of any scale.

Urban recreational facilities. We have all the facilities that a business traveler requires to relax and unwind. Throughout our hotels, we maintain wellness facilities: gyms, spas, swimming pools, and gaming areas that put the business traveler at ease. We know how important it is for guests to find an oasis in the city, and Waterfront, throughout its urban locations, provides sophisticated facilities for wellness, exercise, and relaxation.

Connectivity. Our Hotels offer fast and free WiFi in-room and in public areas. With our widespread connectivity service, whether in our rooms or our public spaces, we aim to deliver reliable connectivity to our guests. Nothing satisfies a business traveler more than a reliable, readily available Internet connection that enables him to work anytime, any place.

Fully equipped business centers. Our business centers are equipped to accommodate the business traveler's needs for Internet access, secretarial functions, copying services, and communication. We take pride in being able to provide an "office away from the office" while maintaining that relaxed hotel ambiance. It has everything the guest needs to conduct business efficiently. Whether it’s for quick meetings, remote work, or preparing for large conferences, our business centers are designed to provide a convenient, productive environment. These features make us the ideal choice for business travelers seeking both comfort and functionality.

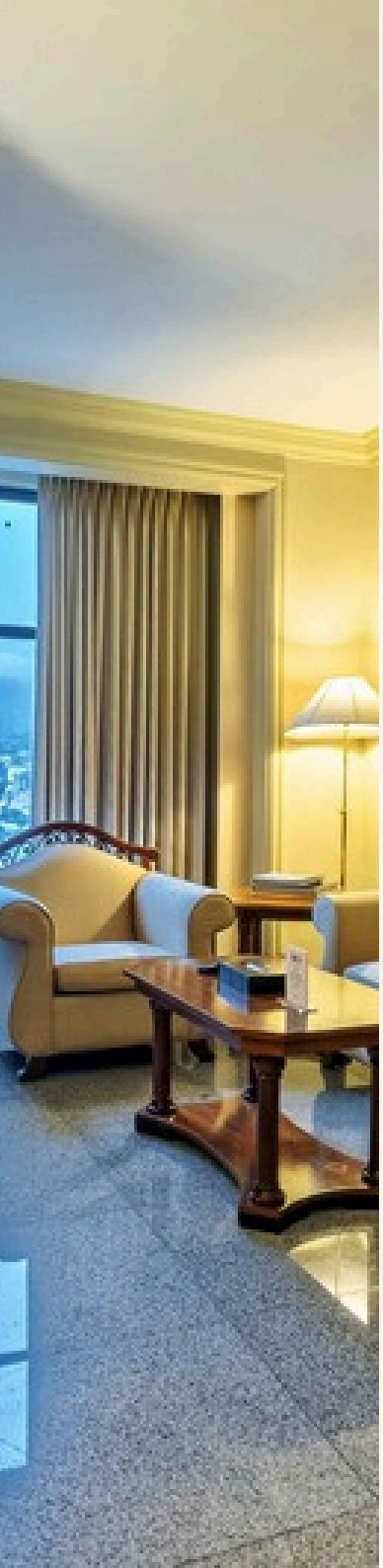
BRAND RESOLUTION

International gaming facilities. We provide guests both local and international with an exciting and sophisticated entertainment experience. Our casinos feature a wide range of gaming options, from classic table games to the latest slot machines, catering to both seasoned players and newcomers. Operated in partnership with PAGCOR, our gaming facilities are designed to meet the highest standards of safety and security, ensuring an enjoyable and fair experience for all. These vibrant gaming spaces, combined with our accommodations and services, create a dynamic and entertaining environment, making our hotels a premier destination for gaming enthusiasts.

A wide range of dining options. Being able to cater to a wide range of tastes and food preferences is a source of pride for our hotels. We pride ourselves on offering an extensive range of dining options that set us apart in terms of quality and variety. From casual dining to gourmet experiences, our restaurants features diverse cuisines prepared by expert chefs, ensuring a culinary journey that caters to every palate. Business travelers who have unique preferences will find themselves at home in our dining outlets which serve international cuisine, from Chinese to Italian to Japanese. Our banquet menus and packages are crafted with the same commitment to excellence, delivering delicious, meticulously prepared dishes that consistently impress guests and event attendees. Menu customization for those with special dining requirements is done by our highly competent F&B staff. We provide a wide range of menu options for business functions to suit your preference and budget. Whether for intimate gatherings or large-scale events, our dining offerings are renowned for their taste, presentation, and exceptional service, making us the premier choice for unforgettable dining experience.

Affordability and competitiveness. We have successfully remained within the business traveler's reach by staying true to our commitment of value for money. We continue to be highly competitive and best in class, giving our guests luxurious stays that are reasonably priced and appealing to our target market.





This is especially relevant in today's business climate, where companies are adjusting their budgets and looking to find the best value for business travel. We provide a diverse range of accommodations, dining options, and MICE packages designed to cater to various budgets, while maintaining the highest standards of quality. By offering competitive rates tailored to different market segments - whether for business travelers, leisure guests, or large-scale events -we ensure that every guest enjoys a premium experience. This strategic pricing, coupled with our wold-cless facilities and services, positions us as a leading choice in the hospitality industry, delivering outstanding value without compromising on excellence.

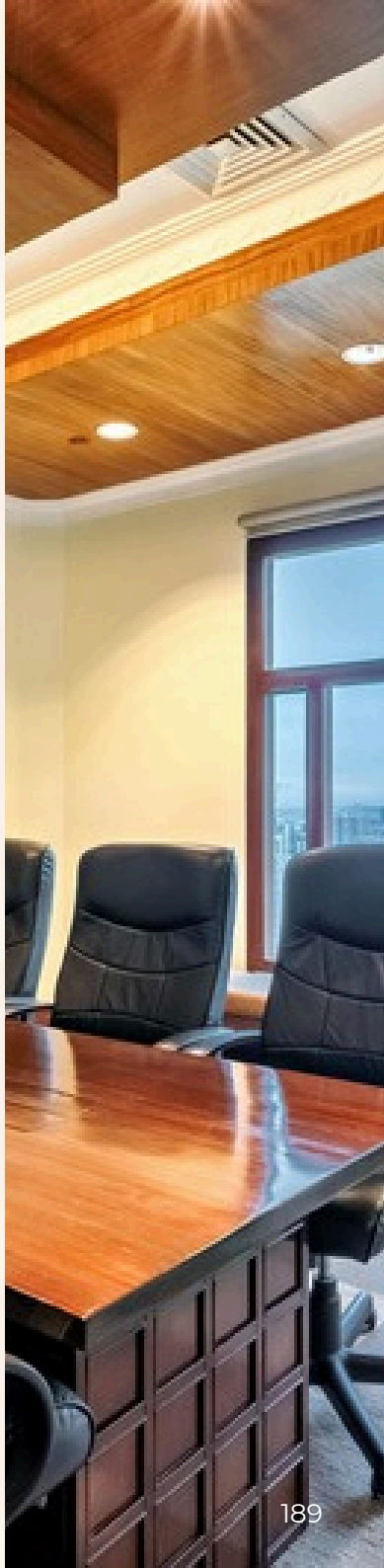
Online ubiquity. Waterfront Hotels & Casinos boasts of an expanded online presence. We touch base with our clientele through our web and mobile tools that are designed to capture our market through well-strategized user interfaces. Bookings and payments are made secure and easy through constant improvements in our software. Our online booking facility also allows convenient reservations 16/7 through our corporate websites' booking engine as well as our online partners website, enabling the global traveler ease in planning his stays. We are progressively increasing our online presence so we can serve the business traveler better.

The group maintains a strong online presence, ensuring easy and convenient access for guests cross multiple platforms. Our website features a user-friendly booking engine that allows guests to directly book their stay with confidence, accessing the best available rates and exclusive offers. In addition, we partner with leading online partners to further enhance our visibility and availability, making it easier for travellers to find and book our properties. Through effective metasearch and distribution strategies, we ensure that our hotels are consistently represented on top comparison sites, maximiaing our reach and ensuring that we remain competitive in the digital market place. This comprehensive online approach allows us to cater to a broad audience, offering seamless booking options and an elevated guest experience from the very first interaction.

BRAND RESOLUTION

The Ambassador Lounge is a highlight of our business stay. It offers an exclusive and sophisticated experience tailored to the needs of our most discerning guests. Designed for business and leisure travelrs alike, the lounge provides a serene and comfortable environment with premium amentities such as complementary refereshements, private meeting spaces, and personalized concierge services. Guests in the Ambassador Executive Lounge enjoy a hgietened level of luxury, indlucding priority check-in, exclusive access to gourmet breakfasts and evening cocktails. This space is ideal for those seeking a quiet retreat or a place to conduct business in an intimate and professional setting, further enhancing the overall guest experience at our hotels.

