

Business Day
SUPPLEMENT

VOL. IX, NO. 253

THURSDAY, FEBRUARY 19, 1976

HYATT REGENCY MANILA

5TH ANNIVERSARY SUPPLEMENT

FEBRUARY 1976



What more can we say?

You probably think of us as
ISLAND ARTCRAFTS, INC.
We are synonymous
with handwoven fabrics.
But did you know
we're also into the field of wallcoverings?
drapery rods? Even chemicals.
These lines mean better products for you.

And when you consider that
we've been the leader
in handwoven fabrics
for 4 years of our existence,
need we say more?



Graber™

the window fashion people



ARKANSAS CO., INC.
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ISLAND ARTCRAFTS, INC.
HANDWOVEN PRODUCTS IS ONLY THE BEGINNING.
P.O. Box MCC 277 Makati, Rizal, Philippines
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Messages



Hyatt Regency Manila has done a remarkable job of providing foreign visitors with first-class accommodation and dining services, and I wish to extend to its management my congratulations and best wishes on the occasion of its 5th Anniversary. It is to be hoped that Hyatt Regency will continue striving to improve its facilities and remain a strong force in the development of Philippine tourism.

Jose D. Asprao
JOSE D. ASPRAO
 Secretary of Tourism



I am pleased to greet the management and staff of Hyatt Regency Manila on the occasion of its 5th Anniversary.

Hyatt Regency Manila now stands as a major tourism landmark in the country. Its warmth, its elegance, and its distinctive brand of service have become a byword both here and abroad. It has made its mark as one of the world's finest hotels.

Hyatt Regency Manila is proud to participate in the growth of the country's tourism industry. As it marks its 5th Anniversary, it looks back with satisfaction to its period of growth, especially in the years when the New Society made the Philippines a prime tourist attraction. It also looks forward to continuing its meaningful participation in the country's progress by offering tourists a home-away-from-home that lives up to the best traditions of Filipino hospitality.

Roman A. Cruz, Jr.
ROMAN A. CRUZ, JR. General Manager, Government Service Insurance System
 Chairman & President, Hotel Enterprises of the Philippines, Inc.



When we signed the Management Agreement with Hyatt International five years ago, many wondered "Why Hyatt?"

But the Owners knew then as we know now that a great hotel facility as we have requires a great team to run it. And even while Hyatt was virtually unknown then we knew that the people it had on its team would ensure its early success. So that was why Hyatt!

We are glad we were right.

So now there's Hyatt in Manila — and this has come to represent to tourists and members of the travel trade one of the finest hotel facilities in Asia run by one of the finest operators in the region — together, a great team.

I look forward to the continuing success of our relationship with Hyatt International and extend to the executives and staff of the Hyatt Regency Manila warm and well-deserved felicitations.

Ricardo S. Sole
RICARDO S. SOLE
 General Manager
 Hotel Enterprises of the Philippines, Inc.



In the five years that Hyatt International has been managing the Hyatt Regency Manila, there have been outstanding social and economic changes in the Philippines to which we are pleased to have been able to contribute by the warm and friendly atmosphere of the Hyatt Regency Manila and its staff. The Hyatt Regency Manila, under the guidance of General Manager, Ralph Peter Jentes, has become the center of hospitality in Manila. We of Hyatt International extend warmest congratulations to Mr. Jentes and his staff on their five years of dedicated efforts which have established the name Hyatt in Manila to stand for quality and happiness in the New Year and our sincere congratulations on your fifth anniversary. Mabuhay!

Ralph Peter Jentes
A. PETER DI TULLIO
 President
 Hyatt International Corporation



On this, the fifth anniversary of the Hyatt Regency Manila, I would like to extend my thanks to the members of our staff for their loyalty and hard work which have contributed so much to the reputation the Hyatt Manila now enjoys as one of the most prestigious hotels in Asia.

The Hyatt Regency Manila was the second hotel to come under the HYATT INTERNATIONAL banner and although in the ensuing five years, fifteen other properties have been added to the chain, our hotel in Manila has set a standard for all to emulate. The excellence of its facilities and service are renowned and we can all feel justly proud that this standard has been maintained throughout our management.

We should look at the increased competition ahead as a challenge. We have the advantage of a fine reputation but to maintain the present level of business will require our diligence and foresight. I have confidence that we will meet the challenge with the same determination that has made the Hyatt Regency Manila the great hotel it is today.

Brian J. Bryce
BRIAN J. BRYCE
 Senior Vice President
 Hyatt International Corporation



On behalf of the staff and management of the Hyatt Regency Manila, I would like to take this opportunity to thank all of our friends and clients whose invaluable support in the first 5 years of operation has contributed so much to the success of the Hyatt and with whom we look with optimism to the future.

With our determination to maintain our present reputation as a leading luxury hotel we shall continue to make available the services and facilities on which we have built this reputation.

Ralph Peter Jentes
RALPH-PETER JENTES
 General Manager
 Hyatt Regency Manila

An Interview with the GM



The degree of excellence attained by the Hyatt Regency Manila and its leadership in the Philippine hospitality trade provide more than ample testimony to the work done by Ralph-Peter Jentes, general manager of the hotel since the start of its operation in 1971. And yet when

considering the dismal situation of Philippine tourism in 1971, it is difficult to imagine why Hyatt International Corporation would stake its reputation on a hotel venture here. "When we came to Manila in 1971," Jentes recalls, "our only hotel in the Far East was in Hong Kong. We were a relatively unknown

company which was in the process of expansion. Looking at the various Asian countries, Hyatt immediately recognized the potentials of the Philippines and also believed that it would have a head start by taking over a property like ours when the tourist industry improved."

Back in 1971, the Hyatt Regency Manila was a poor third as far as revenue and occupancy among the country's major luxury hotels was concerned, despite its outstanding facilities and lavish appointments. "Realizing all these," my first objective of course, was to create a

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The Hyatt Regency Manila Story

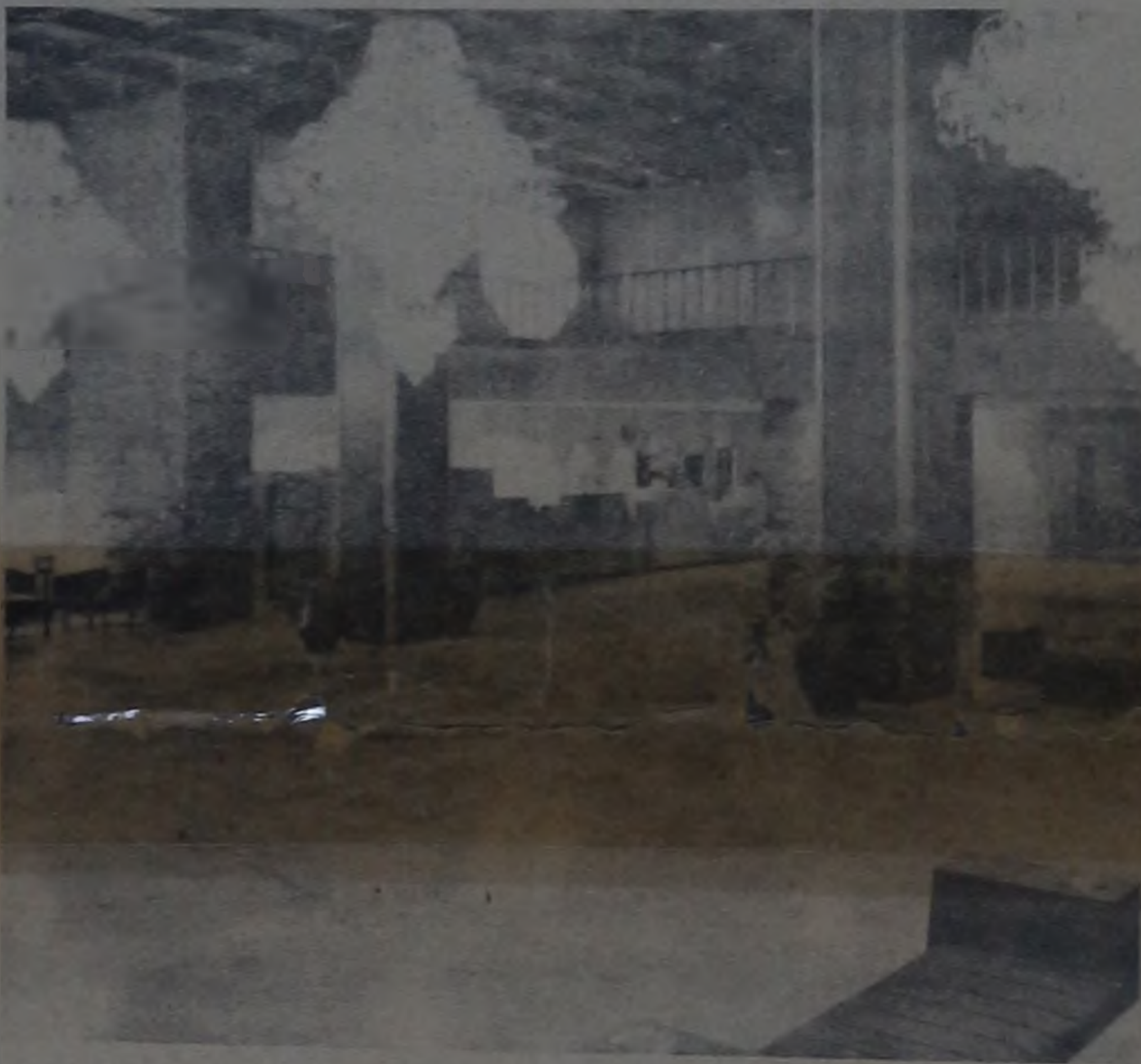
"You have reached perfection—now remains the arduous task of maintaining it," wrote Gordon T. Simpson of Australia following his stay at the Hyatt Regency Manila in March last year. This comment typifies the feelings of those who have chosen the Hyatt during their visits to the Philippines.

Indeed, one can easily run out of superlatives in writing about this hotel, which in the short span of five years, has become a leader in the Philippine hospitality industry.

Designed by Leandro Locsin, one of the country's top architects, the hotel boasts of a unique architecture, which together with interior decoration and landscaping done by equally respected professionals, has transformed the finest Philippine materials into shapes that succinctly express Philippine themes. When a guest checks into the hotel, he knows he is in the Philippines and that he is staying in its finest hotel.

Modern art objects abound everywhere. There are original paintings, serigraphs and etchings—all of them signed—by outstanding Filipino artists. The past is also well represented. Antique art objects give the hotel the same attraction as that of a Philippine art gallery. Philippine motifs like the sarimanok, the calesa and the multi-colored bayanihan umbrella are used extensively, and so are indigenous materials like capiz shells for the lamp shades and giant chandeliers, carabao hide and rattan for chairs, narra for wood paneling and all other wooden fixtures. Philippine marble, in varied hues, can be found in the lobby and elevator floors and bathroom

Perhaps the most impressive sight that immediately catches the eye of the visitor is the lobby, which reflects the Filipino elegance and love for life at its best. Three massive chandeliers dominate the scene. These are made of capiz shells, cut glass and brass which are interspersed



to give it the right mix for glitter, frosted softness and artistic framework. A special feature of the lobby is the wooden love-seat designed by Pat Keller of Dale Keller and Associates. At the end of the lobby is the grand staircase, conceived as a piece of sculpture in concrete. The stair is chip-finished to expose the gravel and give a soft texture to the structure. A colorful contrast to the neutral shades of wood and marble is the striped carpeting for the elevated lounge in bright hues.

But while things Philippine underline the dominant theme of the hotel furnishings and interior decoration, there are also authentic foreign touches that give the hotel an unmistakable cosmopolitan atmosphere. In the Mandarin Room, a restaurant on the mezzanine that specializes in Chinese cuisine, everything contributes to make the diner feel that he has stepped into another world. The moon-gate entrance, the Chinese motif ceiling grid and the lanterns heighten this effect. Another touch of the orient is very evident in the Tempura-Misono Restaurant on the ground floor, where authentic Japanese food is served by waiters in kimonos and where diners can savor these delicacies while seated, Japanese style, on tatami mats.

Travelers will be pleased to note that in addition to its elegance, luxury and impeccable service, the hotel is quite near the Manila International Airport, which is but a scant ten minutes away by car. The visitor will also find himself not too far removed from interesting sites like the Newborn Filipino (a miniature Philippines), the Cultural Center of the Philippines, the Philippine Convention Center, Rizal Park, Fort Santiago, the Roxas Boulevard nightclub circuit and the Ermita tourist belt with its souvenir and curio shops, restaurants and other hospitality establishments.

