

**Speech by Ms. Elizabeth T. Sy**  
**Conrad Manila Opening**  
**15 June 2016**

Hilton Worldwide President-Asia Pacific Martin Rinck, distinguished guests, esteemed colleagues, ladies and gentlemen, good morning.

Thank you for joining us in celebrating the launch of Conrad Manila.

This event not only marks the welcome return of Hilton to Manila, it is also the opening of soon-to-be the most iconic hotel in the country.

For one, the spectacular view of Manila Bay provides a stunning backdrop, offering guests front row seats to its spectacular sunsets.

Sunsets that have been immortalized in poetry and art.  
In prose and in strokes. Celebrated by not a few.

From the founding of Manila by the Spaniards to the brief occupation of the British and the Dutch, through World War II, to the ensuing decades until today – the bay has served as an eyewitness to the unfolding of our country's history.

Indeed, we have found the idyllic location for Conrad Manila.

Today, the hotel takes its place as the crown jewel of the Mall of Asia's "lifestyle city" complex. A fitting addition to the fully integrated community of convention center, entertainment complexes, office buildings, malls and residential buildings developed by our parent company SM Prime Holdings.

More than the natural beauty of the destination, we believe the country is ready for a luxury brand like Conrad. Buoyant economy, professional business and financial services as well as hospitable and welcoming environment draw growing numbers of business and

leisure travelers to the country every year.

Last year, the country welcomed a record 5.4 million visitors, a jump of 10% over the previous year. In the same year, tourism receipt hit more than Php23 billion. And just in April this year, total visitor arrivals already exceeded the same period last year by 11%.

We are confident that these numbers will easily be surpassed this year by the combined efforts between DOT and the private sector.

SM Hotels and Conventions Corporation looks forward to a fruitful partnership with Hilton Worldwide in further elevating the Philippine hotel industry. We are pleased to work with them in bringing the Conrad brand in Manila.

Conrad Manila's opening will grow SM Hotels' portfolio to six hotel properties with a total of over 1,500 rooms. The hotels include Radisson Blu Cebu, Park Inn by Radisson Davao, Park Inn by Radisson Clark, Taal Vista Hotel and Pico Sands Hotel. The portfolio also includes more than 35,000 square meters of leasable convention space under the SMX Convention Centers.

With Conrad hotel's service philosophy "Stay inspired", the opening of Conrad Manila will surely offer a unique experience for everyone.

We are certain that Conrad Manila will raise the bar in the already exciting Philippine hotel scene.

Thank you and enjoy the hospitality of Conrad Manila.

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