

FREE

Vol. 35
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Philippine primer

The **Expats'** Guide to the **Philippine Lifestyle**

EXPLORE

SALCEDO

THE CHARMING VILLAGE

STREET

Salcedo Village Street Guide

TRAVEL

Ilocos Sur: Historical and Cultural Ensemble

www.primer.com.ph

Kumamoto,
Southern Japan:
Culture and
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COVER — Salcedo Village is a laidback neighborhood with a bright yet peaceful ambience, with restaurants and quaint shops safely sheltered in this charming community, on its tree-lined streets and inside buildings. In this month's Street section, we explore the many reasons—in the form of restaurants, cafés, and other establishments—why everybody has fallen in love with Salcedo Village.

TRAVEL — Ilocos Sur embodies a compelling chapter of the Philippine history through its many Hispanic monuments, museums, and towns. In fact, the province houses two of UNESCO's heritage sites—Vigan City and Santa Maria Church. Complemented by its rich landscape, Ilocos Sur lives on to be a prime tourist spot in the country, especially ideal for foreign tourists and expats who seek to have a deeper understanding of the country's history and culture.

JAPAN SPECIAL — We continue to count the many reasons to love and travel to Japan! From last month's feature of Hakodate, a city in the northernmost island of Japan, we embark next for the opposite end—to a prefecture in Kyushu, the country's southernmost island. For this issue, we are joined by Filipina lifestyle journalist Marie Lozano and Japanese host Kaz Sawamura as we turn the spotlight on Kumamoto, a prefecture of rich cultural and historical heritage, with so many gastronomic discoveries to look forward to!

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EXPLORE

SALCEDO

THE CHARMING VILLAGE

SALCEDO VILLAGE is one of the villages constituting Barangay Bel-Air, established in the late 1950s as a commercial and residential community. The village is said to have been named after Juan and Felipe de Salcedo, Spaniards who were part of the Lopez de Legazpi expedition to the Philippines in the 16th century.

Surrounded by the skyscrapers of Makati Central Business District, Salcedo stands out with its lush community where work and lifestyle coexist harmoniously. Often packed with working professionals on weekdays, Salcedo Village reveals its true beauty on weekends when a lively community gathers at the Salcedo Saturday Market where fresh produce and a feast of various cuisines are highly anticipated, and along the tree-lined sidewalks where kids, bikers, and dog-walking residents find leisure.

Within Salcedo Village also lies a variety of dining options, along with world-class international schools, fitness centers, shops, and everything a sophisticated community would ever need. Being a part of Salcedo Village amidst a fast-paced business district is like getting the best of both worlds: laid-back lifestyle and urban convenience.





Photo courtesy: Nono's



SALCEDO MARKET

The Salcedo Saturday Market is a vibrant community market with various delights, such as organic food, vegetables, and unique arts and crafts. Set at Jaime Velasquez Park, the Salcedo Saturday Market is a community project under the Women of Bel-Air Foundation, Inc. and brought together by love of food. There is a dining area for guests to dine after getting food from one of the several stalls that highlight cuisines such as American, Korean, Moroccan, Indian, and more.

📍 Jaime Velasquez Park, Salcedo Village, Makati City
 ⌚ 7 am to 2 pm (Sat)
 🌐 salcedomarket.org

TIPS & TRICKS



PARKING INFORMATION

On-street parking is charged from 7 am to 5 pm every day except Sundays and holidays. Parking is limited to 3 hours, charged P50 for the first 2 hours, and an additional P60 for the third hour.



MAJOR ESTABLISHMENTS AND OFFICE BUILDINGS

Some of the major office and commercial buildings in Salcedo Village are the iconic Insular Life Building, RCBC Tower, PBCOM Tower, and Trafalgar Plaza.

If you are exploring Salcedo Village for grub, many good restaurants can be found along Valero Street, especially at Three Central. Restaurants and coffee shops also surround Jaime Velasquez Park, along the streets of Leviste, Toledo, and Tordesillas.

DINE

IKOMAI & TOCHI

PP

Known for serving kushikatsu (deep-fried skewered meat and vegetables), Ikomai & Tochi was previously a food stall at Salcedo Saturday Market before establishing a physical branch. Although it serves Japanese cuisine, Ikomai does not market itself as a Japanese restaurant but rather a unique concept of providing a space where people meet and make friends while enjoying good food.

Ikomai serves a number of specialty street food from Nagoya, Japan, through Head Chef Hide Saeki. There are also kushikatsu

favorites, rice meals, and pastries that they have been serving back when Ikomai was still a food stall. The Tochi dessert brand was formed by Chef James Antolin, offering fresh homemade pastries and baked goods such as cookies for a luscious, sweet treat.

AG/F ACI Bldg., 147 H.V. Dela Costa St.,
1227 Salcedo Village, Makati City
02-816-4588 / 0999-887-0297
7 am to 11 pm (Mon to Wed),
7 am to 11:30 pm (Thu to Sat)
ikomai.today | f | i | @ikomaistreet

Moriawase (assorted kushikatsu, P480)



XO 46 HERITAGE BISTRO

PP

XO 46 Heritage Bistro is known for promoting traditional Filipino cuisine locally and internationally. XO stands for extraordinary, telling of the restaurant's offerings, while 46 commemorates the year the Philippines gained independence from the Americans (1946).

Since it opened in 2011, XO 46 has uniquely presented Filipino tradition and culture to the foreign community—from the delectable Pinoy dishes to the customary yet stylish interiors and the hospitable staff who talks to guests in impeccable Tagalog.

Their most popular item is Kare Kareng Crispy Tadyang, made with crispy beef ribs, fresh vegetables, and a creamy peanut sauce served separately in a bowl, along with bagoong or fermented fish paste, the ubiquitous side for kare-kare.

G/F Le Grand Condominium, Valero St.,
Salcedo Village, Makati City
02-553-6632
11 am to 10:30 pm (Mon to Sat),
11 am to 9:30 pm (Sun)
f | XO 46 Bistro Filipino | i | @xo46_heritage_bistro



Kare Kareng Crispy Tadyang (P675)



Classic Dry Martini (P400), In A Silent Way (P400)

78-45-33

PP

78-45-33 is a synthesis of love for audio equipment and jazz. The bar was designed like a '70s bachelor pad where the owner's collection of vinyl records can be heard. You don't have to spend much to feel the old-school jazz vibe. At either P250 or P500, you can have a taste of their best-selling drinks like Classic Dry Martini and their signature, In A Silent Way.

LPL Mansion, San Agustin St., Salcedo Village,
Makati City
02-819-9297 / 0920-927-6436
4 pm to 1 am | f | 78-45-33



Tinola Chicken (P350)

LOCAVORE

PP

The line of chefs at Locavore give Filipino cuisine a twist by using French recipes. A mind-blowing dish is their Tinola Chicken, which combines the Filipino tinola (ginger soup) with Hainanese-style chicken. Take a sip of the clear chicken broth and pour it over white rice for a Filipino dining experience.

G/F Three Central, Valero St.,
Salcedo Village, Makati City
0917-178-2018
11:30 am to 12 am | f | Locavore Kitchen & Drinks | i | @locavore.ph



Classic Tiramisu (P265)

KISS THE TIRAMISU

PP

Kiss the Tiramisu is an ice cream shop that originated in South Korea and stands out by using special acrylic goblets to serve their signature desserts. They have become famous for their soft serve made with luscious mascarpone cheese and pure fresh milk from South Korea. By popular demand, they have also started offering meals like Kimbap.