A Choice of 265 Rooms

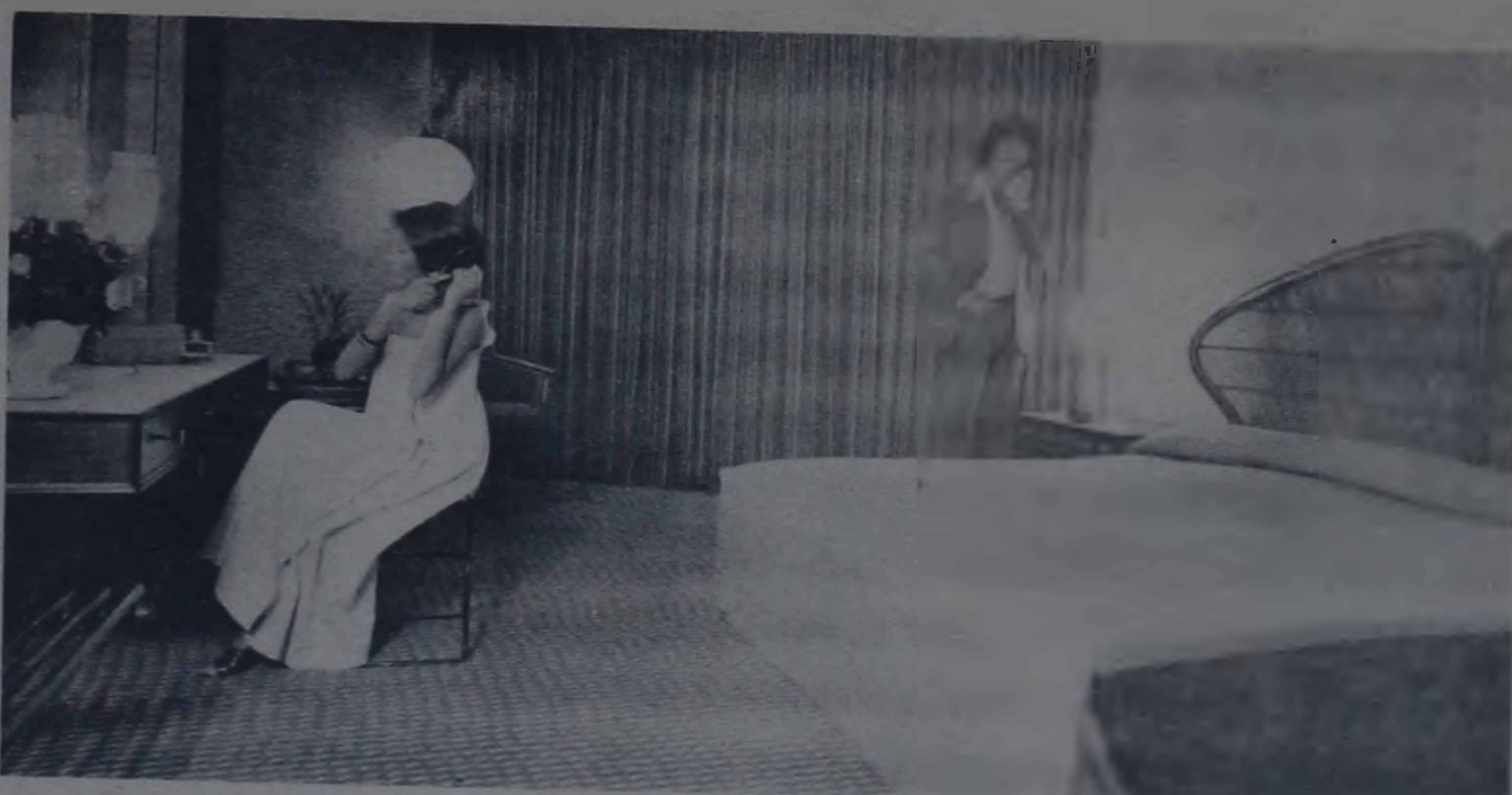
At the Hyatt Regency Manila, the guest has a choice of 265 spacious, tastefully-appointed guestrooms and suites.

There are fully air-conditioned standard, superior, de-luxe rooms and Manila Bay suites.

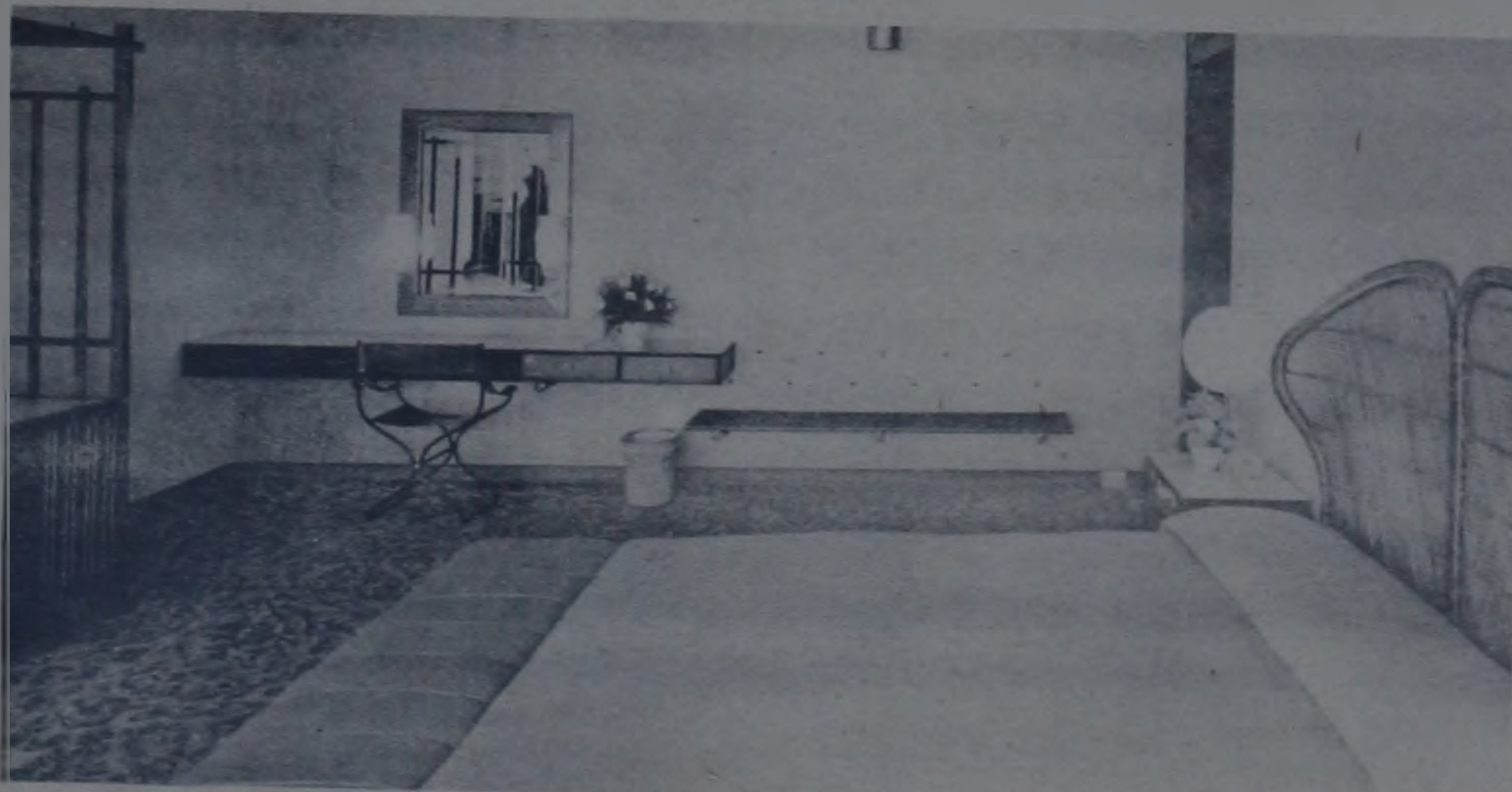
All have private baths and showers, radios, television sets, telephones with bathroom extension and balconies where one can soak up the warm Philippine sun or enjoy the spectacular Manila Bay sunset.

While the luxury facilities are the same in all the rooms, each has a different and distinctive interior decoration. For instance, the wallpaper used in the suites are unique in design, and the carpets differ both in color and pattern.

Also, each guestroom has an original painting, serigraph or etching.



STANDARD ROOM (DOUBLE)



PRESIDENTIAL SUITE (BEDROOM)

Refurbishment Job Finished

Last February 1975, the Hyatt Regency Manila completed a 12-month refurbishment program which covered 126 standard and studio-type guestrooms, the function rooms on the mezzanine and penthouse floors and the Crystal Ballroom. The project was undertaken by Designmasters, Inc. which, in coordination with Dale Keller and Associates in Hong

Kong, handles all of the hotel's interior design requirements. Final stage of the program was the complete renovation of the penthouse restaurant, La Concha—venue of the popular fully-choreographed luncheon fashion shows.

Purple, fuchsia, lilac and pink hues of deep-sea corals comprise the new color scheme

(Continued on page 18)



LA CONCHA—Silver wallpaper picks up a sheen from the natural light and reflects this lustre into the capiz shells. Carpet provides continuity of design with its shell motif.

Function Rooms Emphasize Diversity, Excellence

For dining, drinking and plain relaxing, the guest has a choice of several places within the hotel. The Hyatt Regency Manila has gained the reputation among international travelers for the diversity and excellence of its cuisine. Hugo's, Tempura-Misono, the Mandarin Room, La Hacienda Coffee Shop, the Swimming Pool and La Concha at the penthouse, which features a fully-choreographed fashion show everyday (except Sundays) to spice up the lunch hour, answer the guest's need for an interesting and varied fare.

The hotel has also nine superbly designed function rooms with capacities ranging from eight to 600 for cocktail parties, dinners, banquets or conferences. Also found within the hotel premises are a sauna and massage, medical and dental clinics, beauty salon, barber shop, airline and travel offices and a cable office. There is even an art gallery, which makes the Hyatt Regency Manila unique among hotels.



LUZON ROOM (as re-designed by Designmasters, Inc.)



CRYSTAL BALLROOM (as re-designed by Designmasters, Inc.)

MINDANAO ROOM (as re-designed by Designmasters, Inc.)

TEMPURA-MISONO RESTAURANT



SWIMMING POOL at the back of the hotel.

MANDARIN ROOM (Chinese restaurant)



THE CIRCUIT (discotheque)

LA HACIENDA (coffee shop)



HEPI Feeling:

Happy With Hyatt



"We know we have a beautiful property and it deserves a professional team to run it," says Ricardo Soler, executive vice president and general manager of Hotel Enterprises of the Philippines, Inc. (HEPI), owners of the Hyatt Regency Manila.

The HEPI-Hyatt agreement signed five years ago, is paying off today in the stature and prestige of Hyatt Re-

gency Manila. Soler is very proud of the fact that the Hyatt in Manila has the highest occupancy rating among other Hyatt hotels in the world.

"Our operating agreement with Hyatt is unique in that it is a departure from standard agreements," he revealed.

"On the operating level," Soler said, "there has been a tremendous

improvement in the hotel's revenues in the last five years.

HEPI's property (land and building) is valued at P93 million today. HEPI is an independent corporate entity established in 1962 to pioneer in the construction and operation of luxury international tourist class hotels, something rather bold and unlikely in the Philippines during those days.

Chairman of the board and president of HEPI is Roman Cruz, Jr. Members of the board include: Leonilo Ocampo, Santos Pascual, Fernando Santico, Chief of Staff General Romeo Espino, Tourism Secretary Jose D. Aspiras, Jacobo Clave, Foreign Undersecretary Manuel Collantes, Trade Secretary Troadio Quiazon, Benjamin del Rosario, Roberto Reyes and Ronaldo Zamora.

Hyatt In The Far East

When Hyatt International Corporation came into the Far East tourism scene in 1969, it raised not a minor sensation with its decision to assume management of an ailing, though strategically located establishment — the President Hotel — on Hong Kong's busy Nathan Road.

The President Hotel then was known as a hang-out of boisterously drunken servicemen on R & R (rest and recreation). The Hyatt was virtually unknown. The only known international hotel organization operating in the area at that time was the Hilton.

But the Hyatt was not only able to salvage the President — it also successfully launched its bid to establish a name (which was already then respected in the United States) in the Asian tourism circuit. Today, six years after that initial venture, the Hyatt counts eight hotels in the Asia Pacific region. Plans are afoot for more.

