

HEADLINES

A Quarterly Newsletter of the Philippine Tourism Promotions Board

DECEMBER 2017



THE MERRY MONTH OF DECEMBER

REDISCOVERING INTRAMUROS

PHITEX 2017 WINS HIGH MARKS FROM BUYERS

MESSAGES

SECRETARY's Message

Filipinos living abroad always think fondly of the Christmas holidays they spend back home in the Philippines. The local cuisine, the natural touristic attractions of the islands, and the company of family and friends during the holidays are all part of the magic of the Philippine Experience.

The Department of Tourism's new "Bring Home a Friend" campaign encourages our kababayans to share this authentic experience of a Filipino family's welcome with their foreign friends.

I urge everyone to invite their friends to come and experience the unique and year-round Philippine hospitality. I urge everyone to come "Bring Home A Friend."


WANDA TULFO TEO
Secretary
Department of Tourism

COO's Message

Like social media posts going viral, Philippines' Christmas festivals recreate and rapidly spread the positive vibes that make this country a great "summer-in-winter" destination, and beyond that, a treasure holiday find for any season.

As the Christmas holidays once again descend upon us, we take time out, through this first issue of the Tourism Promotions Board (TPB) newsletter, to look at the travel industry and at how the TPB has partnered in 2017 with the private sector on the promotional activities of the country.

We are listening to the feedback of TPB members for better yielding marketing projects and we eagerly look forward to a mutually beneficial relationship with our members in the year ahead.


CESAR MONTANO
Chief Operating Officer
Tourism Promotions Board



HEADLINES

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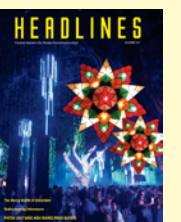
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Dancing lights and
parols usher in the
Christmas season.
See cover story on
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The Merry Month of DECEMBER

In the Philippine calendar of festivities, December holds the record as the month with the most number of festivals in the country.

More than 85 festivals are celebrated all over the Philippines throughout December, with the events being either religious, harvest or thanksgiving festivities. Since the Philippines is still a predominantly Catholic country, the most colorful and much-anticipated of these festivities are, of course, those related to the merrymaking associated with the birth of Christ, or Christmas festivals.

Some of the more colorful and enduring of Philippine Christmas festivities that have integrated local folk customs with international Christmas traditions, are the following:

PAMPANGA GIANT LANTERN FESTIVAL 2017

The bright star that guided the shepherds and the wise men of the East to Bethlehem to where the infant Christ was found its way into Filipino homes every Christmas season in the Parol, or the star lantern. The parol is the symbol of Christmas for the Filipino home as the Christmas tree is to the western world. San Fernando, Pampanga in Central Luzon is the heart of the Filipino Christmas lantern industry. The Pampanga Giant Lantern Festival 2017 will once again showcase the artistry, craftsmanship and the engineering capability of the San Fernando lantern makers as they illuminate the bright colors and intricate designs of giant Christmas parols with more than 5000 dancing colored light bulbs. Scheduled for 17 December 2017, this year's Giant

Lantern Festival will definitely dazzle visitors and brighten San Fernando's night skies.

PASTORES BICOL

The Pastores Bicol is a musical re-enactment of the biblical shepherds proclaiming glad tidings through Christmas carols. The Pastores or shepherds are usually local girls and boys selected for their good looks, voice and talent. The songs and dances are inherited by the family and relatives of the parabalo or trainer. Dressed in colorful festive costumes and carrying flower arches, the Pastores appear at the church plaza on Christmas Day with an entourage of traditional musikers, or musicians. They carry on house to house caroling, mostly to homes of prominent members of the community. This caroling, Bicol style, goes on until the Feast of the Epiphany.