G/F Three Central, Valero St.,
Salcedo Village, Makati City
0998-888-5477
8 am to 11 pm
f | Kiss the Tiramisu PH | i | @kissthetiramisuph



Braised Lamb Shank (P620)

SULTAN MEDITERRANEAN GRILL PP

Sultan is where you can get your cravings for juicy meats satisfied. This restaurant specializes in Mediterranean grilled meats but also does have a lot of options for health-conscious eaters, like salads and pita.

📍 Unit G-9, Valero Plaza Condominium, San Agustin St., Salcedo Village, Makati City
☎ 02-894-5909
🕒 11 am to 10 pm
✉ hello@sultanph.com 📱 Sultan Mediterranean Grill

TOP OF THE CITI PPPP

At Top of the Citi, quality dishes are prepared under the watchful eye of the award-winning Chef Jessie Sincioco. The restaurant offers creatively presented traditional French, European and Filipino cuisines, as well as enticing desserts and pastries. You can enjoy the menu of the day either in the main dining area or at the terraces. The terraces offer spectacular views of Makati, which is especially romantic at night. However, the main dining room can be just as romantic, with its high ceilings and white table linens, which create an airy and idyllic ambience.

📍 34/F Citibank Tower, 8741 Paseo de Roxas, Salcedo Village, Makati City
☎ 02-750-5810 to 11
🕒 11 am to 11 pm (Mon to Fri)
🌐 cheffjessie.com 📱 Top of the Citi by Chef Jessie

Grilled Prawns, Smoked Salmon, and Sautéed Shiitake Mushroom Salad (P1,200)

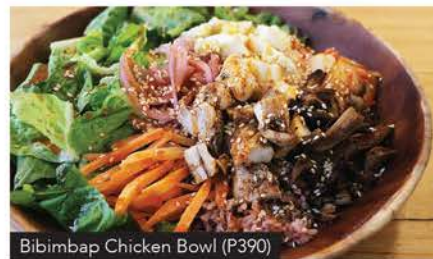


Crispy Pata (P605)

APOSENTO PP

Aposento first started offering Filipino and Spanish cuisine, but, after relocation from Intramuros to Salcedo Village, expanded its menu with other Asian offerings. The restaurant recommends their Crispy Pata, which features a delicious crunch contrasted by its juicy meat.

📍 G/F Manhattan Square Condominium, 162 Valero St., Salcedo Village, Makati City
☎ 02-844-8939
🕒 11 am to 12 am (Mon to Fri)
✉ aposento.ph 📱 Aposento Makati



Bibimbap Chicken Bowl (P390)

JUJU EATS PP

Juju Eats presents salads in a creative way to encourage people to eat their greens. They offer a variety of salads with over 50 toppings and 12 dressings. The Do-It-Yourself option lets you customize and build your own original salad. Besides salads, they also offer paninis, pasta, rice bowls, and wraps.

📍 G/F Finman Center, Tordesillas St. cor. Bautista, Salcedo Village, Makati City
☎ 02-820-4663 / 0917-576-3012
🕒 10 am to 9 pm (Mon to Sat), 10 am to 8 pm (Sun)
🌐 juju eats.com 📱 Juju Eats @jujuclanse



Steamed Multi-Ham Pot Rice (P300)

FANTASTE PP

Fantaste combines the traditional and modern styles of Hunan and Guangdong cuisine from China. The restaurant specializes in single clay pot rice bowls. The best seller is Steamed Multi-Ham Pot Rice, with options of chicken or duck eggs for toppings.

📍 G/F Easton Place Condominium, 118 Valero St., Salcedo Village, Makati City
☎ 0916-266-6688
🕒 6:30 am to 10 pm
🌐 fantasteph.com
📱 YJT Fantaste Restaurant Corporation @fantaste_restaurant



Double Gold (P3,800, 280g)

ELBERT'S STEAK ROOM PPPPP

Marked by a red door on the third floor of Sagittarius III, Elbert's Steak Room has been one of Salcedo's most coveted steakhouses that managed to keep its buzz under wraps for years. It specializes in prime-grade, USDA-certified premium meats, cooked to a perfect medium rare and served with some of the best side dishes and sauces you can find.

📍 3/F Sagittarius III, 111 H.V. dela Costa St., Salcedo Village, Makati City
☎ 02-519-8665 / 0917-529-9392
🕒 Lunch - 11:30 am to 2:30 pm, Dinner - 6 pm to 9:30 pm (Mon to Fri); 6:30 pm to 9:30 pm (Sat)
🌐 steakroom.com 📱 Elbert's Steak Room

CHAO SHAN BEEF TASTE PP

Chao Shan Beef Taste brings their customers on a culinary journey to China as they offer the traditional beef meatballs of the Chaoshan region. Also known as bouncy meatballs, this Chaoshan specialty is made with fresh meat, skillfully pounded with secret ingredients and then rolled by hand into a perfect bite size, giving the balls a light and chewy texture. Chao Shan Beef Taste places a high standard for their meats, which

come from grass-fed and free-range cows. The restaurant also has a butcher area where everyone can see the chef's expertise in cutting meats.

📍 G/F Three Central, Valero St., Salcedo Village, Makati City
☎ 0926-646-0152
🕒 10 am to 3 am, 1:30 am last order
📱 Chao Shan Beef Taste @chaoshanbeefph



Stir-Fried Beef Bowl w/ black pepper (P450)

NONO'S

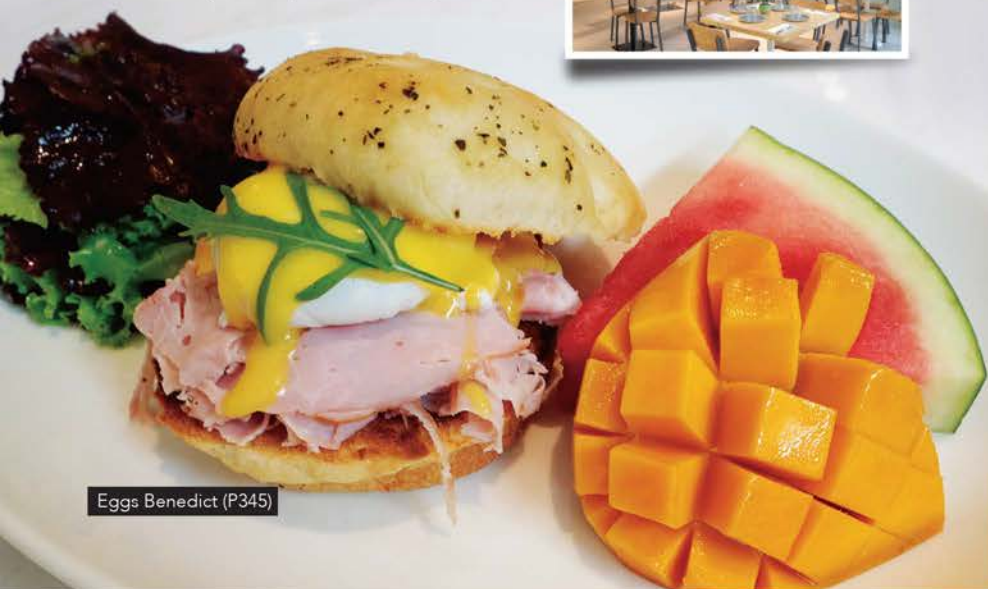
PP

Nono's is a charming mid-century modern café born out of Chef Baba Ibazeta-Benedicto's desire of bringing her comfort food recipes for everyone to taste. Named after her father, Nono's is the manifestation of Chef Baba's childhood dreams and experiences growing up. With light fixtures resembling bubbles floating to reflect the soft hues of the walls, Nono's seems to want to draw its customers into its embrace and bring them home.