The Hyatt attributes this to its modern, scientific business and management techniques and its pool of well-rounded

executives. Plus, of course, its luxurious facilities and amenities geared for both individual and group travel.

Spectacular

The Hyatt story in the region can only be described thus: "spectacular." When it took over the President, the hotel's turnover increased by 64 per cent resulting in a dividend of 12.5 US cents per share, which was 2.5 cents more than expected. The yield rate, at 8 per cent, was considered high for hotel stocks listed on the Hong Kong stock exchange then.

Within months after the President take-over, the owners of the Philippines Savoy Hotel in Manila who had just terminated a management contract with Sheraton, approached the Hyatt. A management contract was signed between the two in February, 1971.

Facelift

The Hyatt's performance in Manila surpassed that of Hong Kong. The Hyatt gave Savoy a real face-lifting with the help of Dale Keller, a respected

name in interior design. The Hyatt Regency Manila's occupancy rate soon soared to a high 95 per cent.

The Hyatt march advanced to Singapore in 1971 when it acquired the Hyatt Singapore, a brand-new, 900-room property on Scotts Road. With the Hyatt's brand of hotel management, the hotel's occupancy rate expanded to 65 per cent — a high record when taken in the light of the inflation and the overbuilt hotel industry in the island republic at that time.

Equipped with automated bell captain machines, the Hyatt Singapore is considered the first hotel in Asia to have drinks available in rooms at the push of a button. It also boasts of a 16-lane bowling alley, excellent restaurants, bars, swimming pool, car park and health center (with sauna and massage).

By 1972, Hyatt's reputation for bailing out ailing hotels was getting recognized in the region. It acquired ~~two~~ more that year to expand its ~~to five~~ ~~the~~

Hilton pulled out of Bangkok's Rama and the hotel's Thai owners were left to their own resources during the first half of the year. In July, the Hyatt took over management of the Rama and six months later, occupancy rose to 70 per cent, a big jump from the 20 per cent registered when Hyatt came in.

Advantage

Bangkok has a geographical advantage with the flow of tourists and businessmen from Europe to Asia. The Hyatt Rama gets a fair share of this market.

The Hyatt also took over another big hotel in Thailand in 1972 — the Pattaya Palace in Choburi, on the Gulf of Siam. Hyatt's Pattaya Palace marks the hotel's chain entry into a relatively new field in the region — resort hotels. It is considered one of the most promising areas.

The Hyatt penetrated deep into the region and after its string of encouraging ventures, it assumed management of Australia's Kingsgate Hotel in Sydney. Situated at the head of

Williams Street in Sydney's lively King's Cross area, the hotel was immediately renovated by the Hyatt after the take-over.

In 1973, the Bali Hyatt was opened by no less than President Suharto. The ambitious project boasts of local architectural forms and decorative motifs. However, its potentials have yet to be tapped fully.

Fame

In its six years of exposure in the Asian setting, the Hyatt International has come to be known for three major factors particularly important to the tourism trade: outstanding service, management expertise, and comparatively attractive rates.

The Hyatt chain has also shown its ability to innovate adeptly what is available when it gains control of hotels. While utilizing to the fullest the architecture that is available when the hotels are acquired, the Hyatt also manages to blend tastefully into them some modern concepts.

Brian Bryce, Hyatt International's senior vice



BRIAN J. BRYCE
Senior Vice President
Hyatt International

president for the Far East, already has taken additional responsibilities outside the region. He is now deeply involved in developing a 500-room hotel in Kuwait and a 600-room hotel in Cairo, both in the Middle East.

The reasons are obvious, but insofar as Bryce is concerned, Asia is still where the action is. In one magazine interview, Bryce was quoted

(Continued on page

Hyatt Operates In 11 Countries

After establishing itself in the home market, it was just natural for Hyatt Corporation of the United States to advance to other areas. To do this, it organized Hyatt International Corporation in 1969.

After six years, Hyatt International now counts 18 properties in 11 countries, excluding nine additional hotels under construction around the world.

Hyatt International, under an agreement with Hyatt Corporation,

has exclusive rights to the use of the trade name "Hyatt" for hotels outside the US.

Credo

"Hyatt International believes that its "success" thus far could be attributed to its "unique architectural style and entertainment packaging."

As a matter of policy, Hyatt International features in its hotels regional designs, decor and furnishings, together with an architectural format that is

modern but appropriate to the topography and locale.

This, the establishment says, is designed to reflect the indigenous lifestyles while retaining the quality and luxury features that world travellers demand.

Local Touch

Thus, for instance, the Bali hotel looks like a collection of village huts built around a central service core. In Toronto, the city's

only British-style stand-up pub is, naturally, at the Hyatt. A fortune teller in the restaurant reminds Hyatt guests they are in Hong Kong. And in Vancouver, the backdoor very conveniently leads to a marina. Another Hyatt hotel in the Caspian Sea, which will soon open in Iran, will give guests the added thrill of riding up to a mountain top hunting and fishing resort via cable car. In Acapulco, backgammon tournaments are promoted right there in the

hotel.

Hyatt hotels put in a good deal of emphasis on gourmet cuisine with a local flavor plus culinary treats from all over the world. Hyatt also makes it a point to hire leading artists and entertainers to provide nightclub life within the hotel for its guests. And where possible, indoor and outdoor sports complexes are established adjacent to, or in the hotels to complete the leisure-time package for guests.

Most Hyatt International hotels are owned by local individuals, businesses or institutions. To ensure the continuance of the local flavor in the properties, it is also a Hyatt practice to include, wherever possible, locals in the management staffs.

Today, Hyatt has 18 hotels worldwide. Of these, eight hotels are in Asia, including Australia.

These include: the 800-room Hyatt Regency Hong Kong; the 265-

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Behind Hyatt: The Pritzkers



JAY PRITZKER (left) chats with Ambassador William H. Sullivan (right) of the United States during his recent visit to Manila.

Behind the Hyatt operations throughout the world is a name little known in Asia, the Pritzkers. A family of peripatetic lawyers who have not taken an outside account in more than thirty years, the Pritzkers — patriarch Abe (79), brother Jack (71), sons Jay (52) and Robert (48) — hold notable interests in the Hyatt chains: 33 per cent in Hyatt Corporation which runs 40 hotels in the United

States; 50 per cent in Hyatt International which operates 17 hotels worldwide, seven of which are in Asia proper, with an eighth in Sydney, Australia.

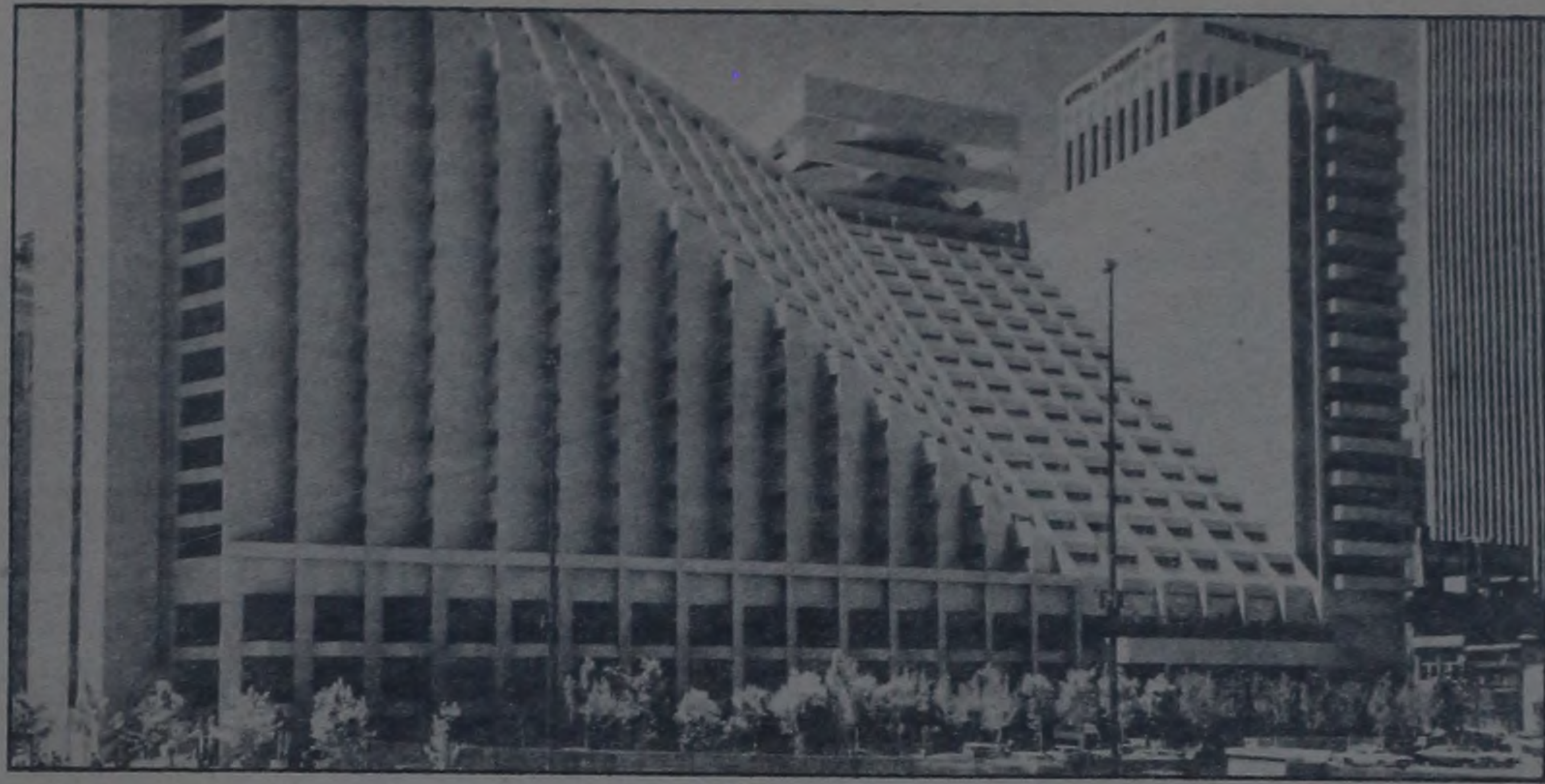
Until the family purchase in 1973, of McCalls Magazine, which generated a great deal of unexpected publicity, the Pritzkers kept themselves very much in the background, controlling what is reputed to be one of the largest privately

held financial empires in the United States from their lofty offices on the 30th floor of the Two First National Plaza in Chicago. The family's financial history is closely allied to the open credit line it enjoys with the First National Bank.

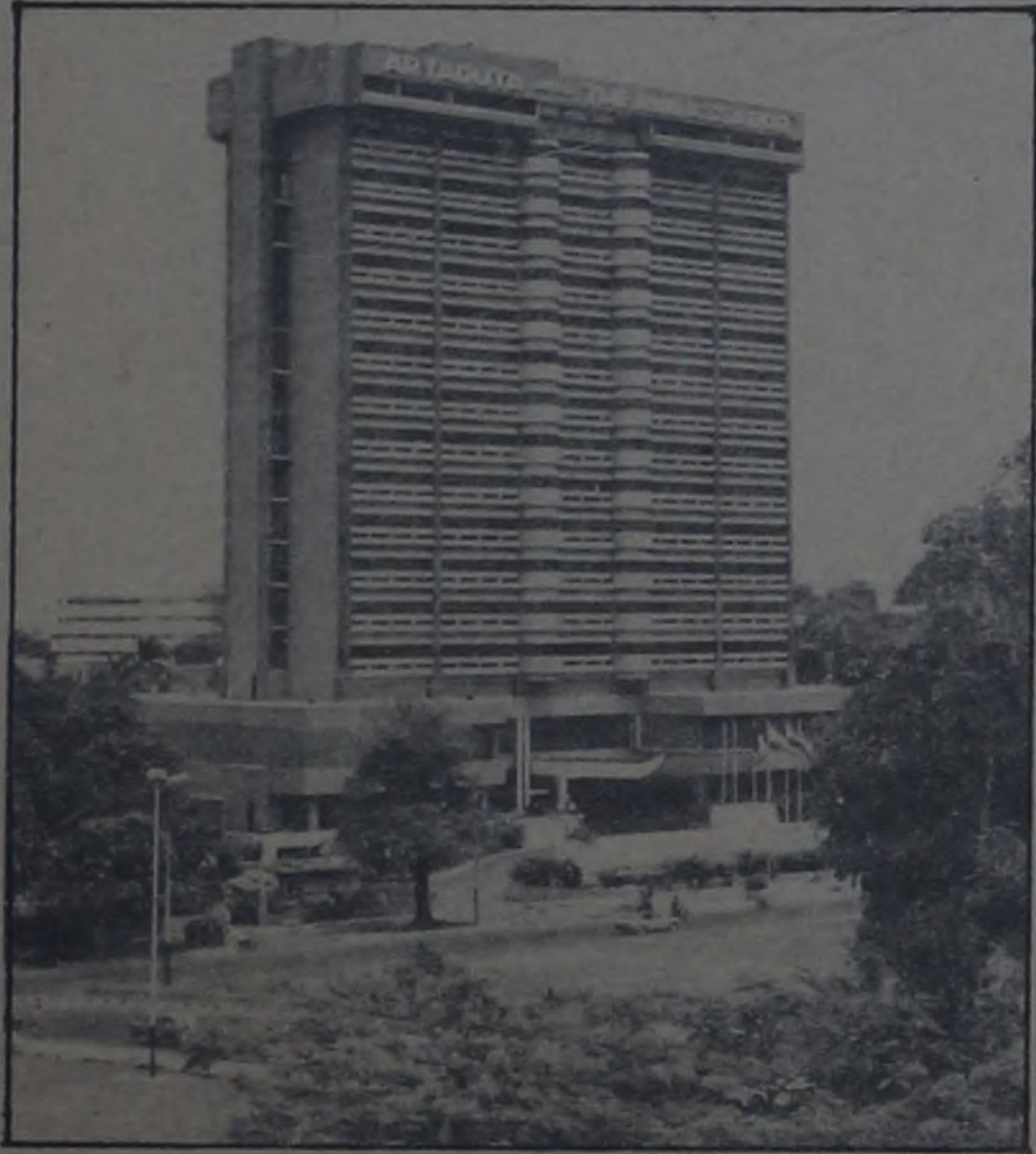
Quick decisions, private ownership and an abiding faith in their partners are the known hallmarks of the Pritzkers' operations. Once established within