SIMBANG GABI

Simbang Gabi, which means "Night Mass," is a devotional nine-day series of masses from 16 to 24 December, in anticipation of Christmas and in honor of the Blessed Virgin Mary. The practice of early dawn masses, held between 3:00 – 5:00 AM, originated during the Spanish times in the Philippines, as a practical compromise for farmers who needed to work in the fields before sunrise, to avoid the scorch of the noonday heat. Simbang Gabi for Filipinos also means buying delicious local ricecakes, like puto bumbong and bibingka, in the church courtyard after mass.

PAGDIWATA FESTIVAL

The Pagdiwata Ritual Festival is celebrated by the Tagbanua tribe of the Aborlan town in Palawan. On the full moon of December, Thanksgiving is offered to the deities for a bountiful harvest or successful hunting trip, to make weddings official, to ask the deities for healing of the sick, and offer prayers for departed family members. A pre-colonial tribe, the Tagbanuas mark the event by drinking rice wine from stoneware jars, accompanied by night-long singing, dancing and lively music using traditional local instruments. The ritual is performed by the Babayan or high priest, who gets possessed by the spirits or deities during the ceremonies.



INTRAMUROS

REVISITED

The crown jewel of the Philippine Islands and seat of power for more than 300 years, Intramuros was bombed and razed to the ground after World War II.

Mr. Nick Joaquin, Filipino National Artist for Literature, said, “... we restore Intramuros in order to recover the roots of our Filipino nation. For only when a nation locates its roots can it grow and prosper... by rebuilding Intramuros, we rebuild our Filipino nation.” Intramuros during Mr. Joaquin’s childhood was “sa loob ng maynila” (inside Manila).



The newly rebuilt Maestranza Wall of Intramuros



Visitors leisurely stroll through the upgraded promenade of Fort Santiago



Close-up of a Maestranza chamber



Museo de Intramuros undergoing refurbishment

The Intramuros Administration (IA) is the government agency, created through a presidential decree to rehabilitate Intramuros, the heart of Manila.

After 36 years of existence, the IA is now administered by Atty Guillier Asido, former Officer-in-Charge of the Tourism Infrastructure and Economic Zone Authority (TIEZA).

To hit the ground running, Administrator Asido, upon assumption of office, took two unused World Bank Plans for Intramuros out of mothballs, had them validated and used them to form part of the groundwork for short and long-term strategies for the “renaissance” of Intramuros under this government administration.

One of these plans is the World Bank Intramuros Mobility Plan of 2014 which calls for the designation of pedestrian lanes and traffic flow and the development of abandoned areas for parking. The plan was vetted with the barangays and stakeholders within Intramuros and will be implemented before year-end.

Among the short-term infrastructure projects that the IA intends to finish this year are: the completion of the 36 Chamber of the Maestranza Wall, facing the Pasig River, parts of which will be

leased to retail enterprises; completion of the Museo de Intramuros, composed of the Mission House, which will be finished this year, and the church with two towers, to be completed in 2018; the rehabilitation of Fort Santiago; and the completion of Casa Azul and its turnover to Instituto Cervantes.

The repair of 26,773 kms of 10 national and local roads of Intramuros will be started by the Department of Public Works and Highways (DPWH) in 2018.

In 3 years time, the Department of Tourism (DOT) will move its offices, and those of its attached agencies, into the Philippine Travel Center, along the Pasig River near Fort Santiago, and the IA is presently coordinating preparations for this.

Administrator Asido says “On the long-term, the Intramuros Administration intends to take this “renaissance” farther down the road through the Conservation Management Plan (CMP) and the Real Property Consolidation and Redevelopment Strategy.”

The CMP sets the identity of Intramuros through land use classification, based on another World Bank Plan done in 2015. Under the study, Intramuros is classified into districts according to land use, identifies the heritage assets in each district, and the areas available for development. The CMP will be finished

in 2018, and implementation will involve private investors for the residential and commercial developments.

The Real Property Consolidation and Redevelopment Strategy addresses the long unsettled issue of informal settlers within Intramuros. There are presently 882 households living informally on 14,280 sq mtrs of mostly private properties within the walls. This is roughly 4% of the total land area of 64,000 sq mtrs of Intramuros. A joint task force, composed of four government housing and anti-poverty agencies, is presently working with the informal settlers to find a relocation site that they would agree to. There are five barangays within Intramuros and the IA has entered into an agreement with them for accountabilities in terms of peace and order and cleanliness of the place.