With food inspired by her family—her dad, her mom, and even her yaya (nursemaid)—surely a lot of personal feelings are

invested in each plate and each cup they serve. One to love is their Eggs Benedict, with smoked ham and poached egg oozing from the side, perfect for breakfast.

📍 G/F Three Central, Valero St., Salcedo Village, Makati City
☎ 02-901-6748
🕒 7:30 am to 10 pm
🌐 nonos.ph 📘 Nono's 📷 @nonos.ph



Eggs Benedict (P345)

PEPPY OLIVE

PP

Peppy Olive is what we call the taste of happiness—feel-good meals with ingredients locally sourced from organic farms and a hundred percent fresh and healthy. The idea of Peppy Olive started with the owners' realization of how healthy meal options are limited and a little too expensive. Thus, they decided to create a fast-food type stall that encourages everyone to eat healthy without spending too much. This restaurant also gives you a guilt-free Mediterranean food selection.

Their Falafel Rice makes use of brown rice and is topped with cabbage slaw, tomato, and cucumber salad with white garlic sauce and roasted tomato sauce. Peppy Olive also offers a Create-Your-Own-Mediterranean-Meal, where you can personalize

your own bowl and choose from either rice, pita, or salads. You just have to pick your base and proteins first, followed by side dishes, and finish it off with a sauce of your choice.

📍 2/F Three Central, Valero St., Salcedo Village, Makati City
☎ 0966-320-6276
🕒 10 am to 9 pm (Mon to Fri); 10 am to 6 pm (Sat to Sun)
🌐 peppy-olive-valero.business.site 📘 Peppy Olive



Falafel Rice (P160)



Beef Rendang Bang Bang Noodles (P280)

SUP? CHOW

PP

Since Asian cuisine is known for its wide range of flavors, Sup? Chow makes sure they emphasize these flavors into every dish. One example is their mouthwatering Beef Rendang with Noodles that is especially spicy and creamy and makes use of handmade rice noodles.

📍 2/F Antel Corporate Center, Valero St., Salcedo Village, Makati City
☎ 02-310-1072
🕒 11 am to 12 am (Mon to Sat)
📘 Sup? Chow 📷 @whatsupchow



36-Hour Pork Belly (P450)

COMMON TABLE

Drawing from a number of different cuisines, Common Table boasts a menu that the owners like to call eclectic. The restaurant never stops innovating, and you'll find new surprising dishes every now and then. However, one pioneer menu item that patrons love is the 36-Hour Pork Belly, cooked sous-vide producing a juicy and well-cooked meat.

📍 2/F Forbes Tower, Valero St., Salcedo Village, Makati City
☎ 02-541-0185
🕒 6 am to 3 pm, 4 pm to 11 pm
📘 Common Table at Salcedo



PABLO BISTRO

PPP

Pablo Bistro draws you in with a taste of exciting flavors from around the world, serving up Mediterranean, Spanish, and European dishes. Its elegant retro interior is complemented by a modern monochrome accent, which all add up to the refined atmosphere. Their Continental breakfast buffet (P751) is popular among diners.

📍 G/F The Picasso Boutique Serviced Residences, 119 L.P. Leviste St., Salcedo Village, Makati City
☎ 02-403-0626 / 02-886-7876
🕒 6 pm to 12 am (Mon to Thu, Sat to Sun); 6 pm to 2 am (Fri)
🌐 pablobistro.com 📘 Pablo Bistro 📷 @pablobistro



Special Rice Fried Sate (P225)

WARUNG INDO

PP

Each dish in Warung Indo is cooked fresh and from scratch. Customers may have to wait a bit as they prepare the food, but the outcome is worth the wait. A recommended dish, Special Rice Fried Sate, is a fully-loaded dish with fried rice, juicy chicken satay, fried egg, and crunchy prawn crackers.

📍 G/F LPL Manor, San Agustin St., Salcedo Village, Makati City

☎ 02-501-5341 / 0926-705-5507

🕒 24 hours (Mon to Sat)

📱 Warung Indo

LA PETITE PARISIENNE

PPP

With a dome-shaped wine cellar displaying a vast selection of wines, La Petite Parisienne will transport you to every traveler's dream destination: Paris, France. A wine connoisseur handpicks each wine to be imported and made available in La Petite Parisienne.

Your wine can be best paired with their Cheese Platter. Depending on availability, their selection includes Brie, Parmigiano, Gorgonzola, Raclette, Cheddar, Gouda, and

Blue Cheese. Besides wine and cheese pairings, the restaurant also offers an extensive menu of dishes including Portobello Pasta and Rib Eye Steak.

📍 LPL Center, San Agustin St., Salcedo Village, Makati City

☎ 0998-593-7606

🕒 11 am to 12 am (Mon to Thu); 11 am to 1 am (Fri); 3 pm to 1 am (Sat); 3 pm to 12 am (Sun)

📱 La Petite Parisienne Manila

📱 @lapetiteparisiennemnl



Combination of Cheese Platter (P590)



Assorted pintxos (P70 to P290 each)

BAR PINTXOS TAPAS Y MAS

PP

The owner, Miguel Vecin, grew up in Barcelona, Spain, and developed the menu for Bar Pintxos. Some of the recommended pintxos are Jamon-Allioli, Chorizo y Huevos, and Gildas, which all use imported fresh meats, as well as Salmon, Butifarra, and Regatta.

📍 G/F Paseo Parkview, San Agustin St., Salcedo Village, Makati City

☎ 02-845-4952 / 0977-073-4737

🕒 11 am to 11 pm (Mon to Thu); 12 pm to 12 am (Fri to Sat); 12 pm to 3 pm, 12 pm to 10 pm (Sun)

📱 barpintxos.com 📱 @barpintxos



Wagyu Kebab (P165)

KITE KEBAB BAR

PP

Many of the dishes served at Kite Kebab Bar contain a healthy mix of vegetables and beans. Among these dishes are Vegetarian Samosa, Basmati Rice, and Hummus. They have also incorporated the highly coveted Japanese beef, wagyu, into their Wagyu Kebab, served with two kinds of dip.

📍 Finman Centre Bldg, Tordesillas St., Salcedo Village, Makati City

☎ 02-851-9103

🕒 11 am to 3 am (Mon to Sat); 11 am to 11 pm (Sun)

📱 kitekebabbar.business.site

📱 Kite kebab bar / Mediterranean street food

📱 @kitekebabbar



THE PENTHOUSE 8747

PPP

The Penthouse 8747 is a rooftop dining destination that takes on a roaring '20s style interiors, bringing you back to the Great Gatsby era of lavish parties, visual arts, and all the glitz and glamour, with over a hundred choices for drinks, ranging from champagnes, whiskeys, and cocktails to Penthouse original beverages.

📍 Lepanto Bldg., Paseo de Roxas St., Salcedo Village, Makati City

☎ 0917-801-0655

🕒 4 pm to 2 am (Mon to Sat)

📱 thepenthouse8747.com

📱 The Penthouse 8747 📱 @thepenthouse8747



THE MARKET

PP

The Market is a delicatessen that mainly sells hams, cheeses, wines, European canned goods, and other processed foods. Garden-fresh vegetables are also delivered here every morning. Besides being a deli, there is a small area for dining in, where you can enjoy light meals ranging from gourmet sandwiches and wraps to salads, pasta, and pizza.