their inner circle, the Pritzker partner enjoys a relaxed, almost paternal relationship with the family.

Pritzker interests encompass a broad spectrum ranging from manufacturing (under the Marmon umbrella) to lumber and plywood, to hotels and real estate, to miscellaneous holdings among which the family's 25 per cent interest in McCalls is classified.



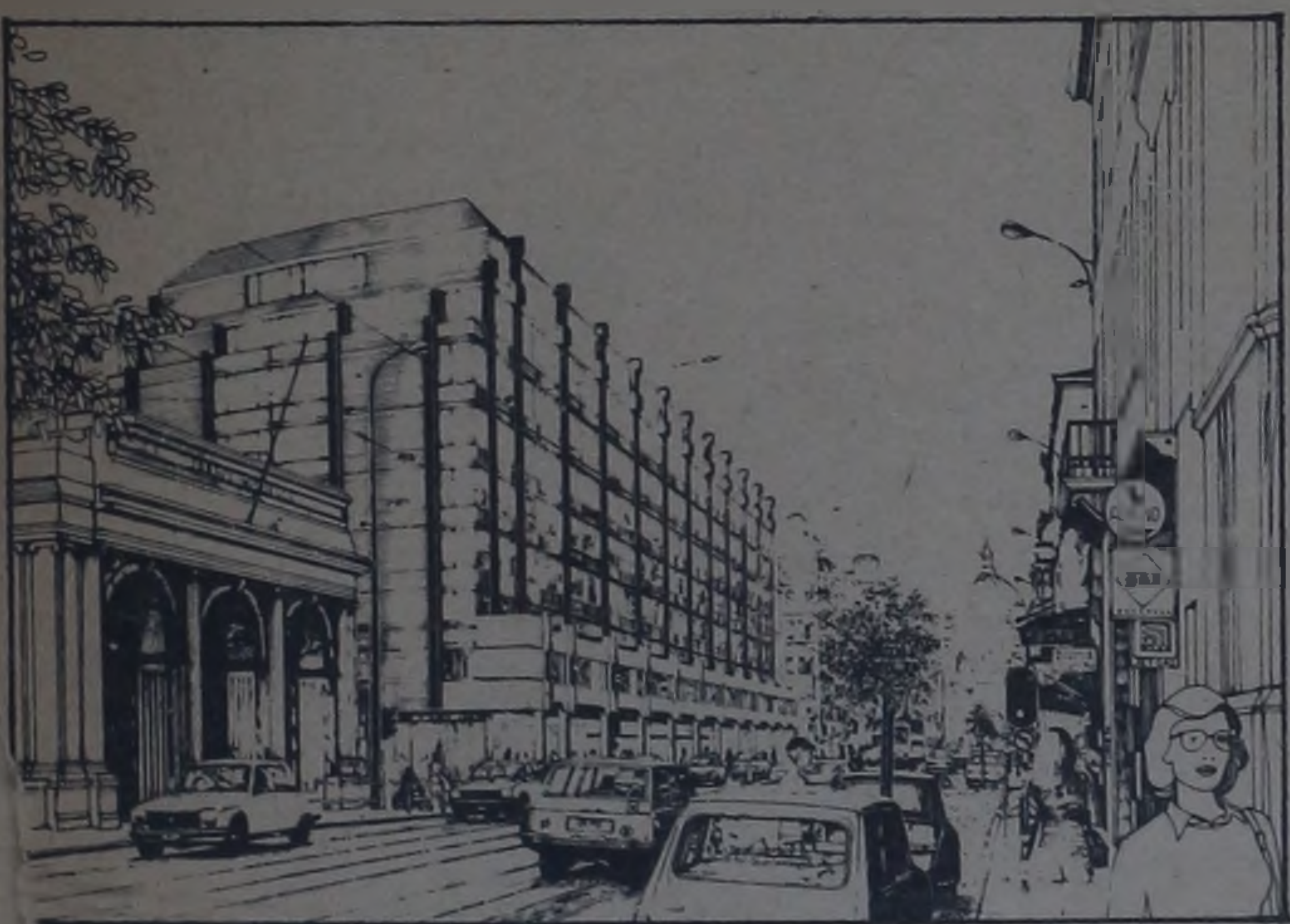
FACADE - Hyatt Regency San Francisco



FACADE - Hyatt Aryaduta Jakarta



FACADE - Hyatt Regency Vancouver



FACADE - Hyatt Regency Brussels

The Hyatt Architecture

In the hotel and tourism trade, the name Hyatt has gained a reputation as an innovator in hotel architecture. This started when it built one of the first airport hotels in the United States which also launched Hyatt Corporation's entry in a sensitive endeavor.

Among Hyatt projects that helped build this reputation is the Hyatt Regency in Atlanta with its acclaimed open-air lobby atrium. Hyatt's Atlanta project drew away a large share of the business from motor inns which were enjoying a boom at that time. Hyatt built an architecturally balanced structure right in the heart of the city without cramping the occupants. And the guests responded by coming to it in droves.

Lately, Hyatt has concentrated on novel architectural designs with futuristic themes. For instance, its design for the Hyatt Regency Los Angeles Downtown in 1972 caused major changes in the urban mix patterns in the area. The opening of the Hyatt Regency Chicago in 1974 ushered in Hyatt's image as builder of "new, dynamic convention and meeting centers."

Another recent endeavor now being developed by the Hyatt is in luxury resort hotels. This trend is now being recognized in answer to the growing clamor of business executives for both recreational and business facilities.

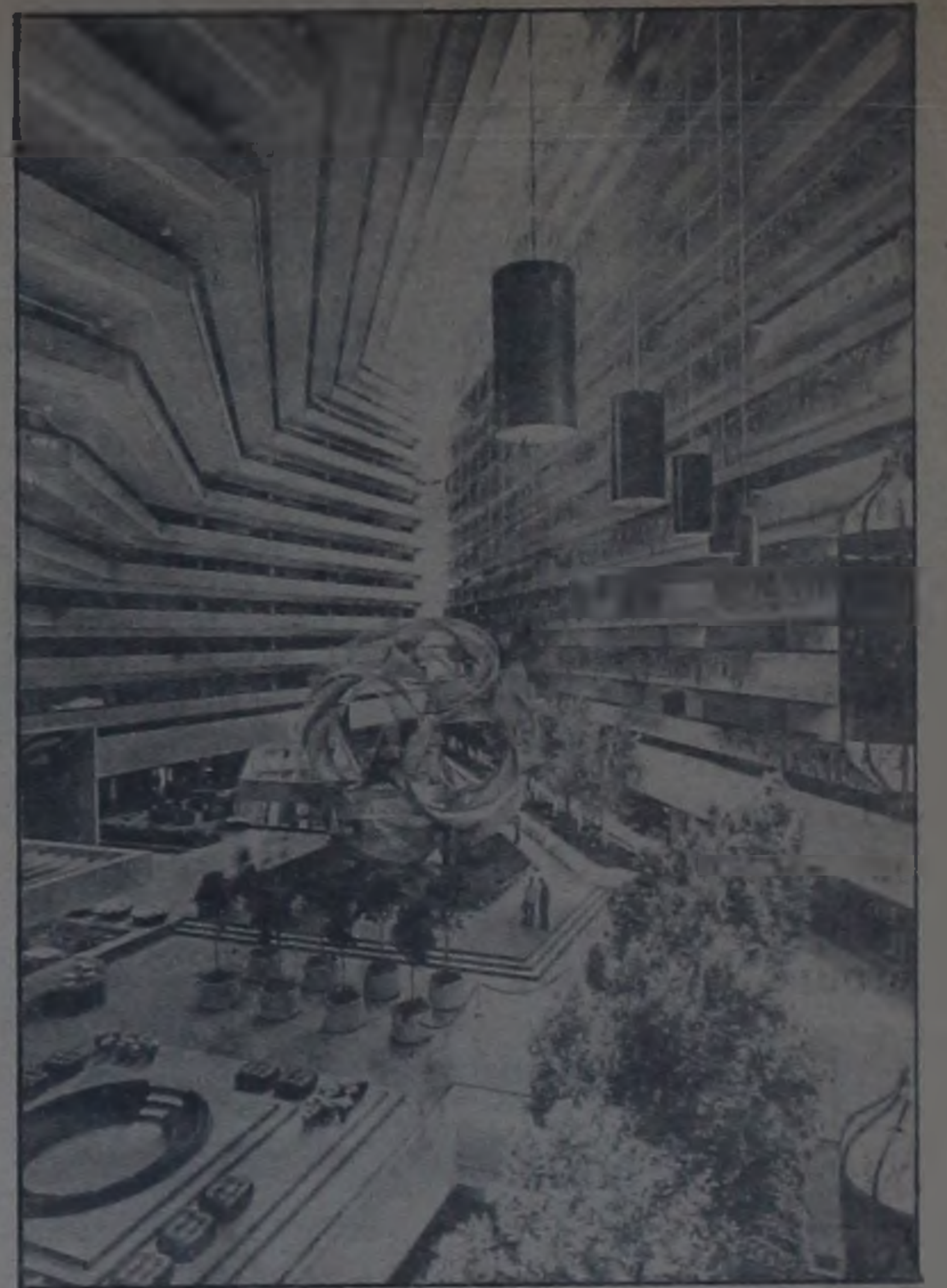
The Hyatt chain has introduced this trend to Asia with the opening of Hyatt Pattaya Palace. This effort is expected to soon reach Philippine shores.

In Asia, Hyatt has also become known as an innovator in the use of locally available materials whose functional uses are otherwise overlooked by the natives. For instance in Manila, Hyatt Regency's designer Dale Keller made extensive use of local capiz. Before this, the lowly capiz were only used as shells for windows. In Hong Kong, Hyatt made good use of Chinese ornaments in refurbishing the then President Hotel, a project that was to catapult Hyatt into prominence in the region.

All over the world, the distinctive architecture has put Hyatt hotels in a class by themselves.



FACADE - Hyatt on Union Square



LOBBY - Hyatt Regency San Francisco



LOBBY - Bali Hyatt



LOBBY - Hyatt Singapore Hotel

Model Employees



Sr. Accounts Payable Clerk
Accounting Department
(December, 1975)

TRINIDAD POSADAS joined the hotel in 1972. She started as an accounting clerk and rose to her present position by virtue of hard work, willingness to take on new assignments, and ability to meet deadlines.

A hotel is a home away from home. As such, it places greater emphasis on the human factor than most other businesses, which can be operated with a minimum of people working with automated equipment. To keep its guests more than satisfied, the Hyatt Regency Manila has a work force of approximately 600. These employees range from the smiling bellboys who help the guests as they check-in, the efficient clerks in the front desk, all the way to the utility men in the basement, whom the guests rarely see, but who play an equally important role in keeping the hotel's equipment and facilities operating at all hours. Some of them, who have been cited as model employees for excelling in their jobs, are featured in this page. They were chosen from among the nominees submitted monthly by department heads, based on the following criteria: promotions, commendations and citations, merit increases received, appraisals for the year and conduct and ability reports. Together with their co-workers, they have added to the reputation of Hyatt Regency Manila as a hotel that truly cares for its guests.