The unique combination of sensible sophistication, convenience, expanded F&B options, integrated gaming, wellness facilities, excellent service and attention to detail all adds to the signature touch that is unmistakably Waterfront.















AWARDS & ACCOLADES

ACCOLADES

Nominations, Awards, Certifications, and Citations	Year	Organization	Property
World Class Philippines Awardee for Outstanding Luxury Accommodations and Premiere Events Destination in Cebu City	2023	World Class Philippines	WCCHC
Clients' Choice Award	2023	Hotelbeds	WCCHC
Kadaugan Food Festival 2023 Best Booth Design	2023	Lapu-Lapu Local Government Unit	WAHC
Search for Tourism Ambassador & Ambassadress Rapunzel Ponce: 2nd Runner Up for Mr. Tourism Ambassador, Mr. Photogeric, and Best in Production.	2023	Lapu-Lapu Local Government Unit	WAHC
Plaque of Recognition as Education Partner	2023	Department of Education Region VII (Lapu-Lapu City)	WAHC
Best Merienda Buffet	2023	Sunstar Cebu	WCCH
Service Excellence Award as Quarantine Hotel	2022	Department of Tourism (DOT) Region 7	WCCHC
Traveller Review Awards 2022	2022	Booking.com	WCCHC
Tripadvisor Traveler's Choice 2021 Awardee	2021	Tripadvisor	WCCHC
Safe Travels Certification	2021	Department of Tourism (DOT) and World Travel & Tourism Council (WTTC)	WCCHC
Safety Seal	2021	Department of Tourism (DOT)	WCCHC

ACCOLADES

Best Dim Sum (Tin Gow Restaurant)	2021	Best of Cebu Awards 2020 (Awarded in May 2021)	WCCHC
Runner-up: Best Cookies, Best Chocolate Cake, Best Cinnamon Rolls, Best Lechon	2021	Best of Cebu Awards 2020 (Awarded in May 2021)	WCCHC
Traveller Review Awards 2021	2021	Booking.com	WCCHC
Customer Review Award	2020	Agoda	WCCHC
Gold Circle Award	2020	Agoda	WCCHC
Best Events Venue in the Best of Cebu Awards	2020	Sun.Star Publications	WCCHC
Grandslam Winner for Best Events Venue 2017-2020	2020	Sun.Star Publications	WCCHC
Traveller Review Awards 2022	2022	Booking.com	WAHC
Service Excellence Award as Quarantine Hotel	2022	Department of Tourism (DOT) Region 7	WAHC
Agoda 2020 Gold Circle Award Winner (Awarded February 2021)	2021	Agoda	WAHC
Traveller Review Awards 2021	2021	Booking.com	WAHC
Outstanding Leader in The Hotel And Restaurant Industry	2022	9th Mindanao Business Leaders and Entrepreneur Awards	WIHD
Agoda Gold Circle Award	2021	Agoda	WIHD
Agoda Customer Review Awards	2021	Agoda	WIHD





Client's Choice Awards
2023

Waterfront Cebu City Hotel & Casino received the Clients' Choice Award 2023 from Hotelbeds.



World Class Philippines
2023

Waterfront Cebu City Hotel & Casino is proud to be recognized as a World Class Philippines Awardee for Outstanding Luxury Accommodations and Premiere Events Destination in Cebu City. This prestigious award is a testament to the unwavering dedication and commitment to excellence by the hotel's team.







Kadaugan Food Festival 2023
Best Booth Design

Won Best Booth Design and prize money of PHP 10,000 cash and plaque of appreciation. Lapu-Lapu City LGU announced the Best Booth Design for Kadaugan Food Festival 2023 on their Facebook Page.







Lapu-Lapu Tourism Night 2023

Our Housekeeping Team handmade the costumes by hand using pukot (fisherman's net), sako saharina (flour sacks), sako sabugas (rice sacks), and gluing bottle caps and plastic labels onto the costumes. Rapunzel Ponce won 3 titles: 2nd Runner Up for Mr. Tourism Ambassador, Mr. Photogeric, and Best in Production.



Department of Tourism's
2023 Tourism Awards & Appreciation Night

Received Plaque of Appreciation from DOT during their event "Celebrating 50 Years of Philippine Tourism" last November 28, 2023 at Vivace Events Center by Cebu Ocean Park, SM Seaside Complex.



Department of Education: Plaque of Recognition

Received Plaque of Recognition as Education Partner with DepEd LLC for Calendar Year 2023



Sunstar Best of Cebu 2023

Won Best Merienda Buffet













CORPORATE
SOCIAL RESPONSIBILITY

GIVING BACK

The Waterfront Group is unwavering in its commitment to making a positive impact on our communities. We deeply appreciate that these very communities are the pillars of our success, enabling us to serve society in meaningful ways.

Our belief extends beyond business growth and job creation; it's about actively bettering and uplifting our localities. Every one of our hotels consistently supports causes close to our hearts as part of our CSR initiatives. These projects resonate with our core values and are aligned with the current needs of our dynamic community. Together, we're building a brighter future.

Waterfront Cebu City Hotel & Casino (WCCHC). In 2023, our flagship property actively continued its support for several community and social programs. In February this year, Waterfront's Peers—specifically its 25th year loyalty employees, department heads, and OIC for hotel operations—joined SOS Children's Village Cebu for a day of activities and games, coupled with commemorative gifts for the children. SOS Children's Village has provided care for children experiencing neglect and abandonment in the Philippines since 1967. The event celebrated Waterfront's enduring partnership with the organization in helping underprivileged children in Cebu.

WCCHC's Peers also celebrated the holidays with SOS Children's Village, holding a bigger event with more activities and giveaways for the beneficiaries. WCCHC is committed to ecological preservation, an integral part of our mission. In May 2023, WCCHC Peers conducted a tree planting activity in Barangay Pung-ol, Sibugay as part of the hotel's 25th anniversary celebration.



CORPORATE SOCIAL RESPONSIBILITY

Apart from tree planting efforts, we actively reduce our footprint through equipment upgrades and energy-efficient systems. Each year, we assess our energy efficiency and strive to enhance our environmental impact.

The hotel is dedicated to sustainable practices, utilizing efficient heat pump units to cut fuel costs. These units employ reverse refrigeration with an eco-friendly refrigerant (R-143-A), minimizing diesel fuel usage and reducing carbon emissions annually. We've also installed a 40 BHp Logic Heat Vertical Steam Boiler, further lowering fuel consumption and achieving zero carbon emissions by using electricity to generate steam. These initiatives result in significant savings while shrinking the hotel's carbon footprint.

In addition to our pandemic-driven energy-saving measures, we proudly participated in Earth Hour this year.

We dimmed exterior lights and those in the Grand Lobby during the designated period. We also encouraged in-house guests to join us in conserving energy by switching off lights and electronic devices in their rooms. Our commitment to Earth Hour not only reduces energy costs but also contributes to global energy conservation through collective action among commercial establishments and individuals volunteering to make a difference.

In celebration of Pink October, WCCHC organized “Dance for a Cause: Zumba at the Gazebo”. The event was organised to promote health, increase breast cancer awareness, and raise funds for breast cancer advocacy organizations.





In December 2023, WCCHC's Peers joined hands with the Cebu City Government to celebrate the 13th Pasko sa Uptown alongside underprivileged children from Barangay Banilad, Lahug, Apas, Barrio Luz, and Talamban. The children received goodie bags and other donations from private and public donors.

Waterfront Airport Hotel and Casino (WAHC). In 2023, WAHC Peers visited Caohagan Elementary School in Barangay Caohagan, Lapu-Lapu City, Cebu to conduct an ocular visit. The visit to the Caohagan Island community was to confirm the proper distribution and implementation of previous donations from WAHC. Waterfront's Peers also went to assess the community's needs to inform future programs.

Afterward, the team sponsored "Caohagan Donation Day" and gave more donations to the community, including school supplies for the children, and solar lamps for the local school and community.

Waterfront's Peers conducted a basic cooking demo to provide practical knowledge for Caohagan's homemakers. To bring more cheer to the event, our Peers also organized games with prizes for the children. In addition, 153 individuals from Caohagan's community received a set of towels, blankets, and pillowcases each.

In accordance with a revered annual tradition of solidarity with the rest of the planet in caring for Mother Earth, WAHC took part in Earth Hour 2023. Lights in the hotel's large public areas were switched off. In lieu of electric lights, candle centerpieces wherever necessary throughout the property. To heighten awareness of this cause, a thirty-minute educational Earth Hour video presentation was shown to explain the significance and impact of the campaign to all participating guests.