📍 G/F Tiffany Place, L.P. Leviste St., Salcedo Village, Makati City

☎ 02-887-2993

🕒 10 am to 9 pm (Mon to Sat)



TRUFA PASTA BAR

PP

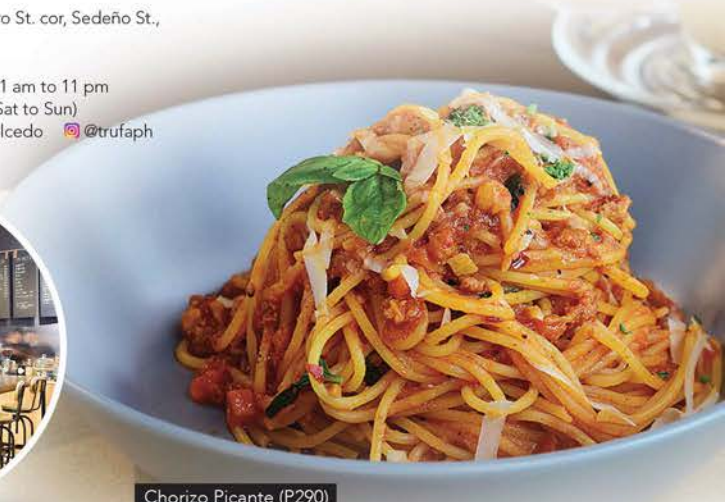
At Trufa Pasta Bar, you don't just get to create your own pasta dish. You can also have a taste of their unique pasta offerings like the Tapastalog, made with cured beef and egg on organic fusilli pasta, and the Chorizo Picante, made with chorizo sourced from Iloilo and homemade sauce.

📍 G/F Paseo Parkview Suites, Valero St. cor, Sedeño St., Salcedo Village, Makati City

☎ 02-830-0721 / 0917 804 5011

🕒 11 am to 10 pm (Mon to Wed), 11 am to 11 pm (Thu to Fri), 11:30 am to 10 pm (Sat to Sun)

📱 trufa.ph 📱 Trufa Pasta Bar + Salcedo 📱 @trufaph



Chorizo Picante (P290)

HEALTH & WELLNESS

KMA FITNESS AND MARTIAL ARTS

Established in 2008, KMA Fitness and Martial Arts offers a wide array of martial arts programs for all ages, promoting physical fitness and self-defense. Their training programs include taekwondo, muay Thai, mixed martial arts, judo/wrestling, boxing, women's self-defense, and Brazilian jiu-jitsu.

Per-session rates for martial arts start at P695 for non-members. One-year membership is at P1,950 for adults and P1,495 for kids, both renewable for P500.

- 📍 Le Domaine, Tordesillas St., Salcedo Village, Makati
- ☎ 02-551-4449 / 0917-824-2420
- 🕒 7 am to 9 pm (Mon to Fri); 7 am to 7 pm (Sat); 8 am to 4 pm (Sun); 7 am to 5 pm (Hol.)
- 🌐 bjjphilippines.com
- 📘 KMA Fitness and Martial Arts



MINDFUL MOVEMENT (VIVIAN ZAPANTA)

Formerly known as the Vivian Zapanta Pilates Studio, Mindful Movement is the only pure Stott Pilates studio and Pilates rehab studio in the country. It is also the first licensed training center in Asia. The instructors are trained in Rehab Pilates, specializing in therapy for knee replacement, scoliosis, hip replacement, and other kinds of injuries.

Mindful Movement also offers regular Pilates workout, athletic conditioning, and pre and post natal conditioning. Rates range from P600 to P2,500. First timers should undergo the Intro to Stott Pilates and are not allowed to attend group classes right away.

- 📍 1402 14/F Pacific Star Bldg., Salcedo Village, Makati City
- ☎ 02-886-7744
- 🕒 7 am to 9 pm (Mon to Fri); 8 am to 5 pm (Sat)
- 🌐 vivianzapanta.com
- 📘 Mindful Movement Asia Pilates Studio



MAKATI SPORTS CLUB

Makati Sports Club is a world-class social membership club that offers a lifestyle investment for one's relaxation needs. It houses an array of facilities and services that promotes physical well-being by engaging members in various indoor activities. Club members have access to sports and recreation facilities including the swimming pool, sports pavilion, aikido-boxing, squash, bowling, badminton, and tennis courts. They also have dining outlets like the Bistro Lounge, Zobel Main Dining, Le Patisserie, Gallerie, and Log Cabin.

Membership is by invitation or sponsorship from existing members.

- 📍 L.P. Leviste cor. Gallardo St., Salcedo Village, Makati City
- ☎ 02-817-8731
- 🕒 6 am to 10 pm (Mon to Sat); 6 am to 8 pm (Sun)
- 🌐 makatisportsclub.com
- 📘 Makati (Sports) Club, Inc.



BIKRAM YOGA MANILA

Unlike other yoga centers, Bikram Yoga Manila solely focuses on the practice of Bikram movements, which is concerned on one's breathing and posture. Bikram yoga is practiced in a heated room for the purpose of complete detoxification and better physical results. A class lasts for 90 minutes, comprised of 26 positions and two breathing techniques. Yin Yoga and Zumba classes are also available. They offer First-Timer Trial Package at P2,300 (2 weeks of unlimited classes). A 1 Month Unlimited Pass is at P3,499.

- 📍 15/F 88 Corporate Center Bldg., 141 Valero cor. Sedeño St., Salcedo Village, Makati City
- ☎ 02-889-0126 / 02-576-8391
- 🕒 6:30 am to 10 pm (Mon to Fri); 8 am to 5 pm (Sat to Sun)
- 📘 Bikram Yoga Manila



SHOP & STUDY

DJI STORE

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- 📍 Address: LG-08 Alfaro Place, 146 L.P. Leviste St., Salcedo Village, Makati City
- ☎ 02-894-1316 / 0917-807-0168
- 🕒 10 am to 6 pm (Mon to Sat)
- 🌐 djistoremakati.com 📘 DJI Authorized Retail Store Makati City



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Salcedo Auctions knows that art can be appreciated by everyone, so they hold free public viewing in their gallery on Tordesillas Street or a partner venue.



- 📍 Three Salcedo Place, 121 Tordesillas St., Salcedo Village, Makati City
- ☎ 02-659-4094
- 🕒 10 am to 6 pm (Tue to Fri); 10 am to 4 pm (Sat)
- 🌐 salcedoauctions.com ✉ info@salcedoauctions.com



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fashionsmile.ph
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02-478-7738 / 0917-509-2010 /
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@arameshspa



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Ilocos Sur

Feature by Chin Sanigan, Denisse Tenorio & Deneca Ordinanza | Design by Dantes Remot

The Ilocos region relives a chapter of the Philippine history as it gloriously unfolds the historical past of the Spanish colonization of the country. Formerly called by its early inhabitants as *Samtoy* ("our language"), Provincia de Ilocos consisted of Ilocos Sur, Ilocos Norte, Abra, and La Union. It was in 1818 that a series of conflicts and revolts prompted the local government, then led by Spaniards, to divide the region. If there was a silver lining to the division, it would be the provinces' prosperous growth into being known as historical and cultural hubs of the country.

Today, Ilocos Sur thrives not only as a prime tourist spot. The province also has a booming agriculture and manufacturing sector, thanks in large part to a rich landscape surrounded by mountains and the sea, and a skilled, artistic local workforce. For both locals and visitors, Ilocos Sur relives the past through monuments, museums, Hispanic towns, and architectural relics. With Vigan City in the front line, Ilocos Sur offers a vivid glimpse of Philippine history with every town and every corner of the province holding a small piece of the past.

Travel Tips

Manila to Ilocos Sur (Vigan)

By private vehicle

Travel time: 7-8 hours

Route: Take the North Luzon Expressway (NLEX), Subic-Clark-Tarlac Expressway (SCTEX), and Tarlac-Pangasinan-La Union Expressway (TPLEX)

By bus

Travel time: 10 hours

Bus terminals: Partas Bus (Cubao), Manila Farinas Transit (Pasay)

These bus companies have deluxe and 1st class buses equipped with Wi-Fi, TV, and lavatory.