REYNALDO ENDAYA, dishwasher, has been with the hotel for three years. Still a bachelor at 24, he is helping his parents raise and support his younger brothers and sisters. "Hard work is the key to a bright future," he says.



Steward
Steward Department
(November, 1975)

ALBERTO MILLENDEZ, finds his work challenging. He joined the hotel last year after seven years with the Government Telephone System. In his spare time, he designed and built a pushbutton telephone now being used in the hotel's



Telephone Technician
PABX
(October, 1975)

VICENTE BAYLON finds his job interesting because it gives him many opportunities to meet different kinds of people. Baylon comes from Estancia, Iloilo and is married to a nurse.



Waiter
Food and Beverage
(August, 1975)



Roomboy
Housekeeping Department
(July, 1975)

EPIFANIO ESCOPETE, is a hotel oldtimer, having been on its staff since 1967. He likes his job and the opportunities it presents. His wife and seven children live in a modest house in Barrio Buli, Muntinlupa and one of his dreams is to save enough money to renovate this house.



Roomboy
Housekeeping Department
(January, 1975)

BEATO TORRE has been with the hotel for three years. He started as housekeeping utility man prior to becoming a roomboy. "I enjoy my work," he says, "because it not only provides me with a good livelihood but an opportunity to make new friends." Torre, 40, comes from La Carlota, Negros Occidental.

BERNADETTE MARCELINO usherette, is the good-looking, personable young woman who makes guests at Hugo's Restaurant feel very welcome the moment they walk into the room. In between her work at the hotel, she rushes off to the University of the East where she is studying psychology.



Usherette
Hugo's Restaurant
(February, 1975)

VIC MAGSAYSAY, studied and finished a course in civil engineering before discovering his real forte. He joined the hotel in 1967 as clerk draftsman in the banquet office. He became the house artist in 1969 and has since turned out a small mountain of displays, menu cards, posters, tent cards, buffet decor, photographs and other graphics required by the hotel. Through hard work and self-study, he has gained a working knowledge of the fine arts and photography. He is now intrigued by the prospects of presenting an art exhibit using gum bichromate printing, which he says will be a first in the country.



House Artist
Food and Beverage
(March, 1975)

Employee of the Year

From among 12 employees of the month for 1975, Pedro Bartolo, head chef in the food preparation department, was named Employee of the Year. In recognition of his outstanding service, Bartolo was cited during ceremonies held last February 2nd at the Crystal Ballroom. During this occasion, he was awarded with a plaque and a cash prize of P1,000 by the general manager. Aside from those, the Employee of the Year was awarded with an eight-day all expense paid trip to any Hyatt hotel of his choice in the area.

JOSEFINO HERRERA started out as a utility man, then became a roomboy until he was appointed to his present job, two years ago. All this seems to be part of his plan to learn as much and widen its experience in hotel work. Herrera, 35, is married and has three children.



Bell Boy
Bell Department
(June, 1975)

GLORIA PEREZ has been with the hotel since it opened in 1967. Gloria's original plan was to become a writer and was actually a journalism student but had to give up her schooling when her father died.

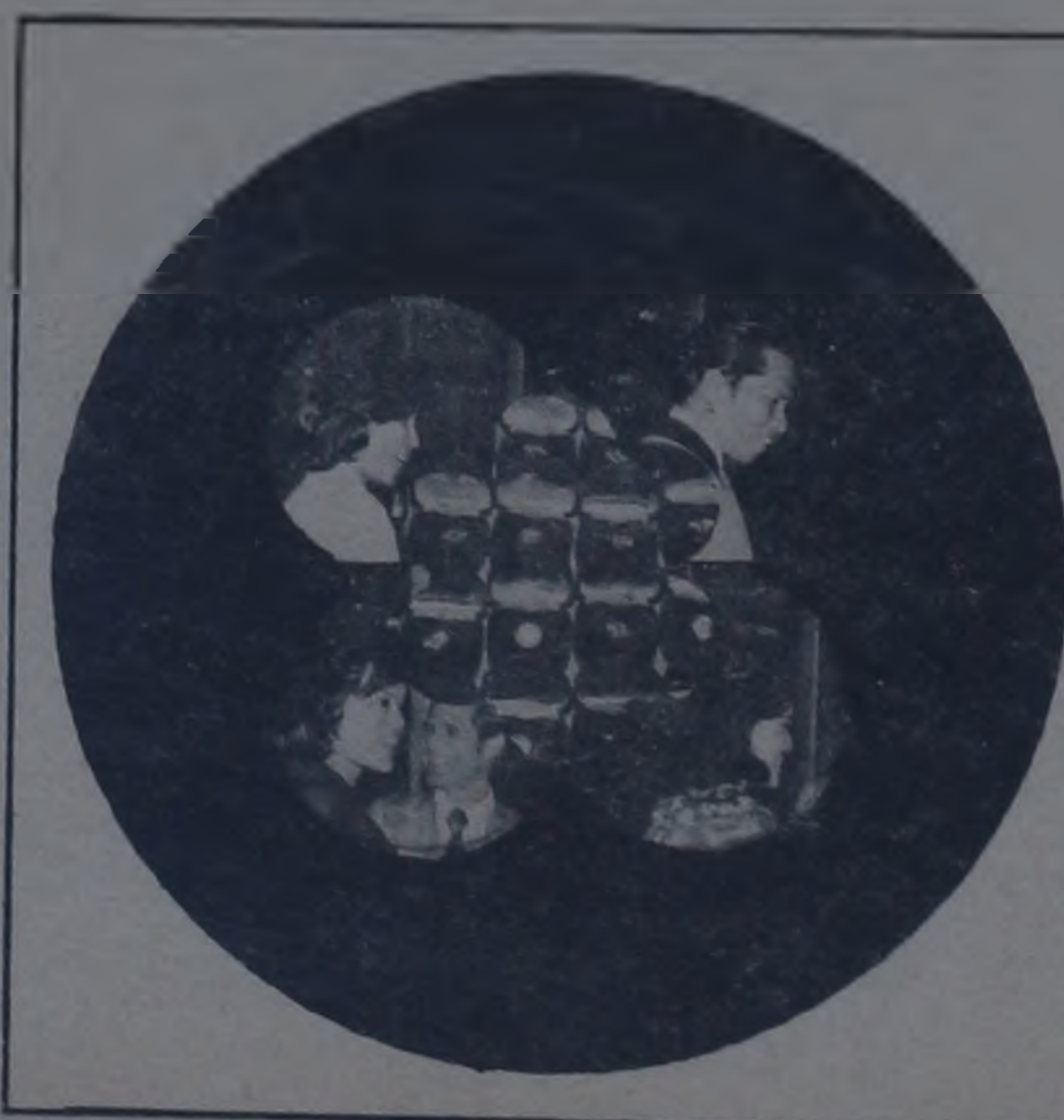


Clothes Checker
Laundry Department
(April, 1975)



Plant Utility
Engineering Department
(May, 1975)

ARCELIANO CANARE is a whiz at fixing plumbing, electrical, air-conditioning and mechanical problems. He knows the hotel thoroughly, starting in 1967, and has worked under the two previous managements before the Hyatt takeover.



5-YEAR PINS AWARDED — In the tradition of Hyatt International Corporation, 324 employees of the Hyatt Regency Manila were awarded with 5-year pins in recognition of their service since the start of Hyatt operation in 1971.

The pins, a miniature of the Hyatt logo in gold, were awarded during well-attended ceremonies held last February 2 at the Crystal Ballroom, by general manager Ralph Peter Jentes and HEPI general manager, Dr. Ricardo Soler.

Hyatt Regency Manila Team



RALPH PETER JENTES
General Manager
Directs and controls all hotel operations to achieve maximum sales and profits.



ROBERTO HERNANDEZ
Director of Finance
He is responsible for the financial aspects of planning, organizing and control functions of the hotel operations.



PHILIPPE CHAVOT
Rooms Division Manager
Supervises entire front office operations and is directly in charge of the switchboard, laundry and housekeeping departments.



REY DE LEON
Front Office Manager
Directs and controls operations of all front office activities and procedures so as to achieve maximum room occupancy and assure high standard of guest service and efficiency.



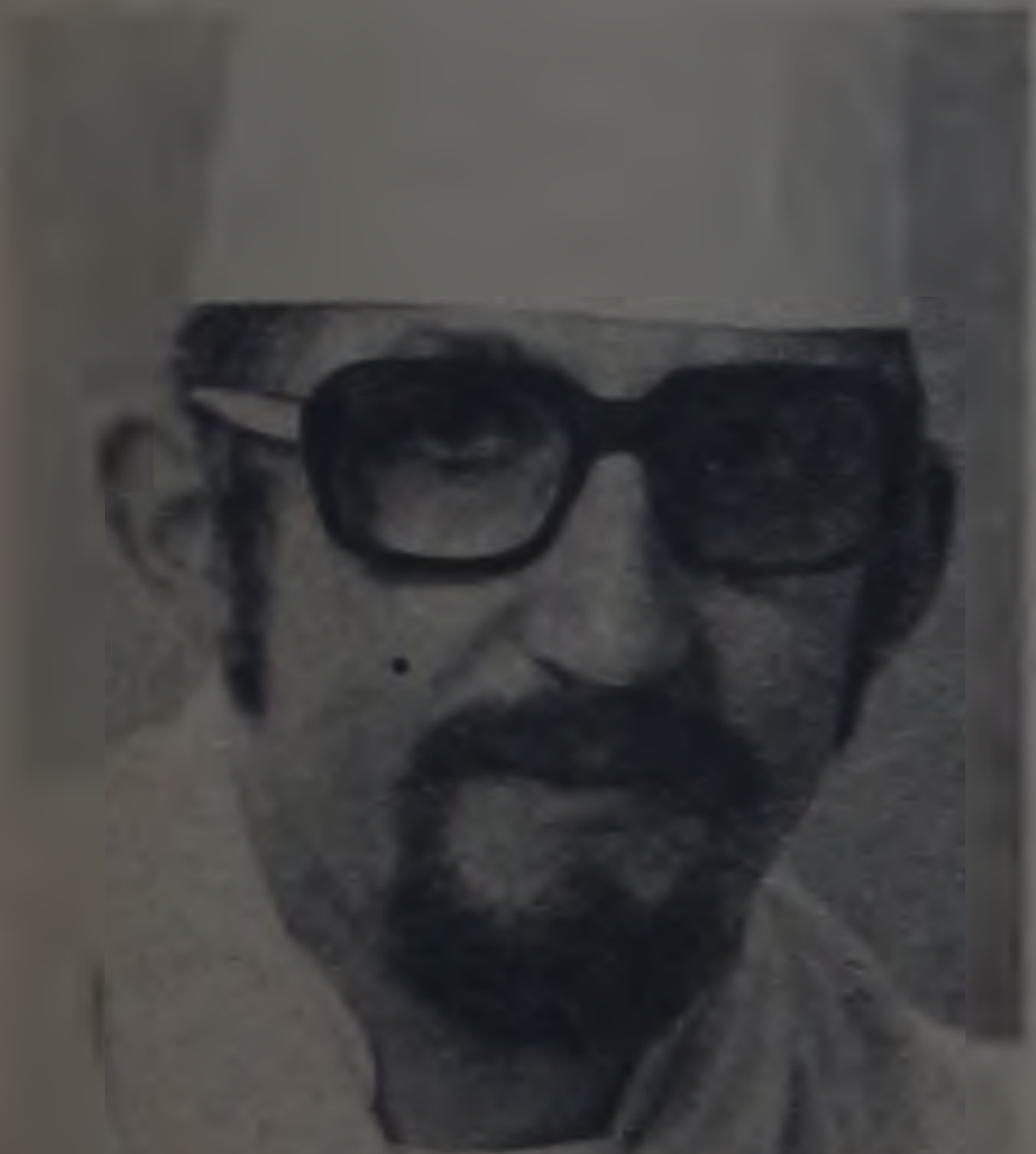
SUZETTE DE LA PEÑA
Reservations Manager
Controls allotments of rooms covering group business and individuals and controls reservation procedures so as to achieve maximum room occupancy and revenue.



KATHY KOUTROTSOU
Executive Housekeeper
Provides housekeeping, maid and utility service and maintains high standard of performance and economical operations; also coordinates decoration and refurbishing programs.



