
MEGAWORLD
HOTELS & RESORTS
Sampaguita Brand of Hospitality


MEGAWORLD
HOTELS & RESORTS
The largest hotel operator in the Philippines



13
HOTELS

8,500
ROOM KEYS

MEGAWORLD
HOTELS & RESORTS



Our Heart, Your Home.

Being 100% homegrown, the brand celebrates a unique culture of service excellence felt through its signature brand of hospitality called the Sampaguita through the 5 senses, offering warm and heartfelt service that Filipinos are best known for.

This admirable quality coupled with service expertise and intensive guest service development programs provide for an exceptional signature brand of service distinct to Megaworld Hotels & Resorts with a brand promise that in every hotel visit, guests may walk through their doors and experience the joys of being home.

LIFESTYLE

Filtered by: Lifestyle

Philippines ranks as second easiest country to find friends for expats - survey

By GMA Integrated News

Published August 25, 2024 7:20pm



Photo: Becoming Filipino/IG

Filipinos are truly friendly in nature.

According to Dano Tingcungco's "24 Oras" report on Sunday, a survey conducted by the Global Expat Network revealed that the Philippines ranks second among the countries where it is easiest to find friends for expats.



GLOBAL WELLNESS INSTITUTE®

EMPOWERING WELLNESS WORLDWIDE



Wellness Is Multidimensional

Wellness is about more than just physical health. Most models of wellness include at least six dimensions (and sometimes up to 9 or 12):



- **Physical:** Nourishing a healthy body through exercise, nutrition, sleep, etc.
- **Mental:** Engaging the world through learning, problem-solving, creativity, etc.
- **Emotional:** Being aware of, accepting and expressing our feelings, and understanding the feelings of others.
- **Spiritual:** Searching for meaning and higher purpose in human existence.
- **Social:** Connecting and engaging with others and our communities in meaningful ways.
- **Environmental:** Fostering positive interrelationships between planetary health and human actions, choices and wellbeing.

Source: https://globalwellnessinstitute.org/


THE SAMPAGUITA
PROJECT
Megaworld Hotels & Resorts Signature Brand of Service
MEGAWORLD
HOTELS & RESORTS

Ang Sampaguita

Pambansang bulaklak ng Pilipinas

Jasminium sambac or locally known as Sampaguita is hailed as the Philippines' National Flower via Proclamation No. 652 in February 1934. It is also one of the twelve official national symbols that represent the country enacted through law.

Also known as the flower of love in several Southeast Asian countries, this highly cultivated flower is associated with devotion, purity, fidelity, and divine hope and often used to produce perfume, essential oils, which help relieve anxiety, scars, insomnia, and prevent infection.





Ang
Sampaguita

Love. Honor. Dignity. Healing.

The sampaguita flower also symbolizescistinct qualities of love, honor, dignity, and healing, wherein the Megaworld Hotels & Resorts brand strongly identifies with, being able to translate these characteristics with the brand's own beliefs and values.

Mga Katangian



Love

Circle of Happiness:
Love for God, Work,
Community, Family, Self

Honor

Honor our country
and people through
service

Dignity

Filipino pride

Healing

Healing by providing
rest and opportunities

CIRCLE OF HAPPINESS

Fostering a culture that looks into the love and care of critical parts of the life of hotel employee will help create a culture of happiness. When the employees look into doing the same care for others, it helps them create positive attitude and moral work ethics.



Great Place To Work.
Certified
SEP 2024-SEP 2025
PH

Our employees have spoken! Our company culture is amazing and our Great Place to Work Certification™ proves it.

Source: 2024 Great Place To Work Trust Index® Survey

88%

Employees say MHR is a great place to work!





Company culture at Megaworld Hotels & Resorts
88% of employees at Megaworld Hotels & Resorts say it is a great place to work compared to 65% of employees at a typical company in the Philippines.

