



*Press Release*

JULY 2024

## *The Philippines: A Paradise Poised to Take Flight*

**LEADING HOSPITALITY GROUP, ACCOR SHARES TOP FOUR DESTINATIONS TO VISIT IN THE PHILIPPINES**



*Above: Boracay*

The Philippines is setting its sights on becoming a tourism powerhouse in Asia. This vision is fueled by the introduction of exciting travel promotions and a rich tapestry of cultural experiences.

With over 7,000 islands, the archipelago boasts some of the world's most stunning beaches, crystal-clear waters, and vibrant marine life, making it a haven for beach lovers and diving enthusiasts. The country's diverse landscapes feature lush mountains, verdant rice terraces, and pristine waterfalls, providing endless opportunities for exploration and outdoor activities.

Read on for the top four destinations in The Philippines and how to best explore the stunning archipelago.

### **Manila: The Heart of the Philippines**

Welcome to bustling capital of Manila, which serves as the gateway to countless adventures. Explore the rich history of the stunning capital against the backdrop of Spanish colonial architecture and modern skyscrapers. **Intramuros**, the famed "Walled City," transports visitors back to the 16th century. Quaint cafes and ancient churches line the streets, offering a glimpse into Manila's vibrant past.



Thinking about where to stay? Consider **ibis Styles Manila Araneta City**, the first ibis brand of Accor in the Philippines. This stylish hotel stands out with its convenient location and energetic atmosphere. **Novotel Manila Araneta City** is the ultimate destination for families and friends to spend quality time in a relaxed atmosphere. Both hotels are just a two-minute walk away from renowned shopping haven Gateway Mall, and iconic entertainment venues Smart Araneta Coliseum and New Frontier Theater. For those seeking a blend of business and leisure, **Novotel Suites Manila At Acqua** in Mandaluyong city offers convenience with its location in a redeveloped riverfront commercial area. Surrounded by major business districts, premium shopping malls, and high-end restaurants, it provides an ideal setting for both work and relaxation. Guests can enjoy a ferry ride along the historic Pasig River, taking in the iconic landmarks of Metro Manila.

### **Cebu: The Gateway to a Thousand Journeys**

A short flight from Manila lies Cebu, a captivating island with 167 surrounding islands and islets. Beyond historical sites and vibrant nightlife, Cebu caters to eco-adventurers – visitors can explore cascading waterfalls teeming with exotic plant life, witness rare birds soaring through the sky, or marvel at the dazzling coral reefs teeming with marine life. While in Cebu, don't miss visiting the **Magellan's Cross, Basilica Minore del Santo Niño, and the Cebu Taoist Temple**. For nature enthusiasts, a trip to Kawasan Falls or a trek up Osmeña Peak is a must.

For those visiting Cebu for the first time, **Mövenpick Hotel Mactan Island Cebu** is the best place to kickstart a Cebu journey. This 5-star Mediterranean-inspired beachfront resort offers thrilling water sports, expansive marine life, and refreshing dips in the pool or sea. The resort is also home to the popular Ibiza Beach Club, known for its nightly live performances and award-winning Balearic-inspired 15-course grill.

### **Boracay: The Island Paradise**

Boracay, a world-renowned island paradise, needs no introduction. Powdery white sand beaches, crystal-clear azure waters, and breathtaking sunsets create a picture-perfect postcard scene. Unwind on the beach, explore nearby islets on an island-hopping tour, or delve into the underwater world with exciting diving and snorkelling opportunities. In Boracay, enjoy the vibrant nightlife at **White Beach**, take a boat trip to **Puka Beach**, and experience the thrilling **Ariel's Point** cliff diving. For an adventurous experience, visit the scenic **Mount Luho**.

For visitors traveling with family, **Mövenpick Resort & Spa Boracay** is an excellent choice. Set amidst a lush tropical landscape with an exceptional semi-private beach, this Green Globe certified resort offers indulgence with its massive multi-level pool, serene spa, and various water sports activities. The resort's kids' club and playground area make it perfect for families. Guests can enjoy the best sunsets and live entertainment at the beachfront Sol Marina Beach Club, featuring weekend nights of fire dancing.

### **Clark: The Adventure Capital**

Last but certainly not the least is Clark, a hidden gem just a two-hour drive from Manila. This lively cosmopolitan hub is brimming with adventures, making it the destination for thrill-seekers and families alike. Dive into excitement at **Aqua Planet Water Park**, one of the largest water parks in Asia, or relax and rejuvenate at **Puning Hot Spring** while surrounded by stunning landscapes. Embark on a thrilling hike to the crater lake of the famous **Mount Pinatubo**, known for its breath-taking views and adventurous trails.

While in Clark, consider staying at **Swissôtel Clark**. Ideal for families, solo travellers, and business visitors, the hotel offers stunning views of the city and its surrounding rolling hills. Each room is bathed in natural light, providing dramatic sunrise and sunset vistas. The hotel's



prime location is near many golf courses and popular attractions such as the Clark Museum, Aqua Planet Water Park, Dinosaur Island, Puning Hot Spring, and the Angeles City. Guests can enhance their stay with Swissôtel Clark's **Clark Activity Booklet (CAB)**, offering exclusive discounts on a variety of fun activities.

The Philippines, with its rich cultural heritage and diverse natural beauty, is poised to become a leading tourism destination in Asia. Whether visitors are exploring the historic streets of Manila, the vibrant marine life of Cebu, the idyllic beaches of Boracay, or the adventurous activities in Clark, the Philippines offers something for every traveller.

For images, please click **here**.

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#### **ABOUT ACCOR**

**Accor** is a world-leading hospitality group offering experiences across more than 110 countries with 5,600 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit **group.accor.com** or follow us on **X**, **Facebook**, **LinkedIn**, **Instagram** and **TikTok**.

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