PETER HOLMES
Food and Beverage Manager
Directs and implements all food and beverage operations of the hotel which include outlets, rooms, banquet catering and airline catering.



GEORGE KNECHT
Executive Chef
Supervises and coordinates the preparation of food in accordance with the highest quality of food recipes and ingredients and at the most economical consumption of food, products and supplies.



LEONARDO FILAMOR
Restaurant Manager
Takes overall charge of all outlets which include four restaurants, one bar and one discotheque.



ERIC ZEE
Banquet Manager
Coordinates all banquet supervisors for all banquet operations which include set-ups and servicing.



MENCHU KATIGBAK
Banquet Sales Manager
Implements all sales programs concerning banquets and outside catering. Supervises activities of banquet sales representatives.



HERMENEGILDO BAUTISTA
Chief Steward
Supervises and directs steward department personnel so as to achieve the highest standards of sanitation in all kitchen areas.



ESTER DE LA PEÑA
Chief Telephone Operator
Works in the switchboard and supervises training and schedules of telephone operators.



RONULFO BERNARDO
Laundry Manager
Responsible for the preparation of all laundry equipment, training and supervision of all laundry department employees.



ANTONIO HABANA
Operations Analyst
Involved in the cost reduction program for the achievement of the company's profit goals.



ANGEL CATANYAG
Assistant Comptroller
Reviews financial statements, supervises closing of the books and is responsible for the timely preparation of the required financial data. Supervises other employees in the Accounting Department.



GEORGIE LINGAN
Chief Accountant
Responsible for the monthly preparation of financial statements and other special reports required by the General Manager or home office.



SALVA R. VILORIA
Chief Auditor
Handles internal control of revenue operations.



FELIX ACCENTO
Cost Controller
Supervises the food and beverage control office and is in charge of control measures over supplies and payroll costs.



RENATO SEBOLLEÑA
Credit Manager
Responsible for granting credit and collecting the accounts granted.



COL. ROSENDO TIONGSON
Chief Security Officer
Administers all hotel security rules and regulations, maintains the hotel's safety program, and investigates cases in coordination with police agencies and lawyers.



MERYLYN DEZA
Personnel Manager
Directs and administers the personnel and training programs; assists in developing and maintaining harmonious labor management relations; and directs and administers the staff planning program.



RENATO CADA
Purchasing Manager
Responsible for the procurement of food, beverage, general supplies, equipment and other materials.



JIMMY BACANI
Director of Sales
Responsible for the planning and implementation of the hotel's marketing program.



CHITO MADRIGAL
Social Director
Gives special attention to important guests and special events.



MONET C. RECIO
Public Relations Officer
Directs and implements the hotel's public relations program to maintain and enhance the good name and public image of the hotel.



GARY G. FLORES
Arms Fashion Coordinator
In charge of the hotel chain's fashion promotions and special events in the Far East.



EDUARDO SYMACO
Chief Engineer
In charge of maintaining and keeping all building grounds, equipment and machinery, and automatic equipment in good condition.



VITALIANO ONG
Engineering Consultant



DR. NESTOR DUMLAO
Home Doctor



DR. ROSARIO SEVERINO
Home Dentist

Airline Catering



LIFT-UP TRUCK specially built to reach up to jumbo jets is used by the Hyatt Regency Manila for deliveries of delicious meals prepared by its airline catering services for passengers of three airlines.

Running a food and beverage department responsible for all the food served in a hotel and its various outlets is part of any hotel's standard operation.

But offering airline catering services, as the Hyatt Regency Manila does, is an additional phase to this operation. Not many people know about it, but the Hyatt provides catering services to three international air-

lines. Peter Holmes, the young and affable food and beverage manager of the Hyatt Regency Manila, says that among the Hyatt international chain, it is only here where airline catering is offered. "Airline catering is an important section of my department, although it is slightly different from others in the sense that there is even less room for error than in normal restaurant business. One mistake could

affect an entire aircraft, and there goes your reputation." Holmes stresses the importance of hygiene, particularly in this section. The entire kitchen personnel wear plastic gloves that are discarded after one use. There are regular visits by inspectors from the quarantine service and health department, also by representatives of the airlines. "Inspection and analysis of the kitchen food area are conducted regularly," he said.

Banquet Catering



Alongside its airline catering facilities, the Hyatt Regency Manila, is equipped with full facilities and manpower to meet the requirements of outside banquets. With its banquet crew of well-trained supervisors and waiters and a fleet of three catering trucks, the hotel can handle outside catering for up to 1,500 persons. Photographed on this page is the banquet crew in their elegant gala uniforms.

On the matter of menus, Holmes said that while some airlines dictate their menu requirements to the Caterers who follow them blindly, he and the Executive Chef like to work in cooperation with the airlines in planning a menu and to make recommendations as he feels he knows the strengths of the local market situation with regard to the availability and cost of items better. "Of course, when it comes to menu sugges-

tions our recommendations must be presented in as attractive a form as possible giving all reasons why we recommend our menu alternatives. To this end photographic presentations of each dish and tray set-up have to be made and of course will have considerable effect on whether our menus are accepted or not. Through working closely with the airline we have greater access to the invaluable source of feedback on passengers'

reactions to the menus as all stewardesses and purchasers' comments are passed back to us thus enabling us to constantly be improving our services."

"Airline Catering has brought us profits, just like our other outlets. But it is not easy to build a reputation among airlines. In the hotel, if a guest is not happy with his order, we could always change it. On a flight, the situation is not that flexible."

VIP Guests



The names in the guest book of the Hyatt Regency Manila invariably read like a listing of who's who in various fields of human endeavor. The list is long and it would just be impossible to name them all. In the five years that the Hyatt Regency Manila has been around, it has had the privilege and pleasure of having played host to personalities whose names have a familiar ring in the international scene.

MADAME IMELDA R. MARCOS and **BERNARD LANVIN**, heir and administrator of the famous House of Lanvin in Paris.



AMBASSADOR KE HUA, first envoy of the People's Republic of China to the Philippines (wearing sampaguita garlands), is seen with Mrs. Ke shortly after their arrival at the hotel. Escorting them is Jentes.

JOE FRAZIER, second from left, whose title bout with Muhammad Ali last October was rated the "fight of the century," stayed at the Hyatt Regency Manila during his workout sessions in preparation for the match. Photo shows (from left to right): Immigration Commissioner Edmundo Reyes, Smokin' Joe Frazier, Jentes, socialite Chona Kasten, and Chairman Luis Tabuena of the Games and Amusement Board.



THE FIRST LADY, Mrs. Imelda R. Marcos (second from left) is seen with **David Rockefeller** (third from left), chairman of the board and executive officer of Chase Manhattan Bank; and **Mrs. Rockefeller** (extreme right). At extreme left is **Ralph Peter Jentes**, general manager of the hotel.



FRANCIS FORD COPOLLA, (right), Academy Award winning director of "The Godfather" (Part I) and "The Godfather" Part II is welcomed by **Monet Recio**, the hotel's public relations officer (left) while movie director **Eddie Romero** looks on.



US SECRETARY OF STATE Henry Kissinger (left), whose worldwide diplomatic sorties have made him one of the most traveled men, is escorted to his room by Jentes during a stopover in Manila.

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In the Spanish era, he fared no better. The centuries held him captive. He subsisted on a meagre share of a meagre harvest.

In the early half of the 20th century, the Filipino farmer improved very little. He remained poor, largely uneducated. Life for him and his children was short and hard. He was still in bondage.

The New Society saw the emergence of the Filipino farmer. Government reforms broke the shackles of feudalism. The farmer now enjoys not only the fruits of his labor but the rights of ownership.

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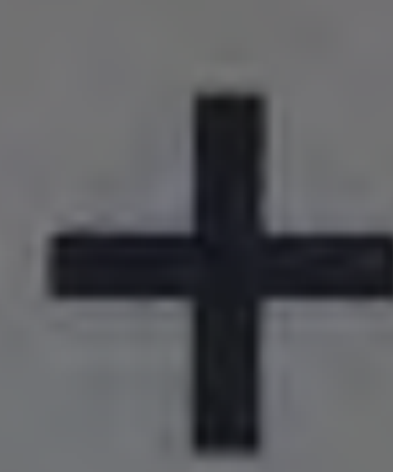