Source: Great Place to Work® 2021 Global Employee Engagement Study

Mga Katangian



Love

Circle of Happiness:
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Honor

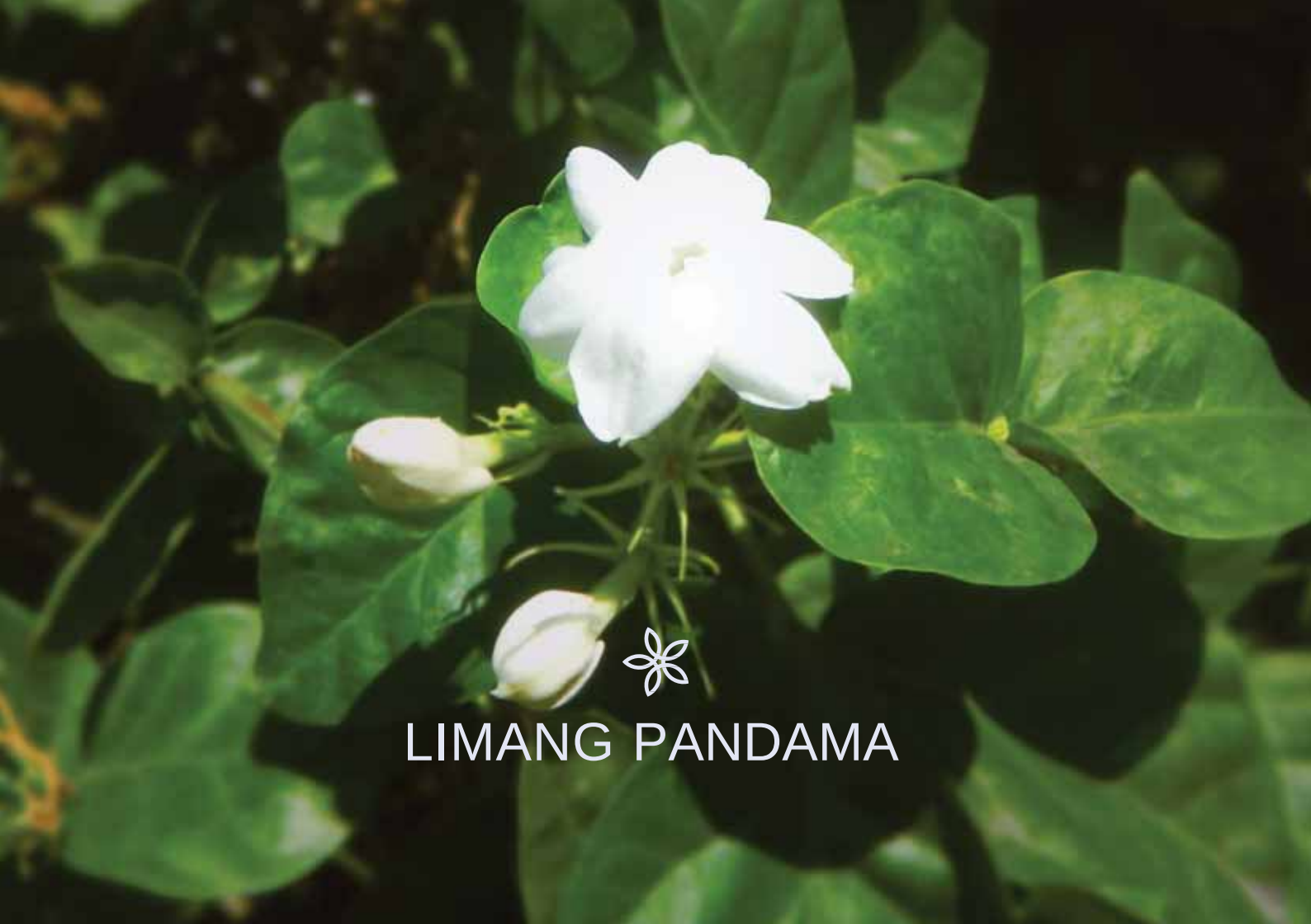
Honor our country
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LIMANG PANDAMA

Limang Pandama

SIGHT

The first touchpoint that the guest sees upon entering the property that would give them a lasting impression. The sampaguita design element, which can be worn or seen in the hotel serves as a talking point for associates to engage with guests and communicate our sampaguita story.