For Administrator Guillier Asido, “the community, made up of the residents, commercial establishments, religious, and educational institutions, would in the long-run determine the fate of the renaissance of Intramuros.”

A city, after all, is the life that happens in the streets and inside the buildings. If all the plans of the present Intramuros Administration are realized, then, perhaps, wherever he is, Mr. Nick Joaquin will be pleased to know that this Intramuros renaissance is finally underway.

PHITEX 2017

WINS HIGH MARKS FROM BUYERS

The Tourism Promotions Board (TPB) earned very high marks from foreign buyers for the overall organization and coordination of the sixteenth edition of the Philippine Travel Exchange, or PHITEX.

A legacy project from TPB's forerunner organization, the Philippine Convention and Visitors Corporation (PCVC), the 16th PHITEX was held last 30-31 August 2017 at the SMX in Manila with the theme "Travel is Our Business". The foreign buyers, a mix of 209 travel and tour operators, incentive and adventure travel organizers, as well as retail agents were invited for business meetings with Philippine travel suppliers and went on inspection tours to several regional destination clusters after the Manila meetings. First-timers in the Philippines, 53% of the buyers wanted to meet hotels, resorts and golf course representatives, adventure incentive travel suppliers and tour guide associations. As a result of the meetings and inspection trips, the top 5 best features of the Philippines according to buyers were—beautiful sceneries/nature; hospitality; diverse activities; value for money; and exotic culture. The buyers also highly rated the quality of sellers at PHITEX.

TPB Chief Operating Officer, Cesar Montano was pleased that, "The event was able to generate new and favorable testimonials, new global tourism market insights, new quality benchmarks, new areas of marketing engagements, and new business opportunities for the tourism industry."



Tourism Secretary Wanda Tulfo-Teo (seated, center) leads the government and industry executives at the grand reception of PHITEX 2017. Flanking her, from far left, are TPB Deputy COO and PHITEX Secretary General Maricon B. Ebron together with Senator Nancy Binay, Philippine Airlines president and COO Jaime J. Bautista and TPB COO Cesar Montano. Standing, from left, are Tourism Assistant Secretary Frederick Alegre, TPB board director for accommodation enterprises Margie Munsayac, Tourism Undersecretary for Development Planning sector Benito C. Bengzon Jr., PAL vice president for marketing Ria Domingo, and TPB board director for other accredited tourism enterprises Edwin Vincent V. Ortiz

A seminar for local sellers was held on the afternoon of the second day with marketing practitioners from Israel and Hongkong as resource speakers. "The seminars provided our private sector members with effective learning tools on how to transform data into useful information for strategic and tactical decision-making processes," added Montano.

As far as the sellers were concerned, the organizers vetted and approved 154 Philippine tourism and travel companies to pitch their products to buyers for PHITEX 2017. Among sellers, 67% were able to generate leads on-site and 61 bookings were made during meetings at the travel exchange. Majority of the sellers reported that buyers they talked to were looking for the following products: beach holidays; MICE; adventure/sport Tourism; corporate/business travel packages; and diving. Of the sellers, 93% said that they would come back to the next PHITEX and have asked TPB to invite them again next year.

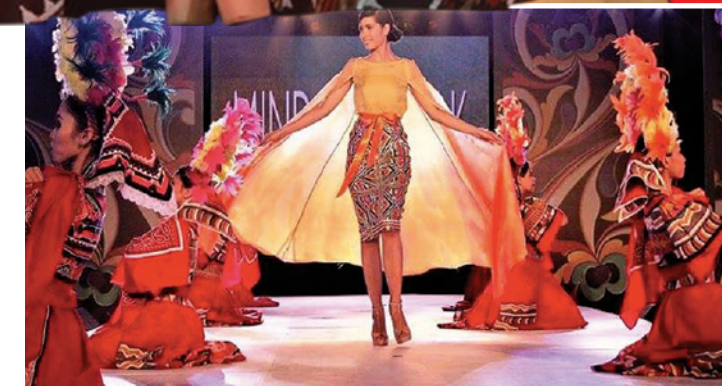
Philippine Airlines was event partner for PHITEX 2017 while co-organizers were the Philippine Tour Operators Association (PHILTOA), the Hotel Sales and Marketing Association (HSMA), and the Philippine Tour Operators Association (PTAA).