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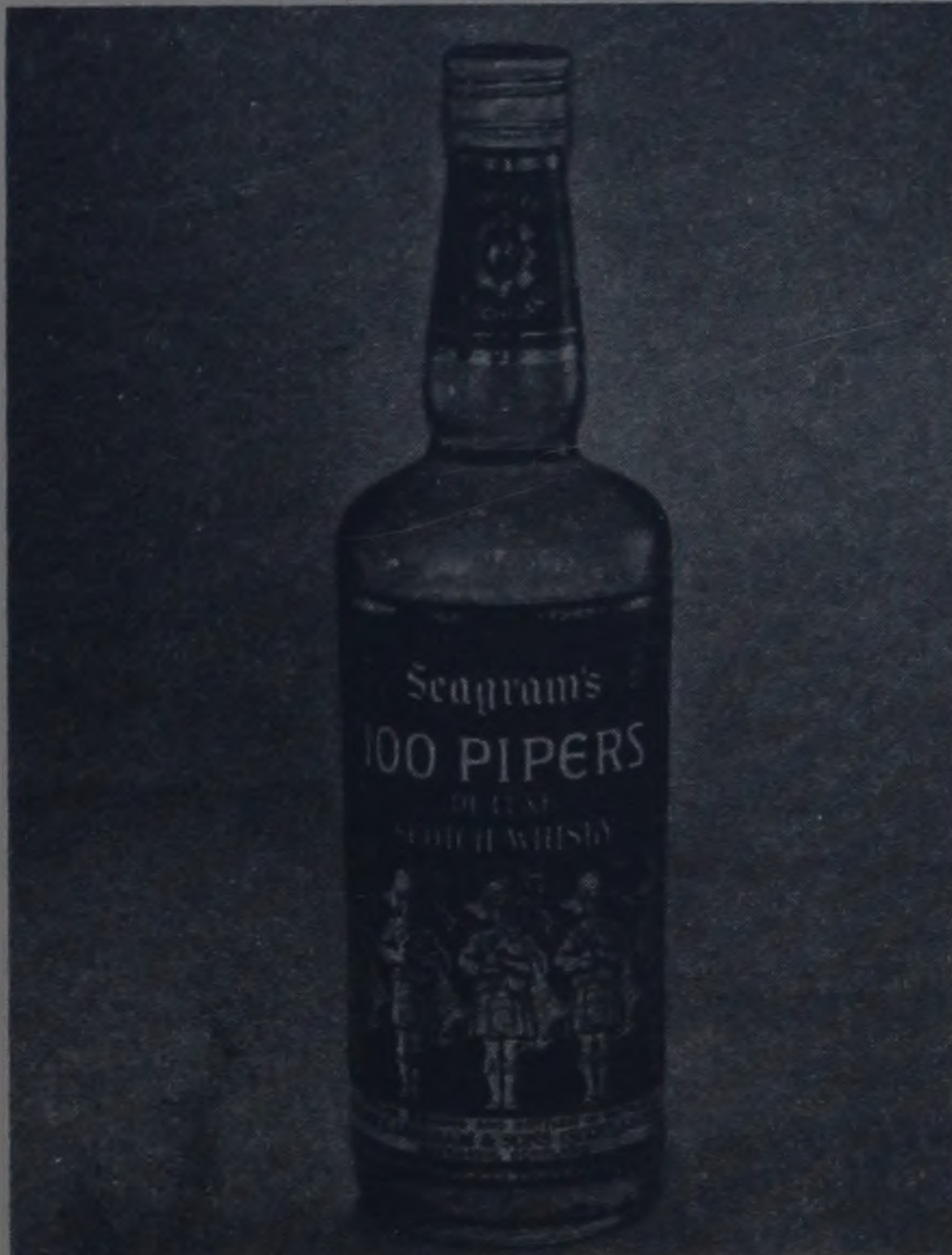
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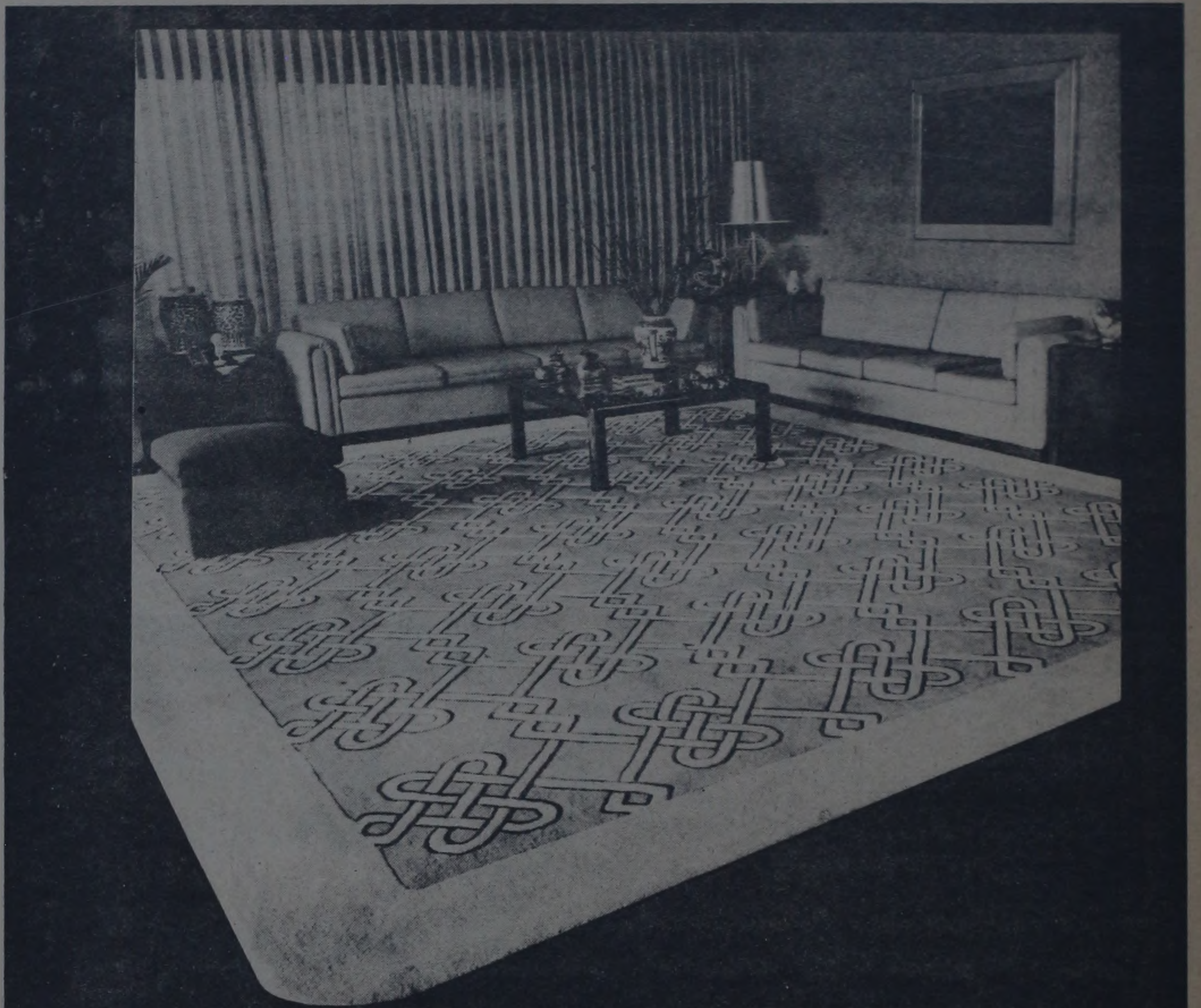
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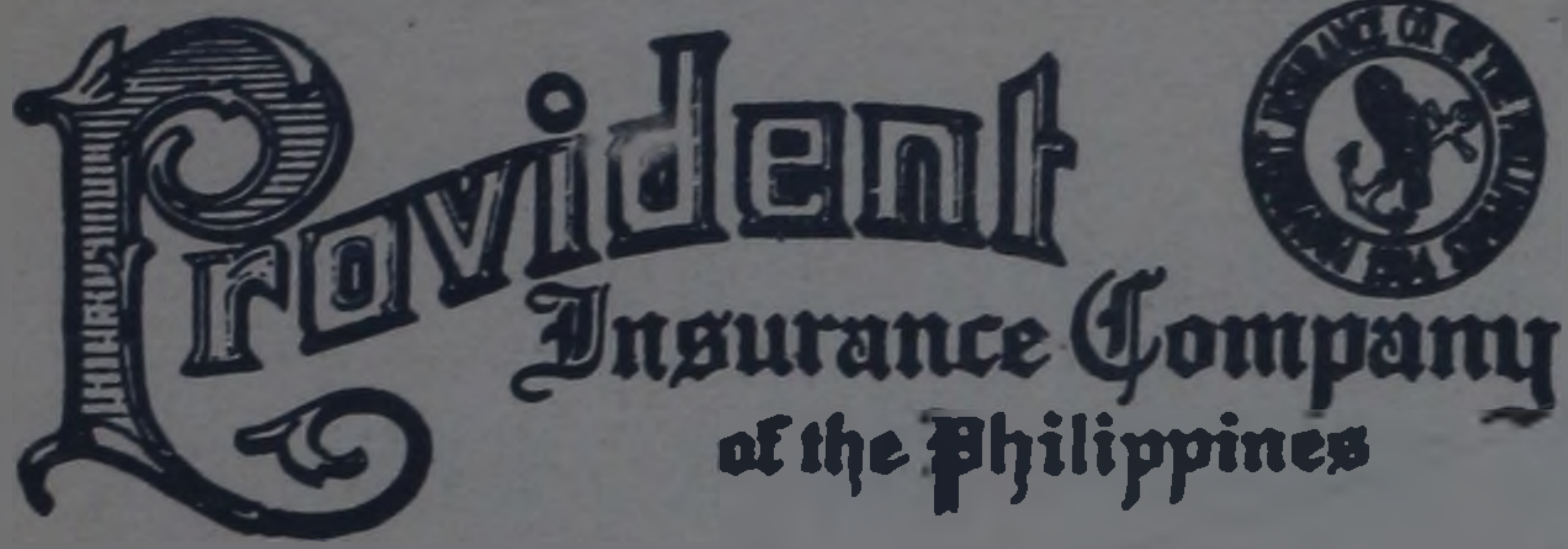
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Refurbishment Job

(Continued from page 4)

at La Concha. Custom-designed carpets and wallpaper in shell motif complement this color scheme to heighten the effect.

renovation is now going on and this will include the hotel's superior rooms and suites. The next step will be to redecorate the basement, relocate

some offices and shops, refurbish the coffee shop and build a totally new kitchen. "The refurbishment program reflects our constant search for the highest standards," says Ralph-Peter Jentes, general manager of the hotel.

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Interview with Jentes

(Continued from page 3)

more positive image, knowing as we did then that the growth of tourism from 1971 to 1972 would be very slow. I hoped that I could remain in Manila longer than the usual two years in order to see our initial projections through. The introduction of martial law in 1972 helped us to a great extent for various reasons.

"Typical of our own undertakings was a joint promotion launched in Australia in 1972 by Philippine Airlines, Tours Specialists and us. This resulted in the largest tour wholesaler choosing the Philippines as a final destination, which was definitely a first. As another source of tourists, Germany was tapped by us and among many others, Neckermann und Reisen, one of the world's largest tour operators, is now actively selling the Philippines."

"At the same time," Jentes said, "we started to recruit personnel who were ready to work with us. Finally in 1973, results began to show, and almost every month, new records were established. In this connection, I would like to mention some figures showing the difference between 1970 and 1975 on various aspects of Hyatt Regency Manila's business."

From 40 per cent in 1970, the yearly occupancy rate rose to 36 per cent, or a gain of 140 per cent. Room revenue for the same period rose by 426 per cent while the food and beverage department boosted its income by 201 per cent. "But most starting of all," Jentes said, "was the profits which went up 936 per cent during this period. To motivate our staff, the average salary of the hotel's rank-and-file

workers was increased from approximately P300 in 1970 to P715 a month, or an increase of 138 per cent." Another indication of growth is the fact that in 1970, food covers averaged 31,000 while five years later, the monthly average rose to 52,000 covers.

"Yes, there has been a tremendous growth and we regret to some extent that our hotel cannot take in more guests. With 265 rooms, we are considered a small property, but with so many first class hotels being built this year, I feel that we shall have definite advantages. The Hyatt Regency Manila is now well established and we shall continue to strive hard to sustain the same personal attention we have always rendered to all our guests," Jentes said.

Jentes also believes that the beautiful architecture and compactness of the Hyatt Regency Manila makes it imperative that the hotel is operated along rather conservative lines. "Everything here is subdued," he explained. "We hardly advertise. Yet, we enjoy a lot of business. Except for the coffee shop, 70 to 80 per cent of our outlets' business consists of local clientele, which considering the hotel's rather disadvantageous location, implies that our guests really make an effort to visit us."

When asked about his relationship with the owners of the hotel, Jentes remarked that it could not be more harmonious, or to use his own words, "the owners have gone out of their way to assist me whenever possible. We work closely together and respect each other as professionals and this has been reflected in a steady growth."

Hyatt In The Far East

(Continued from page 6)

as saying that even in places where there is an over-capacity of rooms, Hyatt will continue to build because it is confident that despite the stiff competition, the company will be able to come out on top because of its backing and image in the US.

The next-generation Hyatt hotels, he added,

will be brand new, designed along the company's concept of building hotels with distinctive architecture that unmistakably reflect futuristic trends.

Hyatt seems fairly assured of its future in Asia. Based on the 1975 performance of its hotels in the region, the signs point to an even better record this year.