Earth Hour is an effective way of driving global awareness of energy conservation. However, it is the daily efforts of each company that make a difference in the bigger picture of sustainability. As with all other properties, energy conservation is a mainstay of WAHC's policy.

The property finds ways to increase its energy efficiency thus contributing less to pollution and carbon footprint. The recent replacement of old televisions in all guest rooms with power-efficient LED TVs saved electricity consumption for the hotel. After the project's completion, annual energy costs have been reduced significantly.

Waterfront Insular Hotel Davao (WIHD). Along with all other Waterfront properties, the hotel showed solidarity in its support for Earth Hour by conserving energy during the designated time. All lights in and around the property were dimmed during Earth Hour to participate in the global drive to conserve energy.

CORPORATE SOCIAL RESPONSIBILITY

The hotel once again partnered with House of Hope, Inc., an organization that supports children with cancer. By choosing House of Hope as its holiday beneficiary, WIHD underscored its commitment to giving back to the community, making the celebration not only a festive occasion but also a meaningful one.

At the core of our CSR endeavors lies an unyielding belief in the power of positive change. We are driven by the aspiration to uplift and empower those around us, recognizing that our success is intrinsically linked to the well-being of our communities.

Through our CSR programs, we have established strong partnerships with local organizations and engaged with community leaders to identify needs and prioritize impactful projects.

These initiatives extend far beyond our business interests; they are a testament to our enduring commitment to making a meaningful difference in the lives of those we serve.









SOS Children's Village Cebu
February 18, 2023

The SOS Children's Village Cebu were joined by the Waterfront peers, 25th year loyalty employees, department heads, and OIC for hotel operations. Exciting activities and games filled the Saturday morning with unity and laughter.





Tree Planting
May 24, 2023

Waterfront Peers gave back to the environment through a tree planting acitvity at Barangay Pung-ol, Sibugay as a part of the property's 25th anniversary celebration.



Dance for a Cause
October 5, 2023

In honor of Pink October, a Dance for a Cause: Zumba at the Gazebo was held at Waterfront Cebu City Hotel & Casino.





SOS Children's Village Month Celebration
December 9, 2023

Waterfront Peers joined hands with the Cebu City Government to celebrate the 13th Pasko sa Uptown 2023, together with the children from Barangay Banilad, Lahug, Apas, Barrio Luz, and Talamban.





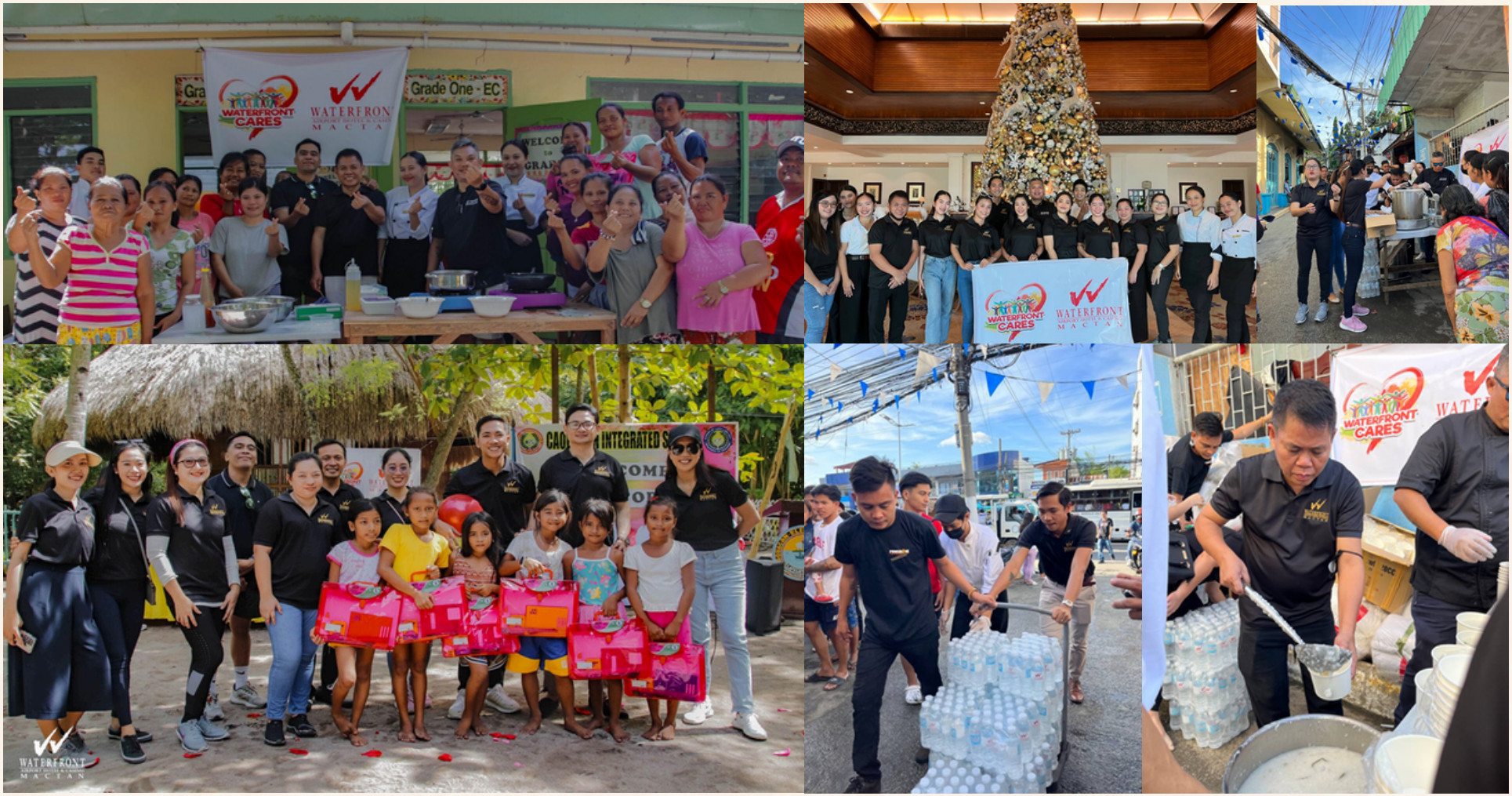
13th Pasko sa UPTOWN
December 9, 2023

Waterfront Peers joined hands with the Cebu City Government to celebrate the 13th Pasko sa Uptown 2023, together with the children from Barangay Banilad, Lahug, Apas, Barrio Luz, and Talamban.



Caohagan Island Community

Ocular visit to the Caohagan Island community to confirm the previous donations from WAHC and the things that they need.