The two-day, one-on-one business meetings between the local sellers and the foreign buyers go brisk before the post-event tours of various tourism destinations across the archipelago.

Canada Warms to Rich Hues of

PHILIPPINE TAPESTRY SHOW



A tourism fashion show called "Philippine Tapestry", featuring rarely seen Philippine weaves, was the highlight of the Mabuhay Philippine Festival roadshow last August. It covered four major Canadian cities: Vancouver; Toronto; Montreal; and Calgary. Organized by various Filipino community associations and Filipino leaders in Canada, in cooperation with the Department of Tourism (DOT) and the Tourism Promotions Board (TPB), "Philippine Tapestry" gave Canadians a glimpse of the rich Philippine ethnic culture through the textiles used in the haute couture creations of Philippine fashion icon Renee Salud. "Philippine Tapestry" showcased ethnic weaves still done by hand, like the Ibaloi fabric, Abaca, Piña, T'nalak, Inaul, Yakan, Mindanao Silk, and Pis Syabit, some of which take weavers years to finish.

Aside from the fashion show, booths featuring Philippine tourism destinations were also set up at the venue of the roadshow in all four cities. Secretary Wanda Teo announced to Philippine communities, the reopening of the DOT Office in Toronto in the near future to better serve Canadians and the 700,000 strong Filipino balikbayan market in Canada.

"Soon you will get a good glimpse of the Philippines right here when we reopen the DOT Toronto Office to promote our country's diverse destinations. Surely this will inspire you to take a flight halfway across the world," said Sec Teo.

While there, Secretary Teo and the new Tourism Attache to New York, Ms. Susan del Mundo of TPB, also met with Flight Centre Canada (FCC) and Canadian Executive Service Organization (CESO) to explore joint tourism development programs.

Left photos: Rarely seen ethnic tapestries took center stage during the Philippine Tapestry Show. Right: The Philippine - Canadian community association officials pose for a souvenir photo with the designer, Mr. Renee Salud, and the North American DOT Tourism Attaches, Ms. Puri Molintas and Ms. Susan del Mundo

MINDING OUR M.I.C.E. BUSINESS

The international meetings, incentives, conferences and exhibitions (MICE) sector has bounced back with the improvement of the world economy, and the TPB MICE Department participated in two recent events as part of its mandate to mind the Philippine MICE business

**IT & CM Asia and CTW Asia-Pacific
26-28 Sept 2017
Bangkok, Thailand**

The Philippine delegation of 25 destination management companies, hotels and resorts accomplished 800 one-on-one business appointments with international buyers at the Incentive Travel & Conventions, Meetings (IT&CM) Asia and Corporate Travel World (CTW) Asia-Pacific in Bangkok, Thailand last 26-28 September 2017. A new feature of this year's 158-square meter Philippine booth was the "Wall Alive", an interactive wall map of the Philippines highlighting major meetings and incentive travel destinations, as well as tourist icons and activities through animated graphics and videos. Their innovative efforts to provide an exciting and attractive booth participation at the IT & CM Asia/CTW Asia-Pacific, helped TPB MICE Department to bring home two Sticky awards from the show organizers this year: the award for the Stickiest Marketing and Promotions and a bronze award for the Stickiest Pavilion. TPB also conducted a 30-minute media briefing on what the Philippines has to offer for MICE to 22 registered print, broadcast and social media members at the booth.