TASTE

Megaworld Hotels & Resorts is a strong advocate of elevating Filipino cuisine through the support of local produce, crafting innovative dishes, and promoting culture through every bite. We are proud to bring to the table a unique menu of sampaguita inspired food and beverage offerings that bring a sense of nostalgia, comfort, and the joys of being home. Embark on a delightful sensory experience as we unravel the subtle flavors of the sampaguita.

SMELL

One's olfactory memory is often characterized by more positive emotions that induce the feeling of safety and comfort while those smelling it for the first time may enjoy its sweet and pleasant distinctscent. The MHR signature sampaguita scent will offer a brand recall of memorable experiences within the hotels.

SOUND

The distinct sound of the *harana*, a warm Filipino greeting, a soothing voice, or a familiar tune may evoke the feeling of nostalgia or a memory that one cannotleave behind.

TOUCH

With the four senses of sight, sound, smell, and taste combined, one cannot escape the feeling of nostalgia reminiscent of childhood memories, the warmth of having loved ones near, and the joys of being home. It is an inexpressible feeling of comfort, both familiar yet fresh, and a sense of belongingness.

SIGHT

The sight of the sampaguita flower beckons you to recall the memories of the past. It symbolizes the 4 distinct qualities that the flower represents: love, honor, dignity, and healing.

- Sampaguita Pins
- Welcome Lei
- Sampaguita design elements in upcoming hotels
- Floral arrangement
- Sampaguita in pots and in hotel nursery



Sampaguita Nurseries and Potted Plants now Present in more locations of Megaworld

Central Nursery in Cavite

Boracay
Savoy Hotel Boracay
Belmont Hotel Boracay

Cebu
Savoy Hotel Mactan
Belmont Hotel Mactan

Iloilo
Richmonde Hotel Iloilo

NCR
Savoy Hotel Manila
Belmont Hotel Manila
Kingsford Hotel Manila
Eastwood Richmonde Hotel
Richmonde Hotel Ortigas
Twin Lakes Hotel Tagaytay





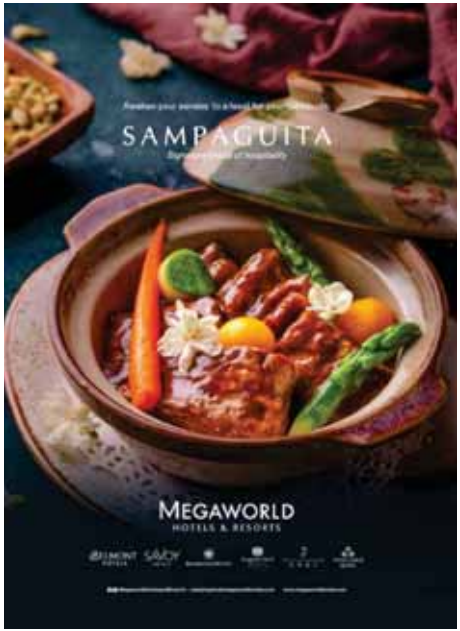
The sampaguita pin is worn on the upper left chest to remind associates to uphold the values of the sampaguita.

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HIGHLIGHTS

1. Welcome Amenity
2. Alcoholic & Non-Alcoholic Beverages
3. Appetizers, Hot & Cold dishes, Desserts infused with the Sampaguita flower





SOUND

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ORIGINAL PINOY MUSIC

We invite guests to our public areas while we play familiar instrumentals of kundiman and other OPM songs.

6:00 AM – 9:00 AM – Breakfast
4:00 PM – 8:00 PM – Dinner

All songs playing at the lobby are licensed by the Filipino Society of Composers, Authors and Publishers Inc. (FILSCAP)

SCAN THE SPOTIFY CODE TO LISTEN



TOUCH

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SMELL

One's olfactory memory is often characterized by more positive emotions that induce the feeling of safety and comfort while those smelling it for the first time may enjoy its sweet and pleasant distinct scent. The MHR signature sampaguita scent will offer a brand recall of memorable experiences within the hotels.

Our partnership with local startup brand Dwellbeing will reinforce MHR's advocacy to support local while harping on social enterprise and sustainability.