By plane

Travel time: 3 hours

Route: Ninoy Aquino International Airport to Laoag International Airport (1 hour by plane) → taxi to Partas Bus Terminal (Laoag City) → bus to Vigan (1.5 hours)

Local transport

The main modes of public transport around Ilocos Sur are buses, jeepneys, and tricycles. For traveling between cities and municipalities, buses and jeepneys are common. Within Vigan City, tricycles are the most common, while horse-drawn vehicles (calesa) are the most attractive for tourists.



Vigan City

Vigan City embodies timeless beauty molded by its chaotic past. This Spanish colonial town takes you back in time through its cobblestone streets, historic mansions, and heritage museums. Structures have been so well-preserved that it gained recognition as a UNESCO World Heritage Site. Despite being established during the Spanish occupation, Vigan City has been noted by UNESCO as manifesting not only Spanish and Filipino elements but also Chinese and other European influences in its architecture—something that makes this old Spanish colonial town unique from other colonial towns in Asia.

Calle Crisologo, its most popular landmark, serves as a doorway into the city's rich historical past. St. Paul's Cathedral, which is one of the only four baroque churches in the Philippines, sits gloriously at the heart of Vigan. The shops displaying various local crafts, meanwhile, are a testament to Ilocano artistry.

Let Vigan be your first stop in Ilocos Sur, and experience a fusion of various traditions along with new discoveries and a glimpse of the rich historical past.



Calle Crisologo

Named after a prominent Ilocano playwright and politician, Marcelino "Mena" Crisologo, Calle Crisologo is where you will find ancestral homes of Ilocano descendants still standing strong up to this date. These Spanish-style houses are a perfect representation of the simple yet elegant living of the Filipino-Spanish families during the Spanish period. Every historic edifice seen in the street is designed with Spanish architecture, from red bricks, thick stone walls, wooden double doors, and grand staircases, to magnificent terraces and capiz windows.

The houses have withstood the test of time and now function as hotels, restaurants, and souvenir shops. Besides walking, one good way to enjoy a tour along Calle Crisologo is through the traditional calesa or horse-drawn carriages. You can rent a calesa for P150/hour and relish historical sightseeing around the area.

📍 Crisologo St., Mestiza District, Vigan City, Ilocos Sur

EXPLORE Vigan City

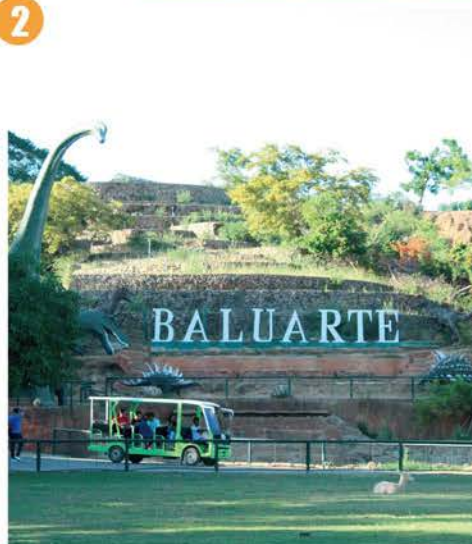


1 Ilocos Regional Museum Complex

The Ilocos Regional Museum Complex is a set of museums located beside the provincial capitol building in Vigan. The complex is managed by the National Museum of the Philippines, which means you may visit for free!

Two prominent figures in Philippine history are commemorated in this museum complex—namely, Padre Jose Burgos, one of the three martyr priests who sought reform in the Spanish colonization, and Elpidio Quirino, the 6th President of the Philippines.

📍 **Burgos, Vigan City, Ilocos Sur**
 ⌚ 10 am to 5 pm (Tue to Sun)
 🌐 nationalmuseum.gov.ph
 📞 National Museum of the Philippines
 ✉ nationalmuseumph@yahoo.com



2 Baluarte Resort and Mini Zoo P

Baluarte Resort and Mini Zoo is a sanctuary to animals from other countries and those endemic to the Philippines. Visitors can be toured around this 80-hectare safari adventure park in an electric cab to get closer to the animals, such as camels, ostrich, deer, reptiles, and, the main attraction, the big cats, comprised of a white lion, tigers, and leopards. Guests can also pet, feed, and take a photo with these animals.

One feature of Baluarte Zoo is the Safari Gallery, which houses a display of former Ilocos Sur Governor Chavit Singson's collection and memorabilia as a hunter. Guests can also watch live animal shows and see the butterfly farm in Baluarte.

Entrance to Baluarte is free of charge. The electric cab tour costs P50 per person.

📍 **Quirino Boulevard, Tamag, Vigan City, Ilocos Sur**
 ☎ 077-722-7186
 ⌚ 7 am to 6 pm



Photo Courtesy: thehappytrip.com

3 Lucy's Antique Shop PPP

If you fancy antique goods, you can find Lucy's Antique Shop right in the city of Vigan. This shop is home to various old items such as religious sculptures, paintings, house furnitures, porcelain plates and vases, and wooden displays. It is also considered as the largest souvenir shop and the last of its kind in town.

Tourists come to look for native products and ancient heirloom, which are displayed from the large four-door entrance up to the spacious area inside the boutique. Prices of their products range from P50 to P1,000 and up.

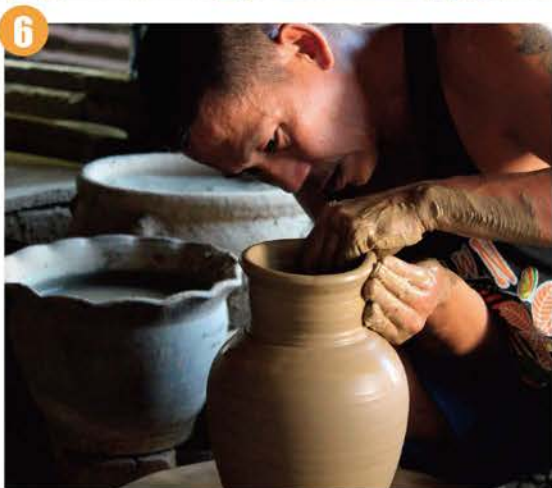
📍 **#14 Crisologo St., Heritage Village, Vigan City, Ilocos Sur**
 ☎ 0917-568-0051
 ⌚ 8 am to 8 pm

5 Plaza Salcedo & Vigan Cathedral

Named after the Spanish conquistador Juan de Salcedo, Plaza Salcedo is both the city's central landmark as well as its town center. In the middle of this park is the 17th century monument of Salcedo, the oldest of its kind in Northern Luzon.

Every evening, locals and tourists quickly make their way to this popular park to witness a lights and sound spectacle known to many as the Dancing Fountain. The show starts at 7 pm every night, taking place for 30 minutes. On weekends, a second show is held at 8:30 pm. Photographers also love Plaza Salcedo as it makes a great foreground for the historic Vigan Cathedral, a part of the city's stamp as a UNESCO World Heritage Site.

📍 **Quezon Ave. cor. Burgos St., Vigan City, Ilocos Sur**
🕒 **Dancing Fountain:** 7:30 pm to 8 pm (Mon to Fri);
7:30 pm to 8 pm & 8:30 pm to 9 pm (Sat to Sun)



7 Rowilda's Handloom Weaving PP

With operations dating back to 1989, Rowilda's Loomweaving can be considered the most popular abel-weaving factory in Vigan. Abel is a traditional woven product made of indigenous cotton. It is known for its strong and colorful material that produces beautiful fabrics that are exported to Manila.