**IMEX America
10-12 October 2017
Las Vegas, Nevada**

IMEX America 2017, America's worldwide exhibition for incentive travel, meetings and events, brought together global meeting practitioners last 10-12 October 2017 in Las Vegas, Nevada as a show of solidarity in the face of natural disasters which recently hit North America. The Philippines participated in the show with seven private sector members, in a 700-square foot booth, and generated leads that could amount to USD\$14Million worth of MICE business for the country. TPB led the Philippine delegation in lively country presentations to broadcast and social media members at the booth during the 3-day event.



IT & CM Asia / CTW Asia-Pacific



IMEX America

BIG PHILIPPINE DELEGATION AT WTM 2017

DOT Assistant Secretary Frederick Alegre led a huge Philippine delegation at the 2017 World Travel Mart (WTM) in London, where the DOT and TPB during a seminar and cocktail reception presented government's plans for the Philippine tourism industry, while business partners like PAL, Singapore Airlines, Amazon, STA, Expedia Travel, Secret Escapes, and the travel book "Rough Guides" shared their present marketing initiatives on the Philippines.

A consumer activity was also held at the Westfield Shepherd Bush shopping center, coinciding with the WTM participation, to maximize the participation of the Philippine delegation at WTM.



The Philippine activity at the Westfield Shepherd Bush Shopping Center



TOURISM MINISTERS FORUM AT JATA 2017

The Philippine Department of Tourism Secretary Wanda Teo joined country ministers from 13 countries at the first-ever Ministerial Round Table with the UNWTO, on the theme "Sustainable Tourism for Development," held at the JATA Tourism Expo last 21-24 Sept 2017.

Organized by the Japan Association of Travel Agents (JATA), the tourism expo is Japan's largest tourism-related event, with 191,577 visitors recorded for 2017.

Philippine participation at JATA 2017 consisted of a 33-man Philippine delegation composed of travel and tour operators, airlines, hoteliers, and officials from the DOT and TPB, who conducted business meetings in a 198 sq mtr Philippine booth.

To attract visitors to the Philippine booth, the DOT/TPB featured a roving ice cream cart serving Filipino ice cream, Philippine Hilot at the wellness corner, Filipino cocktail mixes and fruit shakes at the Mabuhay Bar, a Virtual Reality experience of Philippine destinations, and fun performances by award-winning Filipino talents at the booth stage.

TPB CONDUCTS SPMS WORKSHOPS

TPB conducted a series of Strategic Performance Management System (SPMS) workshops as required by the Civil Service Commission (CSC) from all government agencies.

The new performance evaluation system is aimed at increasing productivity levels of government offices

by linking the organization’s performance with those of the individuals within the organization.

A one-day writeshop for selected employees, tasked to serve as resource people, was also organized as an exercise in crafting key result areas (KRA’s), targets, and rating guide for the SPMS.



Batches of TPB employees undergoing the SPMS Workshops last November



K-POP group BTS was in Coron, Palawan recently for a summer photo album shoot for use in the group’s social, broadcast and print media publicity. The members of the boyband really enjoyed the watersport activities and the hospitality of Palawan during their stay which was sponsored by TPB.



TPB wins the BEST TRADE DESTINATION from Travel Weekly Asia 2017 Reader’s Choice Awards. From left to right: Maria Febbie R. Alacapa, PR Officer of MarComm Department; Joselito V. Gregorio, OIC of Corporate Affairs and James A. Sy, OIC of ASPAC Division, International Promotions Department.

‘FUN’ GOES GREEN

“We at the TPB are making the ‘Fun in the Philippines’ go green through environmental initiatives that set an example for host-communities on how to preserve their natural, cultural and historical destinations,” said TPB Chief Operating Officer Cesar Montano, in describing “Fun goes Green”, the TPB corporate social responsibility (CSR) projects.

The TPB began its CSR program in 2015 with several community activities at Boracay Island and in the provinces of Bohol and Camiguin.

Since then, TPB’s CSR activities have reached Mindoro, Leyte, and Palawan.