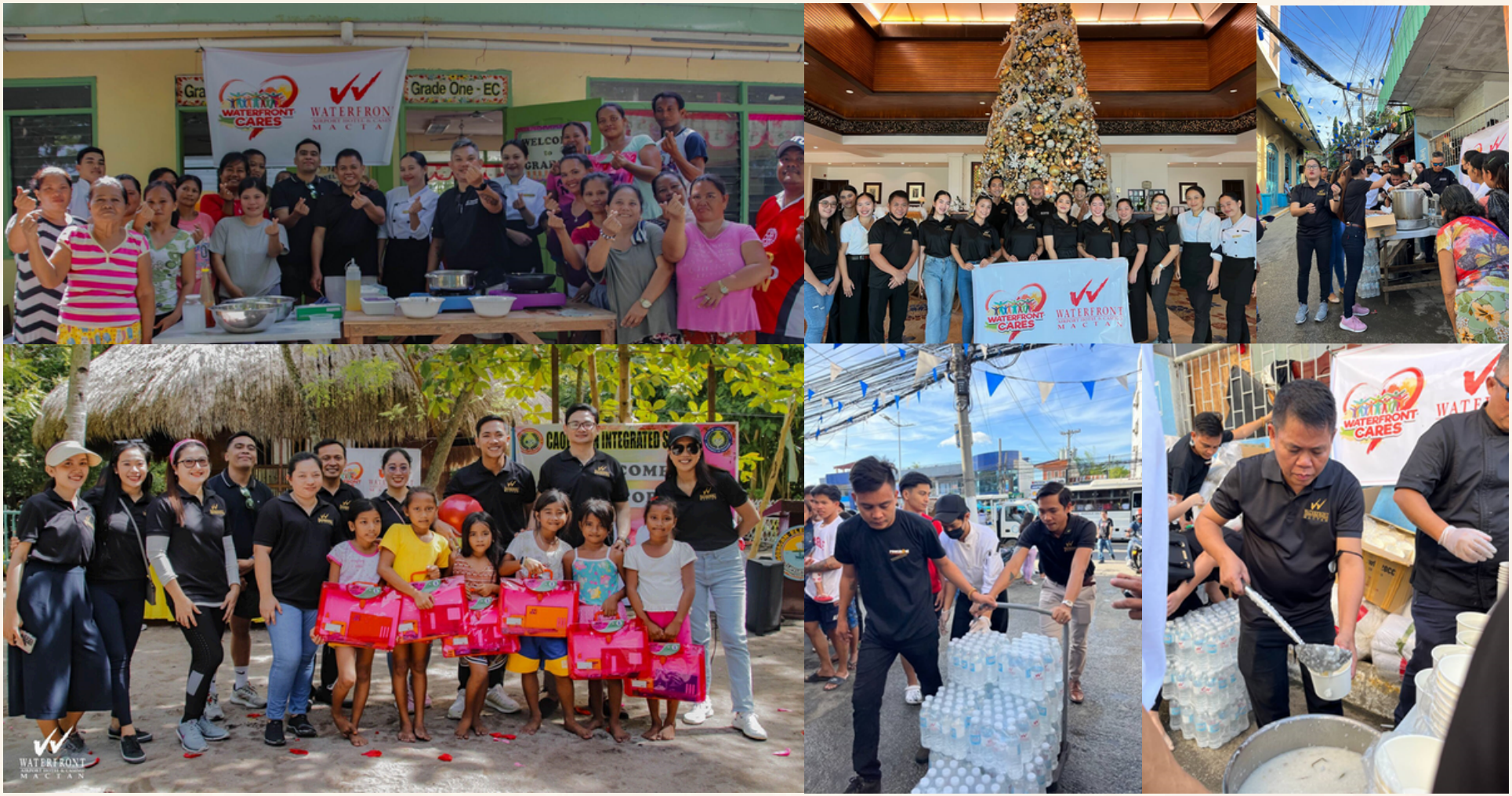
Caohagan Island Donation Day

We donated solar lamps, school supplies, basic cooking demo, and games for the children.
A total of 153 individuals received a set of towels, blankets, and pillowcases.



Caohagan Island Community

Ocular visit to the Caohagan Island community to confirm the previous donations from WAHC and the things that they need.



Caohagan Island Donation Day

We donated solar lamps, school supplies, basic cooking demo, and games for the children.
A total of 153 individuals received a set of towels, blankets, and pillowcases.









BARANGAY 21-C & 22-C OF PIAPI BLVD. DAVAO CITY FIRE INCIDENT

March







BRIGADA ESKWELA '23 – VICENTE HIZON SR. ELEMENTARY SCHOOL

August













CONSTRUCTION
UPDATES

WATERFRONT MANILA HOTEL & CASINO CONSTRUCTION UPDATE 2023

Following the devastating fire on March 18, 2018, which severely damage the hotel's podium and building, Waterfront Philippines Inc. suspended operations at the Waterfront Manila Hotel & Casino to pave way to the reconstruction and restoration of the hotel. Waterfront Philippines Inc., the operator of the property hotel, initiated a phased reconstruction plan to restore and enhance the facility and have been progressing steadily.

The first phase of the reconstruction, which includes the renovation of the public areas such as the lobby, several food and beverage outlets, and the casino area up to the third floor with hotel guest rooms, was expected to be completed by the end of November 2023. This phase has been delayed primarily due to the impacts of the COVID-19 pandemic and is expected to be completed by the fourth quarter of 2024.

The second phase is scheduled for completion by the second quarter of 2025, this phase will cover the completion of guest amenities, facilities, and hotel guest rooms. The last and third phase of the project is planned to be finished by the fourth quarter of 2025, focusing on the remaining hotel rooms and further enhancements.

These phases are designed not only to repair the damage caused by the fire but also to modernize the facilities, enhancing the overall guest experience and restoring the property as a premier destination for both accommodation and gaming in Manila.

As of December, 2023, the reconstruction project achieved 36.21% completion based on the overall construction cost accomplishment.

Breakdown of Key Construction Activities:

Structural Retrofitting
Cost associated with reinforcing and strengthening the building has a significant cost percentage.

Demolition Works
Selective demolition may be necessary to prepare the space for new build or renovations, and associated costs are factored into the overall expenditures.

Installation of ACP (Aluminum Composite Panel) and Curtain Walls
These façade elements contribute substantially to the building envelope, impacting both aesthetics and functionality. Installation costs are reflected in the overall expenditure.

MEPF Riser and Distribution Lines (including Auxiliary Lines)
The installation of the main vertical and horizontal networks for Mechanical, Electrical, Plumbing, and Fire Protection systems represents a major cost component due to the extensive material and labor involved.

Conveying Equipment
The purchase and installation of conveying equipment used for material movement within the project are included in this cost milestone.

Delivery of Pumps, Fans, and Blowers
The procurement and delivery of critical mechanical equipment, such as pumps, fans and blowers are factored into the overall cost expenditure. These critical mechanical components are crucial for various building functions and their delivery represents a significant cost investment.

Fit-Out Works for Casino and Back-of-House (BOH) Areas
While fit-out works typically occur later in the construction process, their inclusion in the current expenditure reflects potential upfront purchases of materials and specialized equipment.

The substantial progress achieved in these important domains warrant allocating 36.21% of the total building cost. This development ensures a strong base, a functional building envelope, the framework for upcoming equipment installations and MEPF, as well as the preliminary fit-out work, providing a strong foundation for a successful project and are essential for the subsequent phases of construction.

A further factor in the rehabilitation project's delay was the thorough structural assessment conducted by our structural consultant, which revealed the necessity of substantial, further retrofitting to guarantee the building's long-term structural integrity and safety. The additional retrofitting will entail adding incorporating extensive brackets, supports, and framing to the facade, podium, and tower of the building.

In addition to its impact on the project's downstream activities, this crucial safety measure has a cascading effect on the construction timeline as a whole. The additional retrofitting requires a temporary pause to several downstream works that may affect important timeline activities and cost implications.

These works include installing curtain walls and demolishing slabs for Mechanical, Electrical, Plumbing, and Fire Protection (MEPF) penetrations. These activities are dependent on the completion of the structural work and cannot proceed safely until the retrofitting is concluded. The planned sequence and disruption could compromise the integrity of both the retrofitting and downstream works.

By firstly taking proactive measures to solve these structural concerns, we can develop a safer and more durable building. Ultimately, this will reduce the risk of future issues and guarantee a project that is finished to the highest standards. Thus, it became a crucial undertaking before proceeding with the construction project.

Waterfront Philippines Inc. remains steadfast in its vision to restore and enhance the Waterfront Manila Hotel & Casino, driven by a deep commitment to excellence and a passion for delivering a premier hospitality and gaming experience.

Despite the setbacks caused by the March 2018 fire and subsequent challenges, including the COVID-19 pandemic, the company has persevered with unwavering dedication to completing the project with the highest standards. Each phase of the reconstruction is meticulously planned to ensure the project is not only completed but done right, reflecting the highest standards of quality and innovation.

As the completion of Phase 1 approaches in late 2024, and with the entire project set to be finalized by the end of 2025, Waterfront Philippines reaffirms its promise to rejuvenate this iconic establishment, making it a beacon of luxury and entertainment in Manila once again













PROJECT **PHASING**

CONSTRUCTION PHASES

PHASE 1

- Basement (Parking, Plant Room and Offices)
- Ground Floor (Dee's Café w/o Al Fresco, El Rey, Casino Gambling Area-Partial, Casino Kiosks, Casino Kitchen, PAGCOR Offices, Sub-station, Luggage Room, Telephone Exchange & Temporary Reception Desk)
- 2nd Floor (VIP Area, Gaming Table Area-Partial, ALEC & PAGCOR Offices, Stage Bar)
- 3rd Floor (Finance Food Storage Room, AHU-FAHU Area)
- 5th Floor (PAGCOR and ALEC Offices, Cafeteria, WMHC Employee's Locker Rooms, Uniform Room)
- 8th Floor (WMHC Offices)
- Guest Floors (9th and 10th Floor)
- Roof Deck

PHASE 2

- Ground Floor (remaining areas)
- 2nd Floor (remaining areas)
- 5th Floor (remaining areas)
- 6th Floor (Café Uno, Kitchen, Function Rooms)
- Guest Floors (11th and 15th Floor)

PHASE 3

- 3rd Floor (remaining areas)
- 6th Floor (Pool Area, Gym and other remaining areas)
- 7th Floor
- Guest Floors (16th and 23rd Floor)
- 22nd Floor (Ambassador Lounge)
- 23rd Floor (The Crown)