You can watch several weavers do the manual weaving for free. You can also try it yourself as the weavers are kind enough to let tourists experience how to make their famous products for free. If you want to take home any of their finished products, like table runners, placemats, blankets, pillowcases, and bath towels, you can buy them at reasonable prices. Prices range from P140 to P680. They also make fashion attires and accessories out of abel.

📍 **Brgy. Camanggaan, Vigan City (Factory) / Calle Calle Crisologo, Vigan City**
☎ **077-722-6734 / 0917-367-3911**
🕒 **6:30 am to 7 pm (Factory; weaving activity starts at 8 am) / 7:30 am to evening (Showroom; closing time varies)**
🌐 rowildasloomweaving.com
✉ rowildas@yahoo.com

4 Syquia Mansion Museum P

One of the most elegant examples of big stone houses in Vigan is Syquia Mansion, the ancestral home of Doña Alicia Syquia Quirino, wife of the late president Elpidio Quirino. It used to be a venue for government functions and meetings by the Quirino administration.

Made from durable stones and wood, its facade was inspired by Filipino-Spanish architecture. Just like any other houses of the prominent mestizos back in the Spanish era, it features capiz windows, rooms with four-poster beds, and a wide open-air balcony called azotea. Inside the museum, tourists will find large rooms filled with antique memorabilia from different parts of the world.

Entrance costs P50 for adults and P40 for PWDs, senior citizens, and children below 13 years old.

📍 **Quirino Blvd., Vigan City, Ilocos Sur**
🕒 **9 am to 12 pm, 1:30 pm to 5 pm (Mon, Wed to Sun)**
✉ ruby@syquiamansion.org

6 Ruby's Pottery P P P P P

Established in 1922, Ruby's Pottery is owned by Fidel Antiporda Go, a National Folk Artist. His Chinese descendants were the first ones to establish the industry of clay jar pottery in the region. Its origin goes way back to the pre-colonial era when Chinese immigrants learned about the abundant source of clay in the town and settled to start the industry of pagburnay or jar making.

It is a tourist destination for most expats who want to experience the art of pottery. Demos are sincerely done by potters for free, and they also allow visitors to try making a clay jar for themselves. While the experience is offered free of charge, it is encouraged to place a donation to contribute to the potters' livelihood.

The drying and cooking process takes over three weeks. If you want to take home your finished jar, you may bring it along, making sure that it is placed in a well-ventilated part of your vehicle during your trip back home.

📍 **Brgy. Pagburnayan, Vigan City, Ilocos Sur**
☎ **0927-405-6860**
🕒 **7 am to 6 pm**

Souvenirs in Vigan

Some of the best souvenirs to get only from Vigan are Basi, a local premium sugarcane wine, Vigan longganisa that's known for its garlicky and salty flavor, and handwoven products that are proudly locally made.



Basi Wine

P200/bottle
Recommended: Escolta Art Shop (Calle Crisologo)



Handwoven Blankets

P140 - P680
Recommended: Rowilda's Loomweaving (Calle Crisologo showroom)



Vigan Longganisa

P100
Recommended: Cely's (Tamag) & Gonzales (Capangpangan)



Souvenir Shirts

P200 - P500
Recommended shop: Islands Souvenirs (Calle Crisologo)

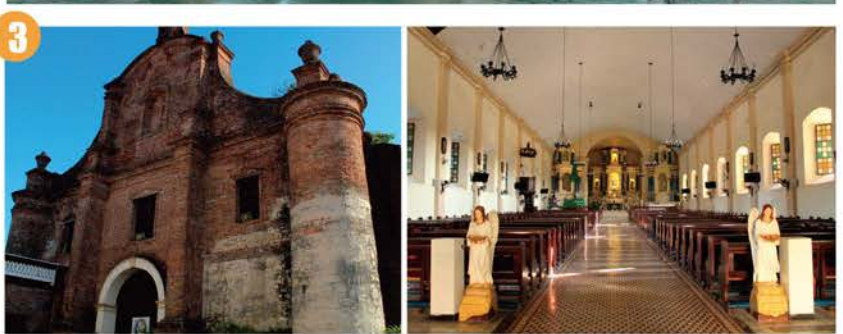
Beyond Vigan



4x4 Tour (P2,500/ 5 pax)



Photo Courtesy: Narvacan Outdoor Adventure Hub



1 Narvacan Outdoor Adventure Hub PPP

It is just right to explore the natural beauty of Ilocos Sur by participating in the thrilling activities at Narvacan Outdoor Adventure Hub, popularly known as NOAH. It offers many sports activities set along Ilocos Sur's rocky ridges, in the tempting waters, and under the sun. For the brave, try their Full Mountain Adventure (P700/person) comprised of Via Ferrata (vertical climb on the side of a cliff), Tyrolean Traverse (rope crawling), and the Zipline.

Other water adventures include Hobie Cat sailing, windsurfing, and kite surfing. There are also air and land activities like paragliding and 4x4 off-road driving.

📍 NOAH, Sulvec Port Rd., Narvacan, Ilocos Sur
☎ 0999-997-6624
🕒 9 am to 5 pm
📍 Narvacan Outdoor Adventure Hub

2 Pinsal Falls P

A 9-km-long drive down Santa Maria town proper, bordering the province of Abra, will take you to the legendary Pinsal Falls. It manifests a majestic Abra mythology about a giant named Angalo who was one day looking for his love, Aran.

To get close to Pinsal Falls, you need to take a boat ride, which costs P20/person. Once there, you may take photos, swim, or trek up the falls, which may be quite challenging but is definitely worth it. On top, you'll get to see the beauty of the falls, plus a spring with warm water, and a pool where you can also take a dip. You don't have to worry much going up as the trails have steps so you won't have to deal with large rocks and bumpy soil.

Cottages are down the trail and cost P100 to P300.

📍 Brgy. Baballasioan, Pinsal Falls Rd., Santa Maria, Ilocos Sur

3 Santa Maria Church

One of the only four beautiful baroque churches in the Philippines can be found in the town of Santa Maria. The Santa Maria Church, also known as The Church of Our Lady of Assumption, was built by Augustinian friars as a chapel for the town of Narvacan back in 1769. The bell tower beside the church was then built in 1810 as a home for missionaries going to Abra.

While most churches around the country are situated just across the town square or the municipality, Santa Maria Church is seated atop a hill that features 85 staircases. It is considered a UNESCO World Heritage Site as part of the Baroque Churches of the Philippines, which embody its Hispanic origins.

📍 Santa Maria - Burgos Rd., Santa Maria, Ilocos Sur
🕒 8 am to 6 pm

Must-try Ilocano dishes

① Pinakbet is usually made with eggplant, squash, string beans, bitter melon, and okra with bagoong (fermented anchovies).

② Bagnet is best served with an Ilocano sauce called KBL, which stands for kamatis (tomato), bagoong, and lasona (onions).

③ Poqui Poqui is made with grilled eggplants, tomatoes, garlic, and eggs, with a mushy yet creamy finish.

④ Ilocos empanada is distinguished by its orange color and is usually stuffed with Vigan longganisa and vegetables.



Pinakbet



Bagnet



Poqui Poqui



Empanada

DINE • Vigan City

Calle Brewery P P P P

Housed inside Casa Lourdes, Calle Brewery serves not just fresh seafoods and smoked meats along with everyone's favorite Ilocano dishes, but also a collection of homegrown craft beers. A must-try dish is Shrimp Set Fiesta Mix, a festive combination of shrimp, clams, and oysters with a dressing of salted egg, crab fat, and coconut ginger.