The CSR campaigns are organized in different parts of the country by

TPB’s Corporate Planning and Business Development Department headed by Marivic M. Sevilla as officer-in-charge.

“Our CSR initiatives and activities are designed according to the specific

needs of target communities, in relation to tourism, as TPB’s value-added contribution to sustainable development. We also partner with government and non-government volunteer organizations,” Sevilla said .



From left, TPB CSR team leader Milo Oropesa and project officer Maryh Jane Mabagos joined by Brigadier General Melfredo Melegrito of the Philippine Army’s North Luzon Command and Mon Cruz, founder of the Black Pencil Project during the distribution of school supplies at the Patilong Elementary School in Banaue Point View.



Counter-clockwise from left are Charles Dulos, Gianna Añonuevo and Rona Olaivar working together with an Ifugao farmer in stonewalling a portion of the Banaue Rice Terraces.



From left, TPB CSR project officer Maryh Jane Mabagos and teammates Trixia Medina and Shirley Espadero hand over bags of school supplies to the pupils of the Patilong Elementary School.



From left are Dan Flores, Miguel Cortez and project officer Maryh Jane Mabagos at the stonewalling activity in Banaue.

TPB PURSUES ISO 9001:2015



Ms. Cynthia Ramirez discusses the importance of ISO.

The TPB operates a quality management system which has been assessed as conforming to ISO 9001:2008. The scope of activities covers the “Design, development and provision of Philippine tourism marketing and promotion services.”

The TPB is undergoing trainings and workshops for the transition to ISO 2001:2015 edition. By 2018, TPB targets to be an ISO 9001:2015 Certified organization.

The TPB , which was ISO certified in 2015, recently held eight (8) of the required Quality Management System training sessions for its employees to achieve more efficient working practices.

These sessions covered: Quality Management System Awareness (3 groups); Understanding the Principles and Application of ISO 9001:2015; How to Become An Effective iSO 9001:2015 Document Controller (2 groups); ISO 9001:2015 Documentation; and Risk Identification and Evaluation, and Formulation of Risk Control Plans in ISO 9001:2015.

PROMOTIONS CALENDAR

Branding
Seminar
Workshops

The Tourism Promotions Board (TPB) recently started a series of Regional Destination Branding Seminar Workshops, in various regions, with municipal, city and provincial tourism officers , as well as DOT regional officers involved in destination marketing and management.

A project of the Domestic Tourism Promotions Department of the TPB, the 3-day seminar workshops, in partnership with UP-AIT, will run until the first quarter of 2018, according to the following schedule:

- December 4-6, 2017 at Gensan (Regions 1 to 3 and CAR)
- December 11 to 13, 2017 at Clark (Regions 10 to 13)
- January 17-19, 2018 at Roxas City, Capiz (Regions 4-A, 4-B, 5 and NCR), and
- February 21 to 23, 2018 at Legazpi City (Regions 6 to 9)

As to the reason for the branding seminars, COO Cesar Montano cited the need for provincial destinations to establish their distinctive identity or brand to remain globally competitive. Seminar outputs will be the basis of the region’s marketing plans for next year.