DETAILS PER PHASE

PHASE 1
Public Areas – Lobby
F&B outlets
Casino Area (up to 3rd floor)
Guest Rooms
Date of Completion: 4th Quarter 2024

PHASE 1
• Basement (Parking, Plant Room and Offices)
• Ground Floor (Dee's Café w/o Al Fresco, El Rey, Casino Gambling Area-Partial, Casino Kiosks, Casino Kitchen, PAGCOR Offices, Sub-station, Luggage Room, Telephone Exchange & Temporary Reception Desk)
• 2nd Floor (VIP Area, Gaming Table Area-Partial, ALEC & PAGCOR Offices, Stage Bar)
• 3rd Floor (Finance Food Storage Room, AHU-FAHU Area)
• 5th Floor (PAGCOR and ALEC Offices, Cafeteria, WMHC Employee's Locker Rooms, Uniform Room)
• 8th Floor (WMHC Offices)
• Guest Floors (9th and 10th Floor)
• Roof Deck

DETAILS PER PHASE

PHASE 2	PHASE 2
Guest Amenities & Facilities	• Ground Floor (remaining areas)
Guest Rooms	• 2nd Floor (remaining areas)
Date of Completion: 2nd Quarter 2025	• 5th Floor (remaining areas)
	• 6th Floor (Café Uno, Kitchen, Function Rooms)
	• Guest Floors (11th and 15th Floor)

PHASE 3	PHASE 3
Remaining Hotel Rooms	• 3rd Floor (remaining areas)
Enhancements	• 6th Floor (Pool Area, Gym and other remaining areas)
Date of Completion: 4th Quarter 2025	• 7th Floor
	• Guest Floors (16th and 23rd Floor)
	• 22nd Floor (Ambassador Lounge)
	• 23rd Floor (The Crown)