Shrimp Set Fiesta Mix (P1,200)

📍 Casa Lourdes, #11 Calle Encarnacion, Vigan City, Ilocos Sur
☎ 077-604-5223 / 0917-713-1694
🕒 11 am to 11 pm
📍 Calle Brewery @ @callebrewery



Pinakbet (P155)

Kuboville P P

A traditional dining space in a nipa hut setting that serves all-time Ilocano favorites any time of the day, Kuboville is perfect for everyone who's up and about on the wee hours of the night. Kuboville serves Ilocano staples like the ever-famous Ilocano Pinakbet, a vegetable stew made up of stringed beans, squash, eggplant, okra, and ampalaya. You can also have some of their Bagnet, served with tomato, onion and fish paste on the side.

📍 Salcedo St., Vigan City, Ilocos Sur
🕒 24/7



Tapas & Wine Bar by Titania P P P P

Originally established by Hotel Rembrandt in Quezon City, Tapas and Wine Bar by Titania has found a second home at Casa Lourdes. This fine-dining section of the ancestral home displays a wide array of wine selections and serves a 12-course Ilocano degustation (P1,800 / head, reservation required).

Upstairs, you'll find a wine cellar shelf along the brick walls that keeps over 60 wine selections from around the world. Their best sellers come from Argentina, the La Mascota (P6,000), and from Spain, the Gran Tierra (P510).

📍 Casa Lourdes, #11 Calle Encarnacion, Vigan City, Ilocos Sur
☎ 077-604-5223 / 0917-713-1694
🕒 8 am to 6 pm
📍 tapasandwinebarbytitania
📍 Tapas and Wine Bar by Titania



Luna Bagnet (P425)

Comedor P P

Located inside Hotel Luna, Comedor has a Spanish-inspired dining hall, with classic brick walls that complements the hotel's Hispanic theme. This restaurant boasts a wide array of Ilocano dishes, from appetizers to pasta, desserts, and even steaks. Their must-try items include Luna Bagnet, served with tomatoes, fermented fish, and lasona or onions, and Vigan Angulas, a seasonal fish delicacy in lemon caper aioli served on sliced French baguette.

📍 V. De Los Reyes cor. Gen. Luna St., Vigan City, Ilocos Sur
☎ 0977-827-1277
🕒 10 am to 10 pm
📍 hotelluna.ph/dining/
📍 svn.hotelluna@ahmgi.com



Price Range: P P300 & below

P P300 - P800

P P P800 - 1,500

P P P P1,500 - P2,000

P P P P P2,000 & above



Pinakbet Pizza (P390)

Café Leona PP

Café Leona is located, interestingly, beside a statue of its owner, Leona Florentina, who is Vigan's prominent Ilocano poet. This restaurant differs from others along Calle Crisologo with its eccentricity, which lies in its offerings of various cuisines.

Café Leona serves up a fusion of Filipino, Japanese, and Italian cuisines, as well as all-time Ilocano favorites such as Vigan longganisa and crispy slices of Bagnet. Their Italian menu consists of pasta and pizzas, including their special Pinakbet Pizza, which is wood-fired and has a thin crust. They also use Vigan longganisa in place of your usual ground meat or pepperoni. Meanwhile, from their Japanese menu, a best-selling dish is their Bagnet-Bacon Maki, a special sushi roll with slices of bagnet along with crunchy bacon.

📍 #1 Calle Crisologo, Vigan City, Ilocos Sur
☎ 077-722-2212 / 0920-906-8144
🕒 10 am to 12 am



Ms. Irene prepares Vegan empanada

Irene's Vegan Empanada P

Established in 2004 by Irene Santos, Irene's Vegan Empanada has been the go-to place for both locals and tourists to get a taste of Vigan's signature deep-fried snack. This shop has become notable to many because of the balanced taste of their classic Special Pork Longganisa (P40) with its fillings made with ground Vigan longganisa and egg inside a crunchy shell that envelops all these distinct flavors.

📍 11 Calle Salcedo, Vigan City, Ilocos Sur
☎ 077-674-0279 / 0916-358-2243
🕒 9 am to 8 pm
📞 Irene's Empanada Main



Crispy Bagnet (P260)



Chicken Inasal (P220)

Hidden Garden Lilong & Lilang PP

Hidden Garden Lilong and Lilang Restaurant started as a humble eatery that serves some of the best empanadas and Ilocos chicken inasal in Vigan. The recognition it received from town officials and celebrities paved the way for it to become one of Ilocos Sur's most sought-after restaurants. Since it is located inside the garden center that is Hidden Garden, the ambiance is also refreshing.

Some of their must-try items include the Chicken Inasal, which is rather sweet compared to the more popular Bacolod-style chicken inasal, and Ukoy, an Ilocano-style shrimp omelet with slices of onions and tomatoes and seasoned with herbs.

📍 Brgy. Bulala, Vigan City, Ilocos Sur
☎ 0906-332-8309 / 0928-965-9190
🕒 6 am to 7 pm (Mon to Fri); 6 am to 8 pm (Sat to Sun)
🌐 hiddengardenvigan.com
📍 Hidden Garden Vigan- Lilong & Lilang Restaurant
✉ hiddengardenvigan.com



Uno Grille PP

Uno Grille is your one-stop shop for a variety of charcoal-grilled meats, seafood, and vegetables. Its garden setting with red brick walls, ornamental plants, and an open-air landscape gives a homey feeling while being surrounded by old Spanish houses in Vigan. Their best-selling dish is the classic Crispy Bagnet, complemented by its KBL dip.

📍 Calle Crisologo, Vigan City, Ilocos Sur
☎ 0917-799-0121
🕒 10 am to 11 pm
📞 Uno Grille

DINE • Ilocos Sur



Ricardo's Platter (P1,155)

Ricardo's PPP

A sister restaurant of Ihawan sa Caoayan, Ricardo's is a fine-dining space where you can enjoy a fusion of local and international cuisines. For the mains, try Ricardo's Platter, comprised of squids, kebab, chicken, longganisa, and mussels, or their Seafood Shish Kebab. On the second floor, you can find the Tasa Coffee Shop, serving coffee, smoothies, frappes and all sorts of beverages.

📍 **Caoayan, Ilocos Sur**
 ☎️ **0966-733-9933**
 🕒 **11am to 10pm**
 📍 **Ricardo's**



Set D (P250/person)

Ihawan sa Caoayan PP

Ihawan sa Caoayan came from a humble beginning of being a small food cart to being a full-fledged dining place that promotes the Filipino tradition of eating called *kamayan* (using bare hands). They offer four boodle fight sets with different viand options. Each set has unlimited rice and a glass of iced tea. Their Set D is composed of grilled tilapia, catfish, squid, mussels, pork BBQ, buttered shrimp, pork sisig, salted egg, pinakbet, poqui-poqui, vegetables, and your choice of Vigan longganisa, bagnet, seaweeds, or KBL (tomatoes, fish sauce & onions).

📍 **Don Alejandro Quiroigco, Caoayan, Ilocos Sur**
 ☎️ **0917-744-5544**
 🕒 **8 am to 10 pm**
 📍 **Ihawan sa Caoayan**



Organic Pinakbet Set (P300)



Pinakbet Farm PP

Pinakbet Farm is a government-owned tourist destination with a lush vegetable farm and a fish pond surrounding the restaurant. This attraction aims to help the local farmers and fishermen of Caoayan, Ilocos Sur, flourish in the area. A unique feature of Pinakbet Farm is their fixed menu (P300/person) of IsKarGu—isda (fish), karne (meat), and gulay (vegetables).