January to March 2018

	Participants	Contact Details
	BOOT DUSSELDORF January 20 to 28, 2018 Messe Dusseldorf Dusseldorf, Germany	Europe, Africa, The Middle East and India Division International Promotions Department Tel. No.: 525-7320 (Telefax) / 525-9318 loc. 265
	ASEAN TOURISM FORUM (ATF) January 26 to 28, 2018 Chiang Mai Exhibition and Convention Center (CMECC) Chiang Mai, Thailand	ASEAN and the Pacific Division International Promotions Department Tel. No.: 404-2641 / 525-9318 loc. 203
	ASIA PACIFIC INCENTIVES AND MEETINGS EXPO (AIME) February 21 to 21, 2018 Melbourne Exhibition & Convention Center Melbourne, Australia	M.I.C.E. Department Direct Line: (632) 525-6110/525-1153 Trunk Line: (632) 525-9318 loc. 232/230
	JAPAN MICE PRESENTATION Last week of February to 1st Week of March 2018 Tokyo Osaka and Nagoya Japan	M.I.C.E. Department Direct Line: (632) 525-6110/525-1153 Trunk Line: (632) 525-9318 loc. 231/228
	KOREA STUDY ABROAD FAIR - SPRING March 2018 COEX SEOUL KOREA	North Asia Division International Promotions Department Tel. No.: 525-7320 (Telefax) / 525-93-18 loc. 265
	GUANGZHOU INTERNATIONAL TRAVEL FAIR - SPRING March 1 to 3, 2018 Guangzhou, China	ASEAN and the Pacific Division International Promotions Department Tel. No.: 404-2641 / 525-9318 loc. 203
	INTERNATIONAL TOURISMUS BORSE (ITB) March 7 to 11, 2018 Messe Berlin Berlin, Germany	Europe, Africa, The Middle East and India Division International Promotions Department Tel. No.: 525-7320 (Telefax) / 525-9318 loc. 265
	MATTA TRAVEL FAIR 2017 March 17 to 19, 2018 Kuala Lumpur, Malaysia	ASEAN and the Pacific Division International Promotions Department Tel. No.: 404-2641 / 525-9318 loc. 203
	INCENTIVE TRAVEL AND CONVENTIONS MEETINGS (IT&CM) March 20 to 22, 2018 Shanghai International Convention & Exhibition Center of International Sourcing Shanghai, China	M.I.C.E. Department Direct Line: (632) 525-6110/525-1153 Trunk Line: (632) 525-9318 loc. 232/230

PRODUCT REVIEW

Balancing
the Elements



Nobu Restaurant's Teppanyaki table

The five elements of wood, fire, earth, metal, and water are important in Japanese culture and extend to its food traditions. Food, regardless of cuisine, should be enjoyable to all five senses.

Chef Nobu Matsuhisa of Nobu Manila skillfully balances these elements in the Omakase eight-course set menus that his restaurant offers for dinner at the Nobu Hotel, located within the City of Dreams at Entertainment City, Paranaque.

Made of the freshest ingredients sourced locally and abroad, the Signature Omakase starts with Yellowtail sashimi followed by Nobu's assortment of sushi, whitefish tiradito, salmon sashimi, rock shrimp tempura creamy spicy, black cod den miso, miso soup, and chocolate bento box. Omakase, literally translating to "I trust you, chef", is created monthly, based on the season's best produce.

Nobu Manila is the 32nd restaurant in the world of Chef Nobu, offering his signature cuisine of Japanese-Peruvian fusion of flavors. Aside from the seafood dishes offered in other international Nobu restaurants, Nobu Manila also boasts

of the superiorly marbled Kobe beef imported directly from Japan.

Some exciting cocktails to try are Matsuhisa Martini, Pins Martini, Mango Passion, Mia Margarita, Yamazaki Sidecar, Lychee Martini, and Champagne 95.

Nobu Manila is open daily from 6 am to 10 am for a curated buffet breakfast, from 6-10 pm Mondays to Thursdays, and until 11 pm on Fridays to Sundays.

A Sunday brunch is available from 11:30 am to 3 pm. The restaurant has a main dining area that can seat 335 persons, two private dining rooms, a sushi bar, four floating water cabanas, two teppanyaki tables, and a Chef's table. Chef Nobu Matsuhisa must have really done a good balancing act of the elements in his kitchen because, after 36 restaurants and 12 hotels around the world, he was just awarded this year the Lifetime Achievement Award by GQ Magazine UK.






Nobu's signature dishes and Chef Matsuhisa Nobu.



WHEN YOU'RE WITH FILIPINOS YOU'RE WITH FAMILY

Jack Ellis
Traveler

Hinatuan Enchanted River
Surigao, Philippines

   @tpbphl #tpbphl

IT'S MORE FUN IN THE
PHILIPPINES

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