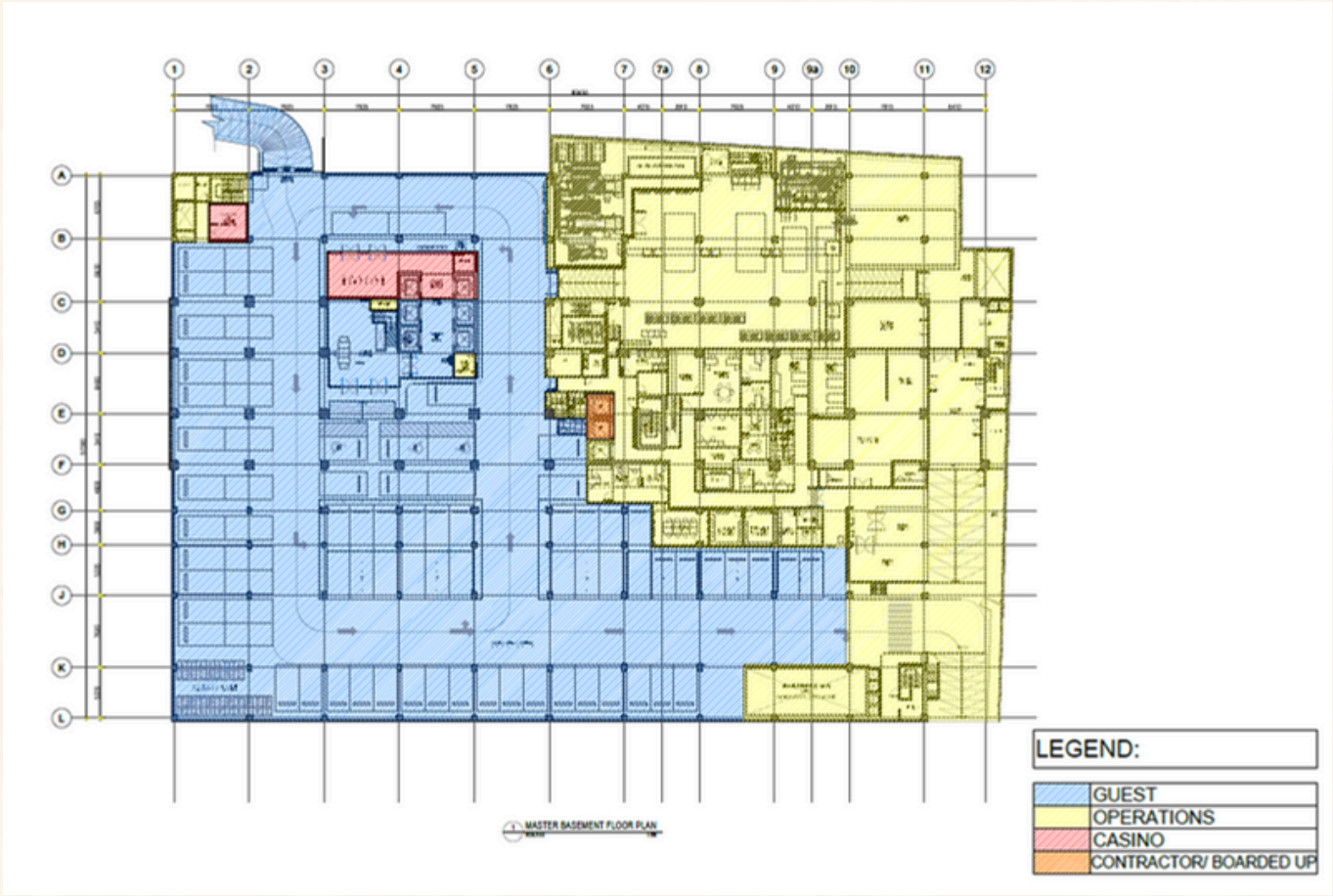
PHASE 1
PRIORITY WORKS

MASTER BASEMENT FLOOR PLAN

GUEST AREAS
- Parking Area
- Hotel Entrance

CASINO AREAS
- Employee's Entrance

OPERATIONS
- Offices
- Utility Rooms

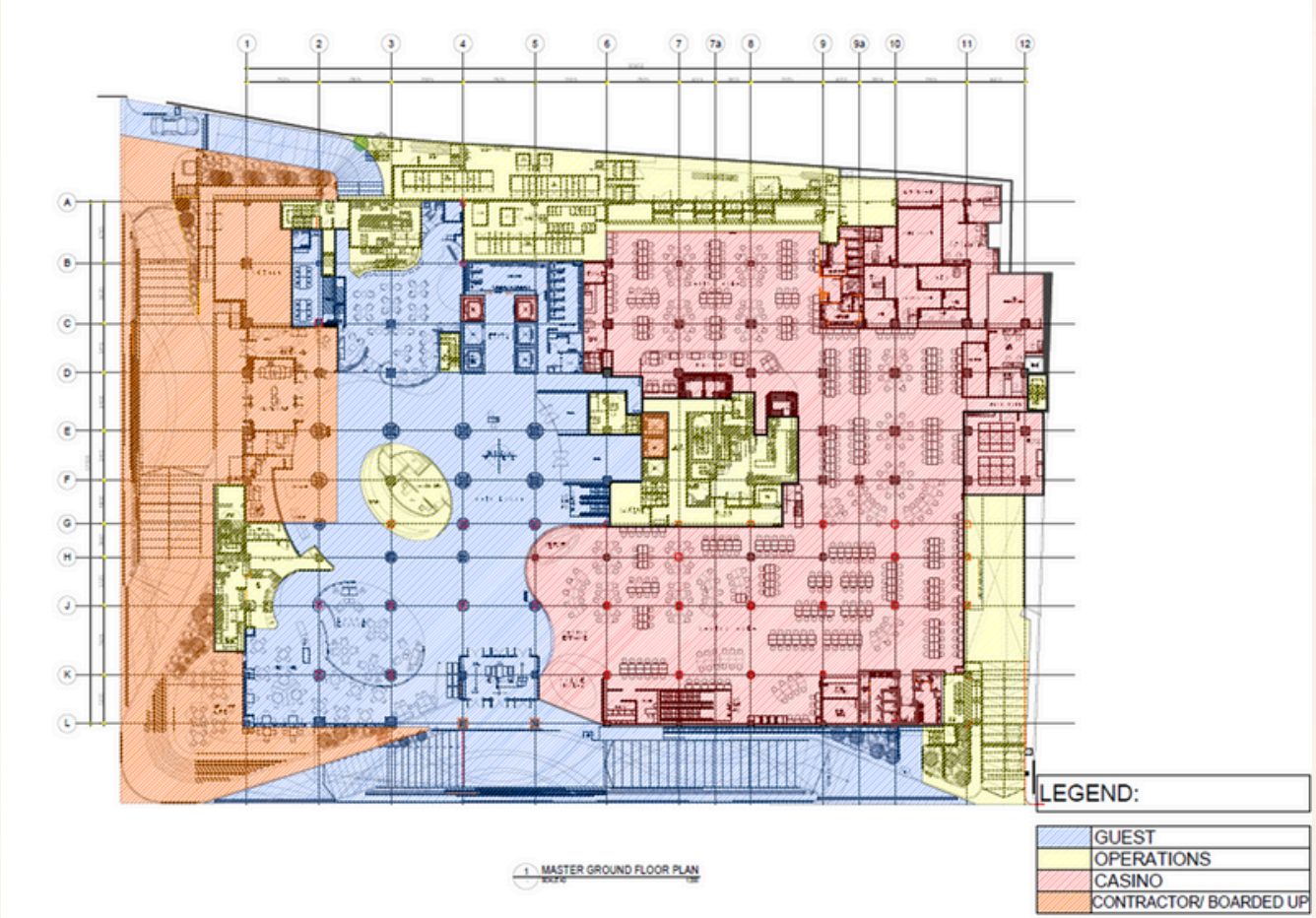


MASTER GROUND FLOOR PLAN

GUEST AREAS
- F&B Outlets
- UN Vestibule
- Un Drop-Off

CASINO AREAS
- Gaming Area (Slot Machine)
- Offices

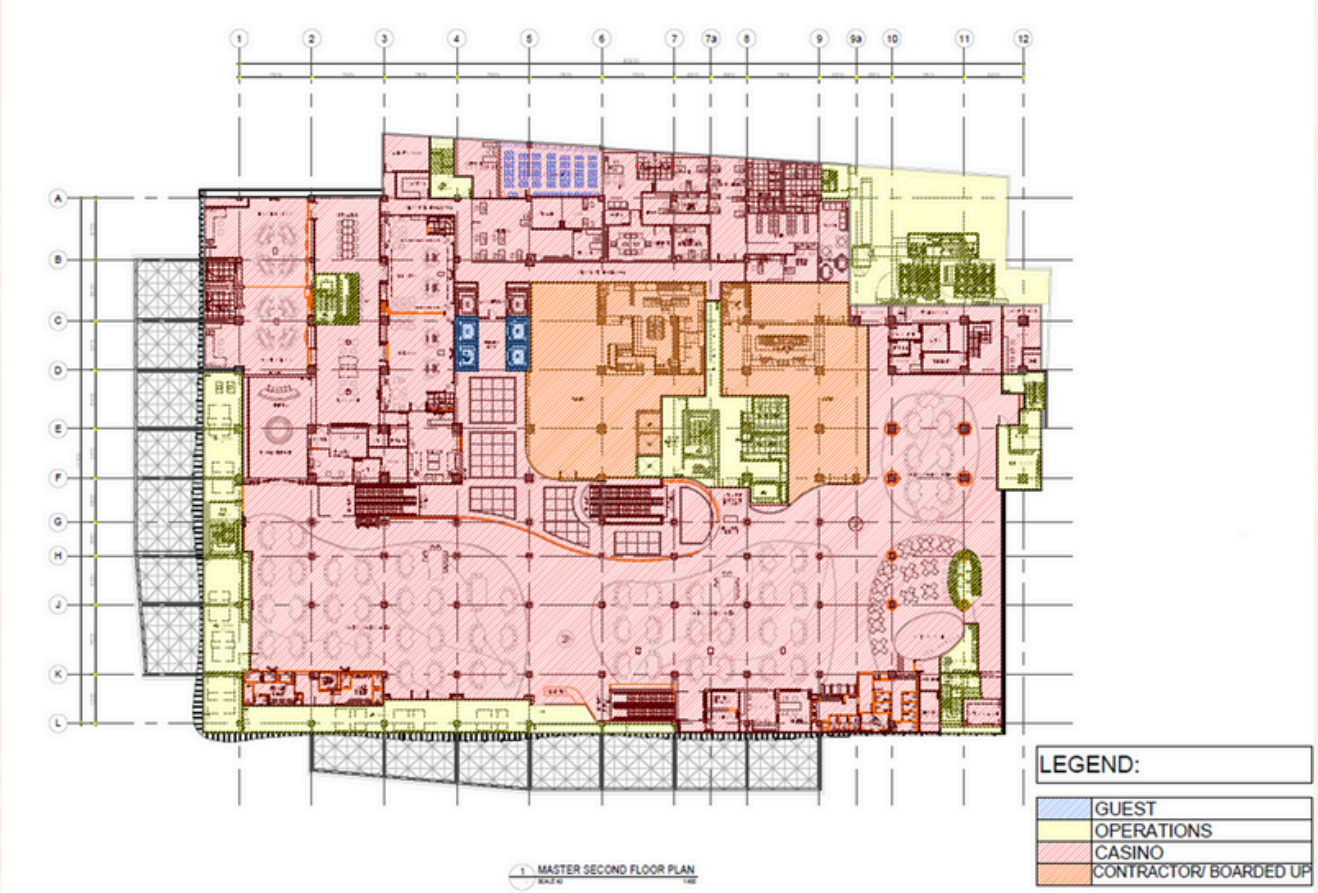
OPERATIONS
- Offices
- Utility Rooms



MASTER SECOND FLOOR PLAN

CASINO AREAS
- Gaming Area
- Offices

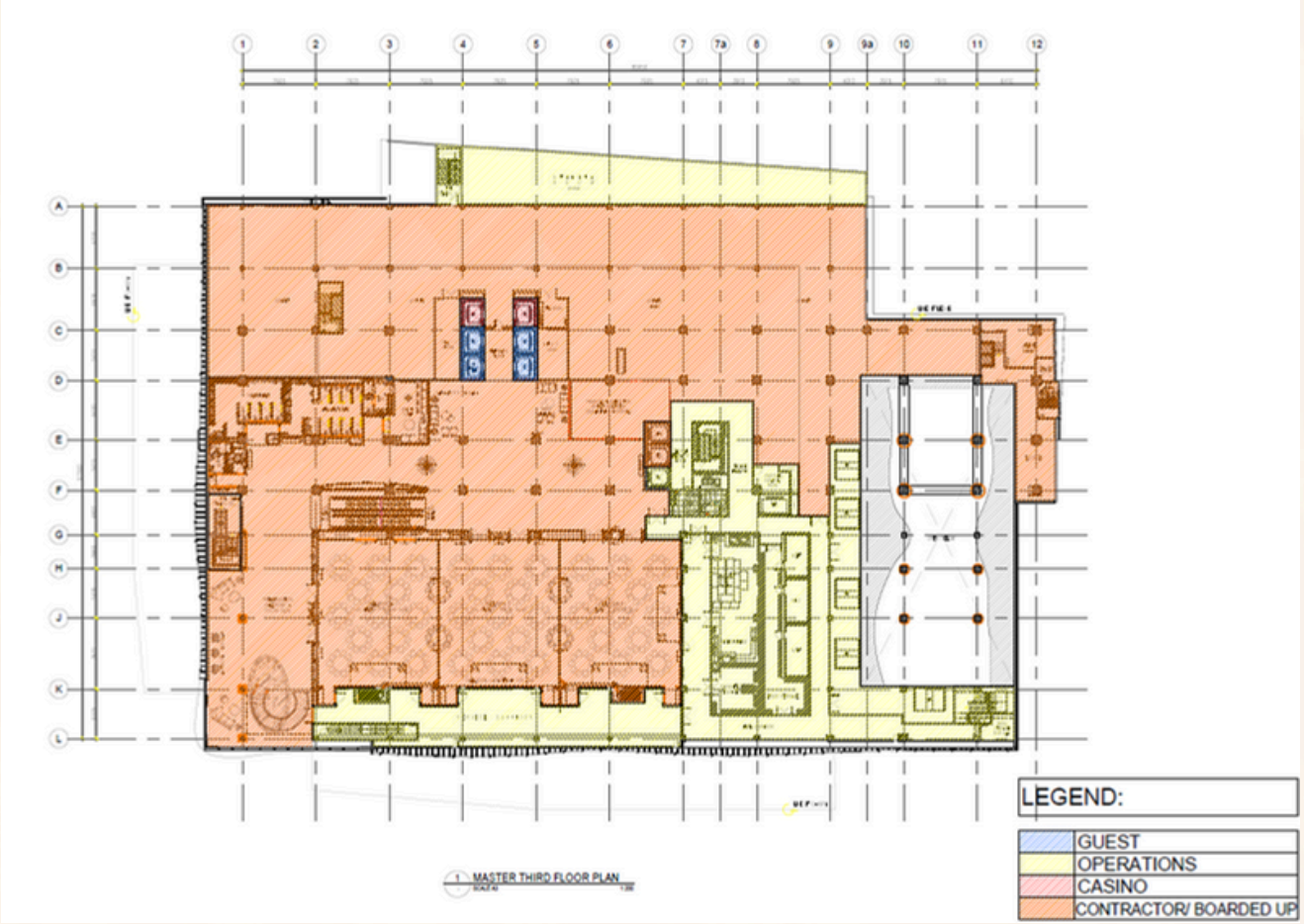
OPERATION AREAS
- Utility Rooms



MASTER THIRD FLOOR PLAN

OPERATIONS

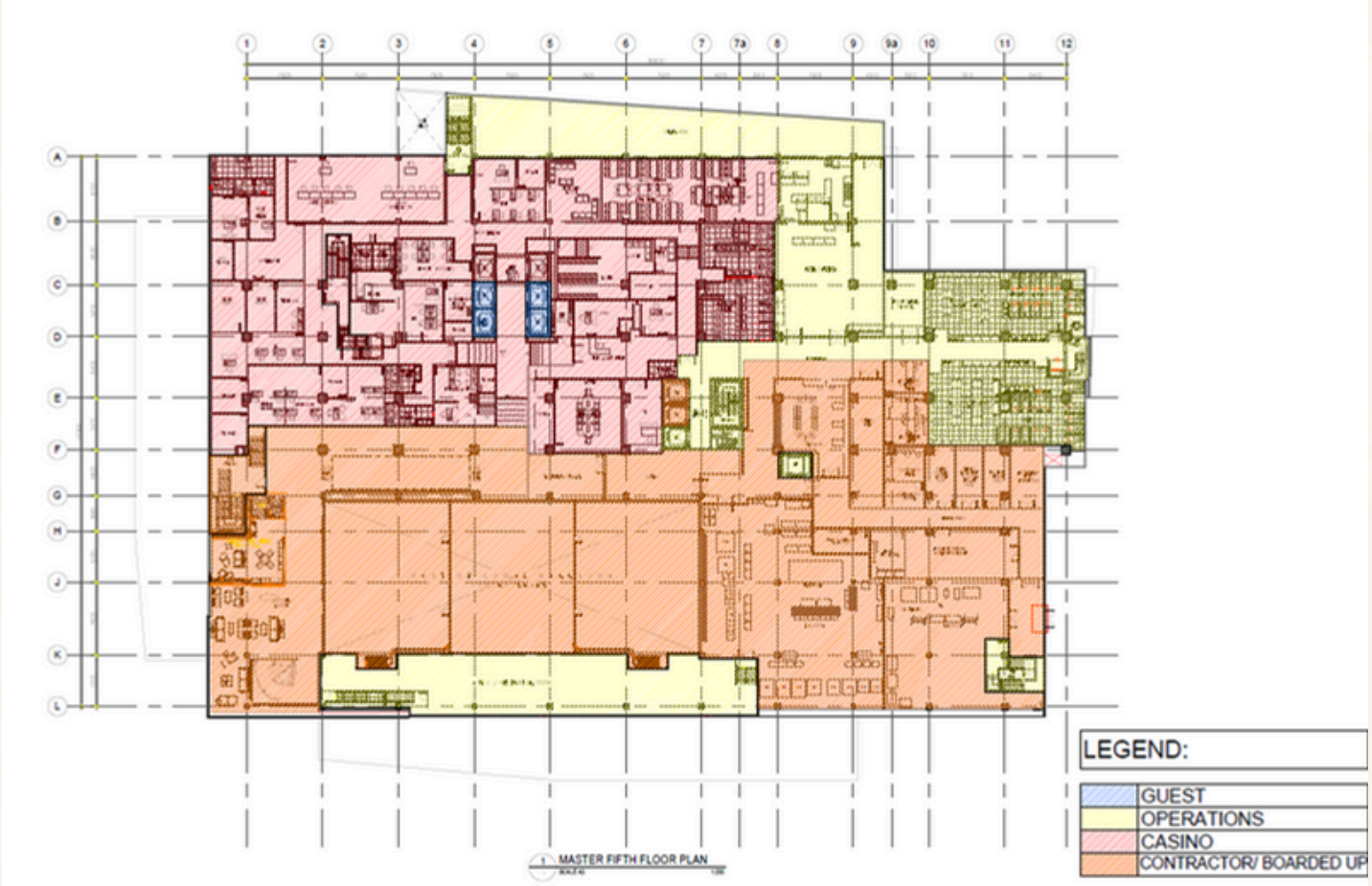
- Utility Rooms
- Service Corridor



MASTER FIFTH FLOOR PLAN

CASINO AREAS
- Offices

