

A Booming Hospitality Industry





s we have discussed in previous articles, the hospitality industry will start to boom once again starting 2012!

This boom is not like the booms we have experienced in 1976 and 1992. This boom is like the 'Year of the Dragon boom'... it is going to be a very, very big boom!

In this article, I will discuss the projects of one of the country's most respected and multi-awarded management companies, **Raintree Hospitality**, led by its indefatigable and dynamic **CEO Annabelle Wisniewski**. Wisniewski is a distinctive hotelier, one of the few Filipinos whom we can consider a "hospitality great." She is the first Filipino to graduate in Hotel Management at Cornell University. Wisniewski is known for her ability to spot, train, develop, and keep great talent within her growing organization.

Among these is Raintree Vice

President Bobby Horrigan. Horrigan, who has been working with Wisniewsky since 2005, starting as General Manager of their flagship property Discovery

Ortigas. He gave me a brief rundown of Raintree's exciting hospitality projects for the next two years.

BELLE GRAND is a mega hotel, casino and luxury residences project consisting of six towers in the Pagcor City Complex by the bay area. Owned by Belle Corporation (owners of Tagaytay Highlands), Raintree has been given the management contract for food and beverage for the casino operations as well as management of Belle's 88-room luxury hotel. Raintree is famous for its exclusive and luxury hotels which include the Discovery Ortigas, Discovery Shores in Boracay and the Country Suites in Tagaytay. Both the casino and hotel are expected to open before the end of 2012.

SM ARENA will be the country's premier entertainment facility that will be able to accommodate up to 18,000 people. The Arena will open in May this year, and already has an exciting line-up of blockbuster concerts by both local and foreign artists. Raintree has been given the exclusive food and beverage contract for its Premier and VIP clients that will be using the Arena's special viewing boxes.

RAINTREE SAMAL SHORES, located in 18-hectare property on Samal Island in Davao, will be an 88-room "ultra luxury" resort, which Horrigan swears will be the best in the Philippines and in Asia, when it opens in 2013. Popular and in demand

Architects Manny Samson and Ed Calma are collaborating on this exciting project. The resort will have all the services and amenities the most discriminating of guests expect from an 'ultra luxury' property.

RAINTREE BALER will be the first multifacility resort in the eastern most side of Luzon. Who would ever imagine a magnificent facility like this in a low-key province like Baler? The first facility to open will be The Bahia, an exciting 28-room hotel totally renovated by Architect Calma. The Bahia will open this Easter. In 2013 Raintree will open its Mediterranean-inspired hotel Costa Pacifica with 78 rooms. Raintree Baler will boast of the best outdoor activities from surfing, to bird watching, and trekking, with over 100 fun outdoor activities for everyone. The people from Baler province will be the first beneficiaries of this wonderful facility. The good news is that it only takes a good four hours of leisurely driving from the Ortigas Center to Raintree Baler.



Victor Fabregas Alcuaz is a hospitality headhunter, trainer, and consultant. He is Chairman of Five Star Media, Inc., a television, events, and concert production company. You may email him at vic.alcuaz@fivestarmedia.com or visit his website at: www.vicalcuaz.com.