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4. Smooth out sheet's edges. Now fit the second set of corners—see into the other.
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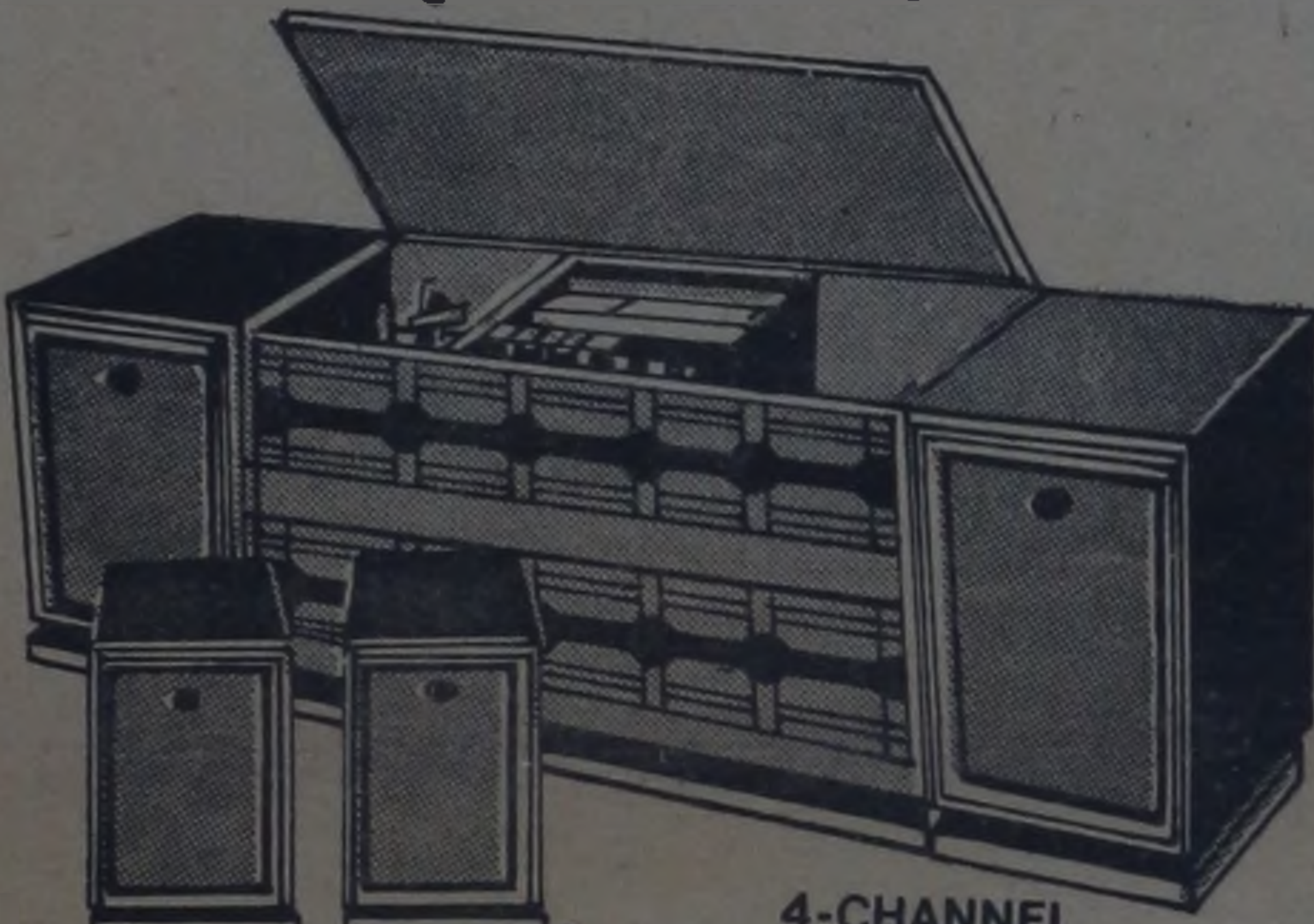
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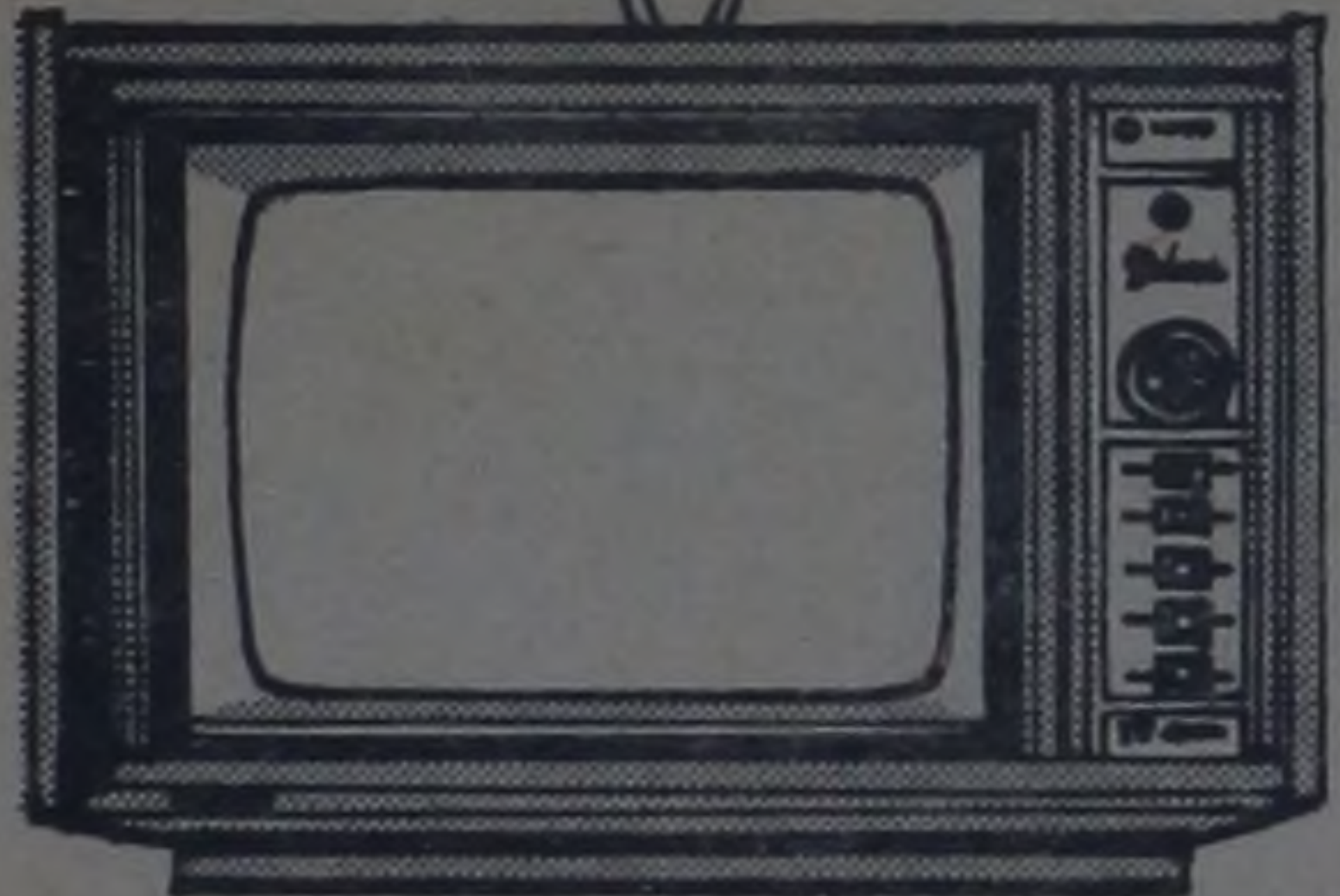


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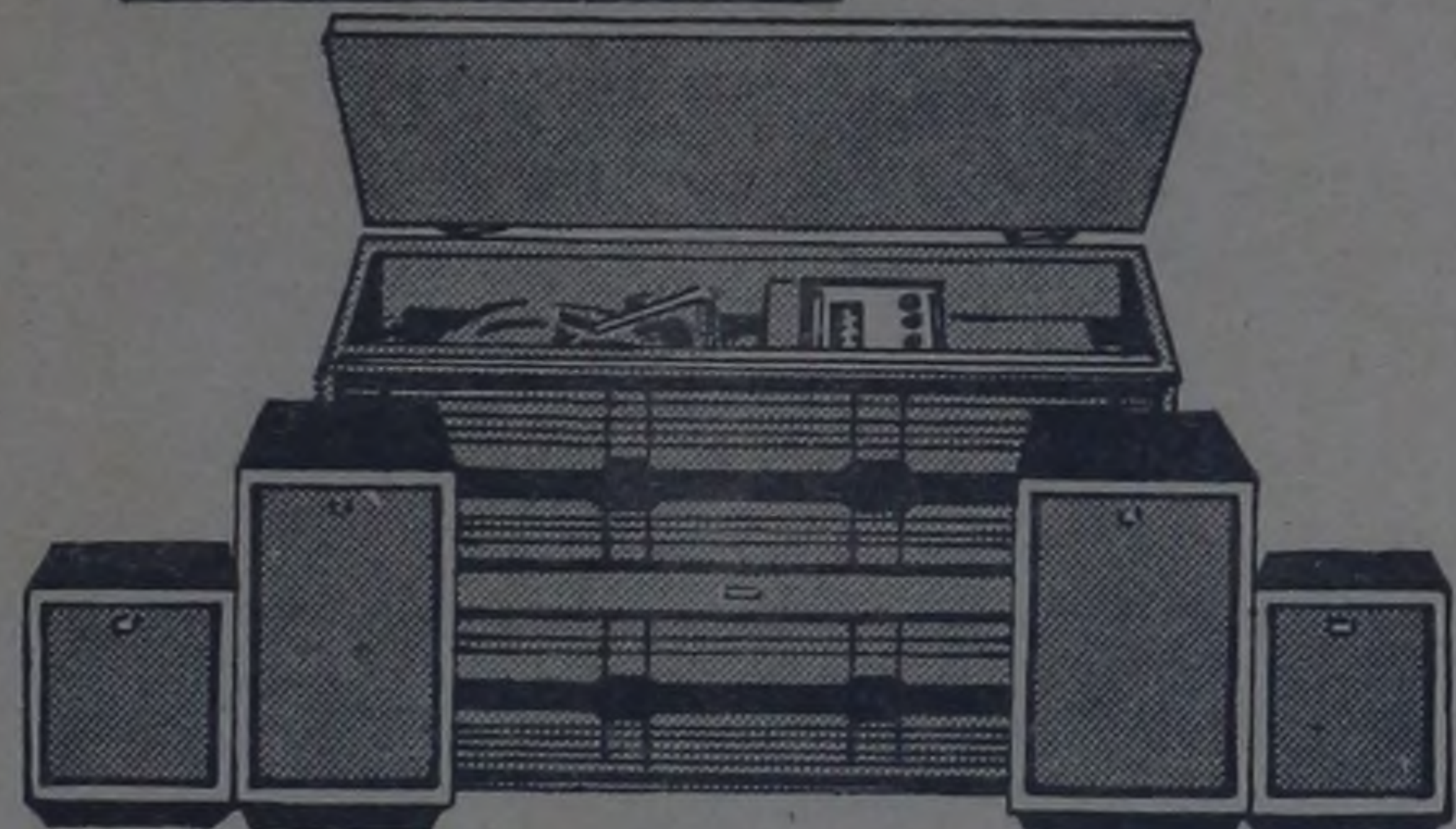
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Hyatt International...

(Continued from page 4)

room Hyatt Regency Manila; the 900-room Hyatt Singapore; the 600-room Hyatt Rama in Bangkok; the 250-room Hyatt Pattaya in Choburi, Thailand; the 400-room Hyatt Kingsgate Sydney; the 400-room Bali Hyatt, and the newly acquired Hyatt Aryaduta Jakarta.

Hyatt International has direct marketing connections with the Hyatt Corporation, which has 40 hotels in operation and some \$500 million worth of deluxe hotels being put up.

Both Hyatt International and the Hyatt Corporation are included in the Hyatt worldwide reservations center in Omaha, Nebraska. The firm says that one toll-free telephone call to this center (in the US: 800-228-9000) can reserve accommodations in Hyatt Corporation hotels in the US or in Hyatt International hotels anywhere else in the world, or a combination of both.

Hyatt International, it should be noted, is a

management company which exercises no ownership, association ties or franchising. What it does is receive management fees for operating hotels owned by others. Only the fees and not the revenues of the hotels are reflected in its financial statements.

In addition to management fees, revenue is also produced from technical assistance services that can be broken down into seven major areas: architecture, interior design, mechanical installations, kitchen laundry and other hotel equipment; graphics; and project coordination.

Hyatt International

also has an agreement with Thai International whereby the latter will act as European representative for Hyatt's eight Asian hotels. Instant confirmed reservations at any of the Hyatt Asian hotels may be obtained in Amsterdam, London, Frankfurt, Rome and Paris by calling the local Thai offices there.

Hyatt International Corporation headquarters are at 39 South La Salle Street, Chicago, Illinois 60603, USA.

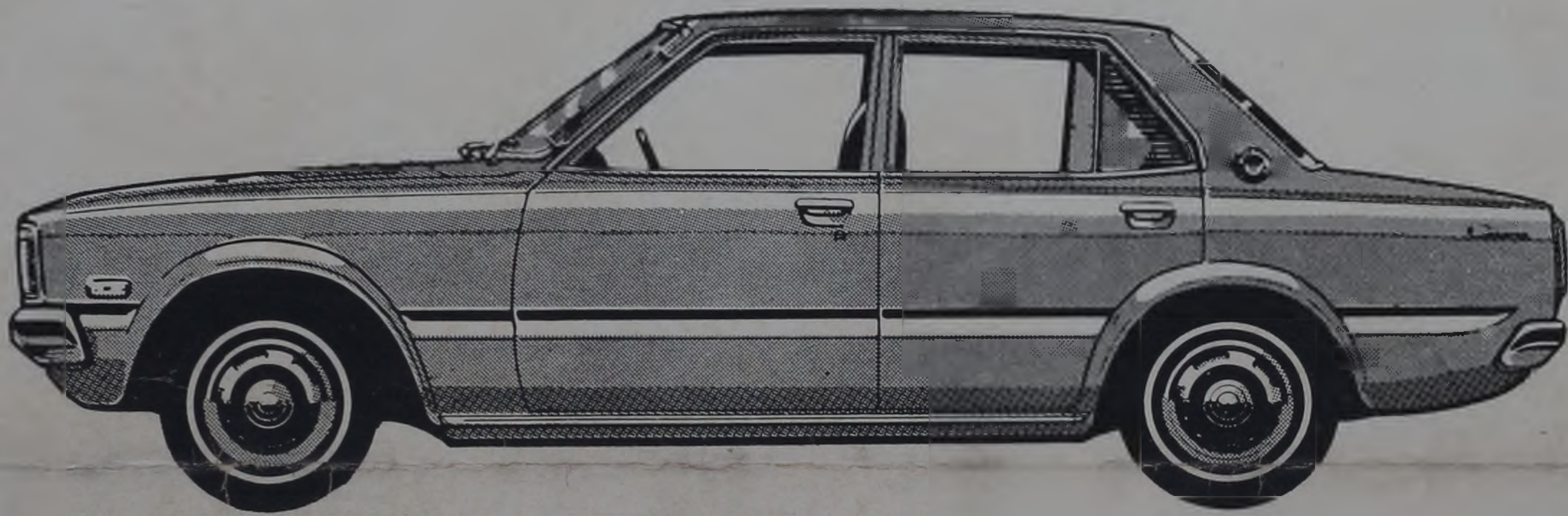
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