MEGAWORLD
HOTELS & RESORTS

dwellbeing





3,738 GALLONS

OF SAMPAGUITA SCENT

Megaworld Hotels and Resorts have since consumed **14k+** liters of the signature Cool Sampaguita scent across all **13properties.**

With our partnership with DWELLBEING, MHR's purchases has also fed **6,400** families in Tondo Manila through the PROJECT PEARLS FOUNDATION







MEGAWORLD SUSTAINABILITY STATEMENT

We are a company actively and responsibly pursuing sustainability excellence across all segments of our business, through initiatives aligned with our vision.



SUSTAINABILITY

COMMUNITY

We commit to create inclusive growth for our stakeholders and the communities around us by providing equal access to relevant resources and opportunities in order to promote shared prosperity and social harmony.

ENVIRONMENT

We support the protection and conservation of natural habitats and ecosystems by gearing our development activities towards optimum land use, a reduced carbon footprint, efficient waste management, and the responsible consumption of resources — all while building sustainable communities.

ECONOMY

We contribute to the country's economic thrusts by pursuing local development through innovation and technology, efficient and progressive infrastructure, job generation, and worthwhile partnerships and collaborations with local governments and people's organizations.

CULTURE

Megaworld Hotels & Resorts commits to the preservation of the Filipino culture through the sampaguita to ensure its continuity of its identity for future generations.



Sampaguita Immersion & Sustainability Discussion with San Pedro LGU

Last August 18, 2023, the executive committee members Megaworld Hotels & Resorts along with key leaders together with the participation of MEG Sustainability Leaders, Mr. Arnie Batac, Head of Corporate Ventures & Partnerships Management of

Megaworld Corporation and Mr. Earl Caagbay Head of Estate Management, Megaworld Corporation visited the sampaguita capital of the Philippines, San Pedro, Laguna for a farm tour and an exploratory partnership discussion with the Department of Agriculture & San Pedro Mayor, Art Mercado







SOCIAL RESPONSIBILITY

In line with the mandate given by Megaworld Corporation and thrusts of the MEGreen program, Megaworld Hotels & Resorts expands the sampaguita project beyond the 4 walls of its hotels through eco-conscious operations and extending the sampaguita project.

Livelihood

- Sampaguita garland makers
- Sampaguita Vendors
- Opens doors of opportunity for innovation

Preservation of Culture

- Revival of Sampaguita Industry





SAMPAGUITA INITIATIVES



"Megaworld Hotels & Resorts is bringing the glory days of the Sampaguita back"

~ Sharlene Batin
DOT- Assistant Secretary
Tourism Digitalization and Resource Generation

More than just a story, it is an advocacy

ADVOCACY HIGHLIGHTS:

- Mobilizing the Department of Agriculture – San Pedro, Laguna
- 2500 sampaguita seedlings (established 1.5ft)
- Propagated in 4 key locations in Megaworld Estate: NCR (Cavite) / Iloilo / Boracay / Cebu
- Average of 200sqm area in each location for planting of sampaguita
- Major stories with major impact on sustainability






Thanksgiving Celebration with Habitat For Humanity 2023
Thanksgiving Celebration with Project Pearls 2024









Sampaguita Dinner Hosting

Straight after the movie's press conference, the stars and cast of After All were treated to a Sampaguita dinner at the Eastwood Richmonde Hotel on February 16, 2024.





Immerse yourself in the sumptuous blend of flavors with Megaworld Hote...
17 weeks ago · 41.6K plays







AWARDS

The Sampaguita Project



Grand Anvil Award at the 59th Anvil awards held at the Marriott Grand Ballroom in Newport City last January 31, 2024. The Sampaguita Project was embraced as a banner project of Megaworld Corporations, sustainability program, MeGREEN.







The Living Laurels 2024: Sustainable Lifestyle Champion Award
Hotel Lucky Chinatown | February 29, 2024

10th Virtus Awards
Most Outstanding Marketing Campaign 2024:
Megaworld Hotels & Resorts, "Sampaguita"

Last October 11, 2024, Megaworld Hotels & Resorts brought home the Most Outstanding Marketing Campaign Award at the Hotel Sales & Marketing Association (HSMA) – Philippines for the Sampaguita, MHR's signature brand of hospitality and advocacy.