OPERATIONS
- Utility Rooms
- Cafeteria
- Locker Rooms
- Offices















PROGRESS **PHOTOS**





ON GOING SURFACE PREPARATION
FOR WATERPROOFING WORKS



PLANTROOM SURFACE PREPARATION FOR
WATERPROOFING WORKS





INSTALLATION OF MECHANICAL DUCTING AND
COLUMN CONCRETE JACKETING





INSTALLATION OF MECHANICAL DUCTING AND
COLUMN CONCRETE JACKETING





INSTALLATION OF CARBON PLATE AND SLAB
EXTENSION STRUCTURAL FRAMING





SLAB REPLACEMENT



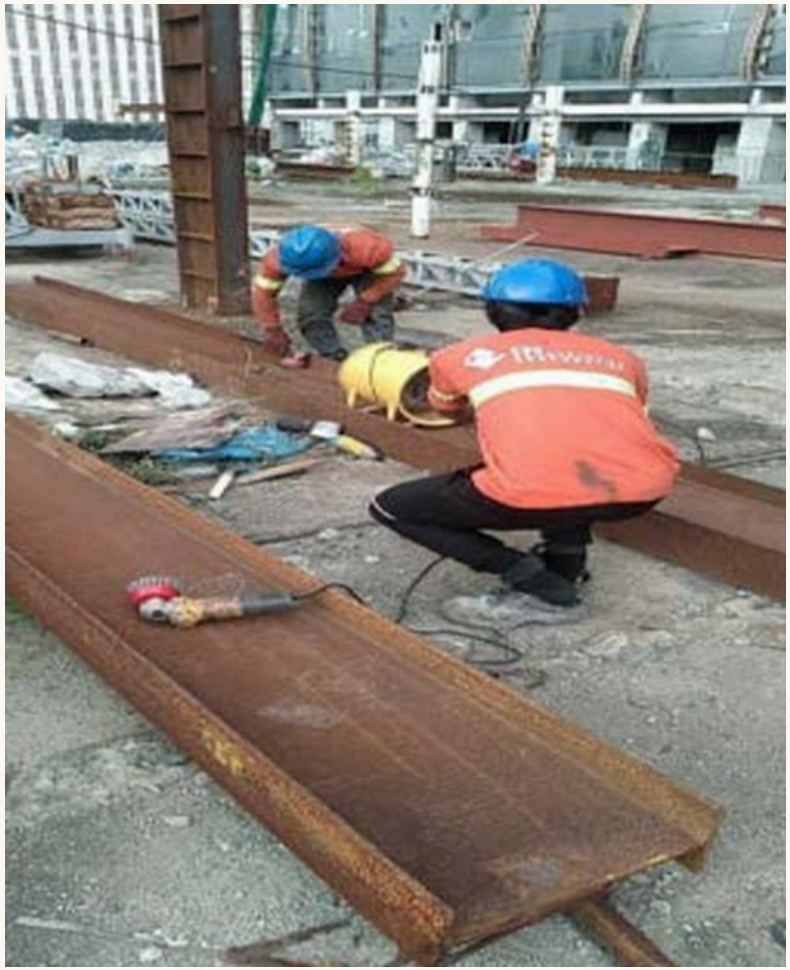


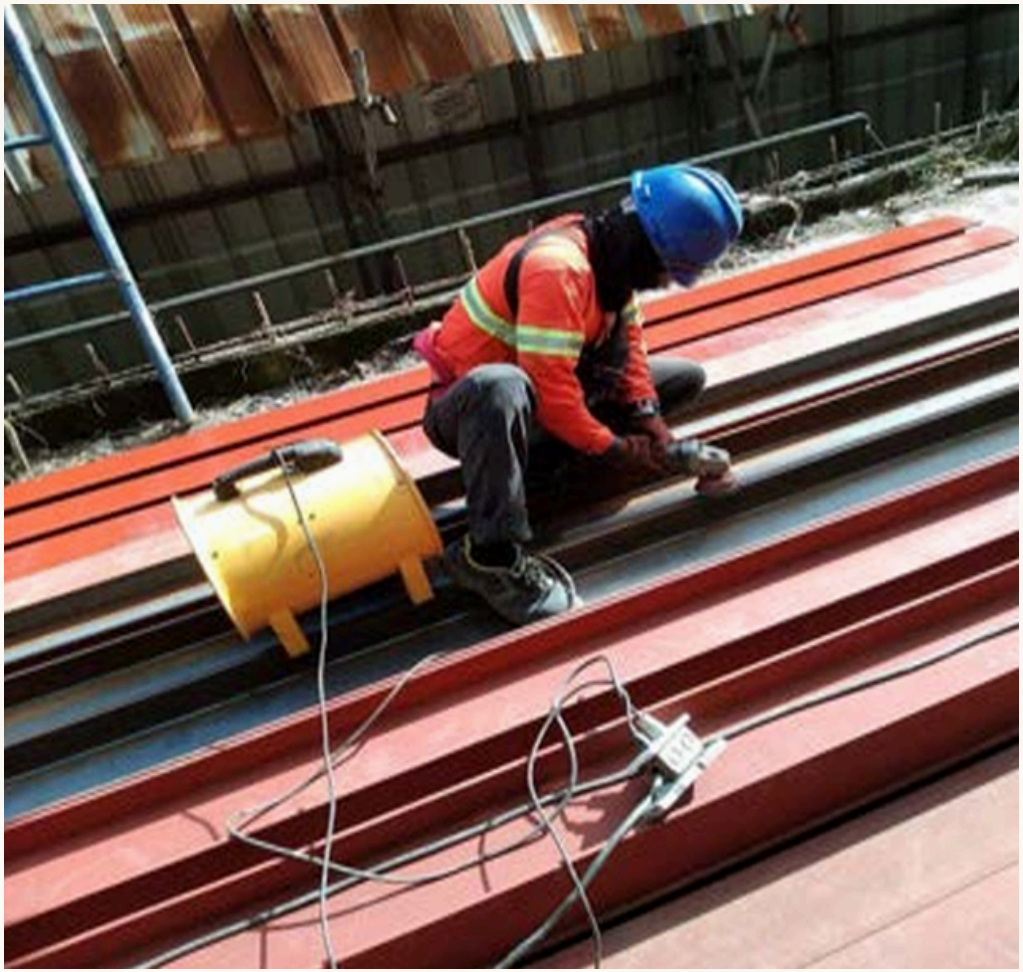
INSTALLATION OF CARBON PLATE





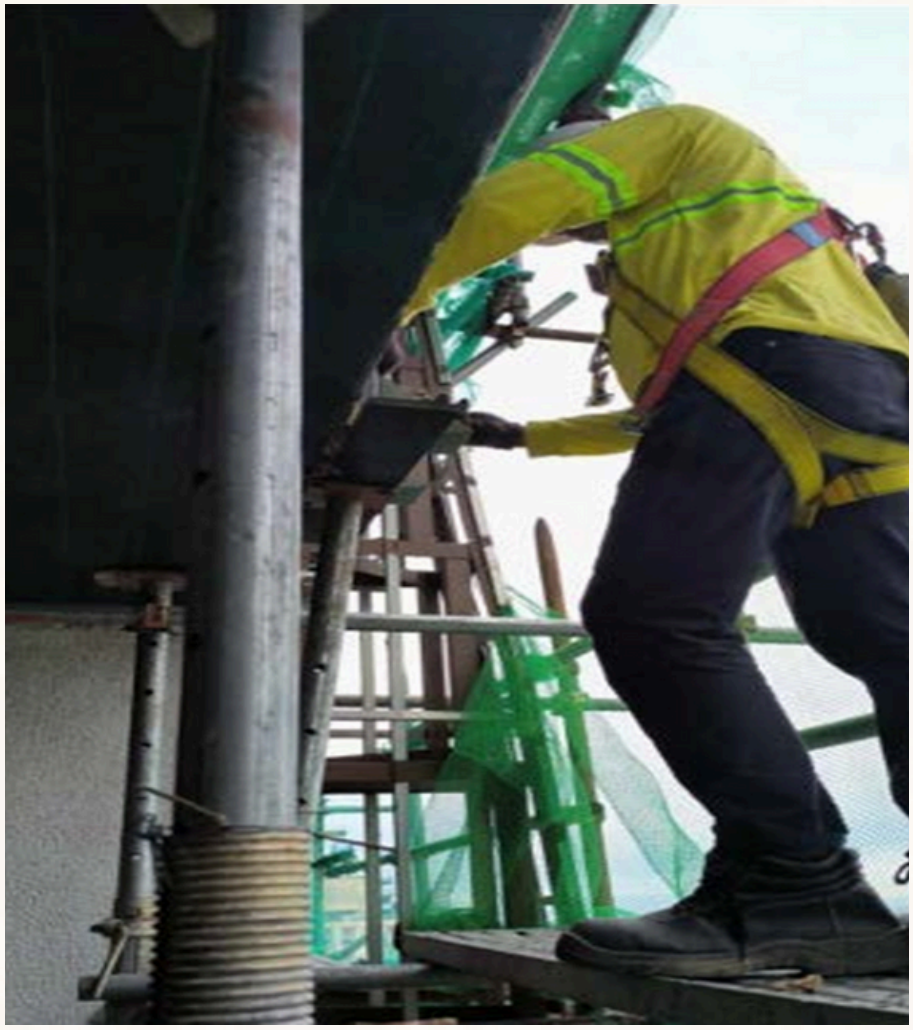

SLAB REPLACEMENT





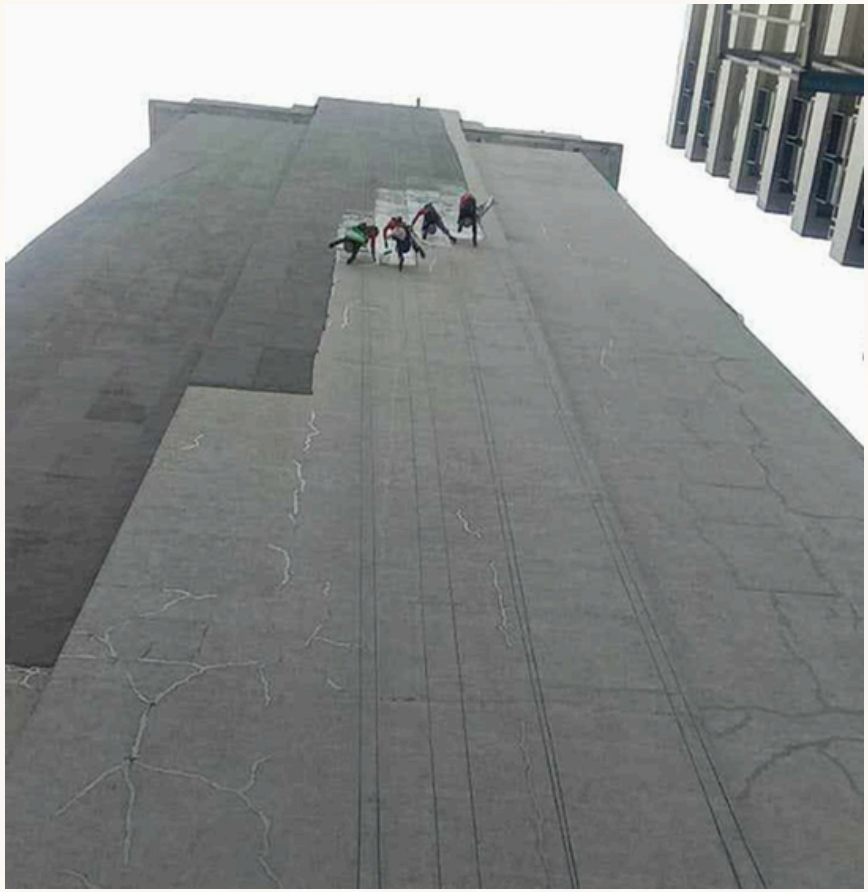
FABRICATION OF ADD STRUCTURAL FRAMING





FABRICATION AND INSTALLATION OF SHIMS





INSTALLATION OF FIBER MESH AND APPLICATION OF
EXTERIOR WATERPROOFING













ARCHITECT'S PERSPECTIVE

























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About The Cover

2023 marks a year defined by strength and adaptability as we emerge from the aftermath of the pandemic with improved Key Performance Indices (KPIs). The cover's use of circles symbolizes unity and continuity—key aspects of our resilience. Within these circles, we highlight the representation of a cohesive force — Our Peers, showcasing the enduring spirit of Waterfront Philippines Inc. and the vibrant community we embody.

This report is published annually by Waterfront Philippines Inc. for the benefit of our stakeholders, peers, and patrons.

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