Sampaguita Woman of Substance Award
Miss Megaworld Hotels & Resorts

Newly crowned beauty queens of Miss Universe Philippines and Miss World Philippines were also awarded the Samapaguita Woman of Substance Award: Miss Megaworld Hotels & Resorts. The winners also received PHP 200,000.00 worth of stays at any of MHR's 13-properties



MISS UNIVERSE PHILIPPINES 2024
Miss Chelsea Manalo



MISS WORLD PHILIPPINES 2024
Miss Krishnah Marie Gravidez

Sampaguita Celebrity Endorsements

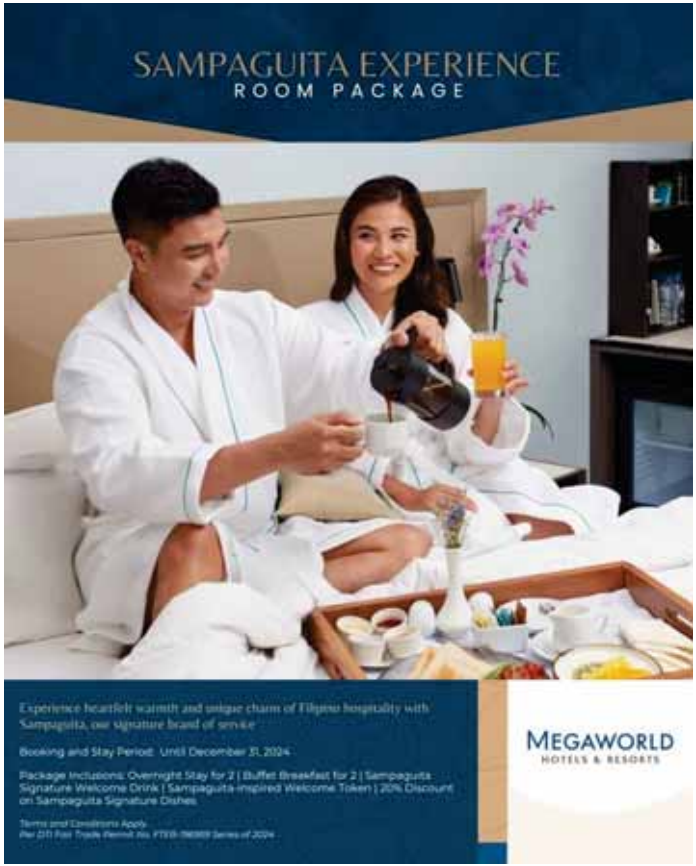








Sampaguita Room Package
Sleep Room Package





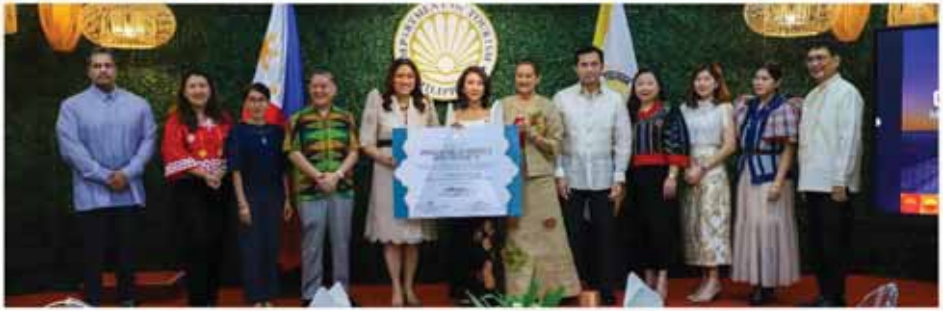


MEGAWORLD HOTELS & RESORTS

Muslim Friendly Initiatives









Megaworld Hotels & Resorts was recognized as a 100% Muslim-Friendly Accommodation Establishment (MFAE) by the Department of Tourism (DOT) on December 18, 2024.



The kitchens at Kingsford Hotel Manila, Savoy Hotel Boracay, Savoy Hotel Mactan Newtown, and Belmont Hotel Mactan have been certified as Halal by the Halal International Chamber of Commerce and Industry of the Philippines (HICCIP).

MHR is a brand that does not merely seek to impress but to make an impact.

"A joyful heart is good medicine"

Proverbs 17:22[a]




THANK YOU!
MEGAWORLD
HOTELS & RESORTS