📍 **Nansuagao, Caoayan, Ilocos Sur**
 ☎️ **0927-564-0202**
 🕒 **8 am to 5 pm**
 📍 **Pinakbet Farm**



Tuna Poke Salad (P160)

Gin & Gravy P

Gin & Gravy features the Filipino style of dishes prepared on sizzling plates, serving Japanese and American specialties like steaks and chicken. They also have a variety of aburi sushi and sashimi, as well as veggie dishes like the Tuna Poke Salad, a colorful and refreshing bowl of greens.

📍 **G/F, Stern Mall, San Nicolas, Candon City, Ilocos Sur**
 ☎️ **045-499-3033**
 🕒 **11 am to 11 pm**
 📍 **Gin & Gravy**
 📍 **gin.gravy**



Inapuyan Sisig Rice (P279)

Inapuyan PP

The restaurant name originated with "inapoy," an Ilocano word for rice, and "inapuyan," meaning to set fire. Inapuyan offers a variety of Ilocano dishes and grilled eats, such as the Inapuyan Sisig Rice, made with traditional garlic rice and crispy sisig with egg, served on a sizzling plate.

📍 **#1 Marina cor. Carino St. Brgy. San Jose, Candon City, Ilocos Sur**
 ☎️ **0995-732-5000**
 🕒 **10 am to 10 pm**
 📍 **Inapuyan Resto Grill - Candon**
 📍 **InapuyanRestoGrill**



0608 Clubhouse (P125)

Oh Six Oh Eight P

Oh Six Oh Eight Cafe boasts a vibrant and comforting setting with colors and artworks adorning the walls. It has become a hang-out for everyone to enjoy a quick catch-up over a cup of coffee or milk tea. The cafe serves comfort food like Chicken Pops, and their must-try 0608 Clubhouse made with tuna spread, egg, ham, cucumber, tomato, and cheese.

📍 **Cleofel Complex, National Hwy., Brgy. San Jose, Candon City, Ilocos Sur**
 ☎️ **0956-072-2687**
 🕒 **10 am to 7 pm**
 📍 **Mang Cha-a Candon x 0608 Cafe**

Price Range: P P300 & below

PP P300 - P800

PPP P800 - 1,500

PPPP P1,500 - P2,000

PPPPPP P2,000 & above

STAY

Vitalis Villas P P P P P

Known to many as the “Santorini of the North,” Vitalis Villas mirrors the famous Greek landscape of Santorini with its whitewashed cubiform villas with touches of blue. The villas, named after the owner’s favorite local painter with French origins Macario Vitalis, is considered the most luxurious and scenic in Ilocos.

Vitalis Villas offers seven types of accommodation to cater to different travelers. For a one-of-a-kind experience, stay with your family or friends in their luxurious Three-Bedroom Villa with Private Pool (P30,250/night), fitted with modern amenities, including three spacious bedrooms with private bathrooms. Their in-house buffet restaurant, Petra, also serves free breakfast, lunch, and dinner for the in-house guests.

📍 Sabangan Bridge, Santiago, Ilocos Sur

☎ 077-604-6868 / 02-373-3333

🕒 Check-in/Check-out: 3 pm / 12 pm

🌐 vitalisvillas.ph/vitalis/

✉ rsvn.vitalisvillas@gmail.com

📍 Vitalis Villas @vitalisvillas



Three Bedroom Villa with Private Pool



Dining area inside the villa



Ocean view room by the veranda



Fisherman's Boat Grill

Vitalis White Sands P P P P

An older sister resort of Vitalis Villas, Vitalis White Sands charms its guests with its white sand beach that embodies a simple tropical lifestyle by the sea. This resort is more famous as a destination for affordable luxury and water sports activities. You can enjoy various activities at the front beach, including beach volleyball, kayaking, jet-skiing, and grand sunset cruising. This resort has 27 luxury rooms, ranging from scenic standard rooms to the more upscale suites. Have a fancy private stay at Vitalis White Sands' Penthouse Suite (P11,500/night), which features one king-size and two queen-size beds, ideal for families of up to four members.

📍 Sabangan Bridge, Santiago, Ilocos Sur

☎ 0939-908-0373 / 0922-858-5858

🕒 Check-in/Check-out: 2 pm / 12 pm

🌐 www.vitalisresort.com/home.php



Honeymoon Suite

Ciudad Fernandina Hotel PPP

Ciudad Fernandina Hotel was built in 1758 and was, at that time, one of the only two houses with grand stairs made of cement. The structure of the hotel was preserved during its renovation and has perfectly combined both the ancient and modern vibe.

The Honeymoon Suite (P6,995/night) features a king-size bed with cotton-rich linen, ensuite bath with rain shower and bath essentials. This grand suite features a romantic palette of red, beige, and white plus a high table and stool near the window for viewing of Vigan.

📍 #26 Mabini St. cor. Plaridel St., Vigan City, Ilocos Sur
☎ 0995-991-9972 / 077-722-3765
🕒 Check-in/Check-out: 2 pm / 12 pm
🌐 ciudadfernandinavigan.com.ph
📍 Ciudad Fernandina Hotel



West Loch Park Hotel PPP

Established in 2013, West Loch Park Hotel offers an affordable yet luxurious stay for both solo and group travelers. If you prefer to have a view of the astonishing Vigan City from a balcony, you can book their Superior Guest Room (P3,700/night), good for two persons and complete with a TV and a private toilet.

There is also open-air and closed venues where local talents perform inside West Loch Park Hotel, catering for family gatherings, business conferences, or any special occasion.

📍 General Luna St., Vigan City, Ilocos Sur
☎ 077-604-9032 / 0977-815-1237
🕒 Check-in/Check-out: 2 pm / 12 pm
🌐 westlochparkhotel.net
✉ westlochparkhotelvigan@yahoo.com
📍 West Loch Park Hotel
📍 West Loch Park Hotel



Villa Angela Heritage House PPP

Among the many heritage homes in Vigan City, Ilocos Sur, there is one that stands out for retaining its lustre since the 1800s. Villa Angela Heritage House is famed for being the setting for Rizal sa Dapitan, a 1997 local film, and Tom Cruise's choice for accommodation while filming Born on the Fourth of July (1989). They stayed at Cuarto del Señor, a room clothed with both simplicity and classic elegance, complete as it is with a rustic king-size four-poster bed and a huge antique dresser.

This room is made even more lustrous with capiz shells for its huge windows, giving it great ventilation from sunup until sundown.

📍 #26 Quirino Blvd., Vigan City, Ilocos Sur
☎ 077-722-2914 / 02-425-6473 / 0919-315-6122 / 0917-631-4024
🕒 Check-in/Check-out: 2 pm / 12 pm
🌐 villaangelavigan.com
✉ villangela.heritage@gmail.com 📍 Villa Angela Heritage House



Hotel Felicidad P P P P

Hotel Felicidad offers its guests a cultural representation of the lush lifestyle back in the Spanish times. The historic landmarks of the city such as Plaza Salcedo, Vigan Cathedral, and Plaza Burgos are accessible from the hotel.

Their grand Maestro Suite (P7,500/night) features the classic four-poster bed known as "Ah-Tay" made from mahogany and molave wood, equipped with a Vigan mosquito net, abel (woven) bed runner, old-style baul or luggage rack, and a tall dresser with mirror. All guest rooms are air-conditioned, with flat screen TV, and Wi-Fi access.

📍 #9 V. Delos Reyes cor. Florentino Sts., Vigan City, Ilocos Sur
☎ 077-722-0008 / 0917-856-8309
🕒 Check-in/Check-out: 2 pm / 12 pm
🌐 hotelfelicidadvigan.com
✉ hotelfelicidad_vigan@yahoo.com
📍 Hotel Felicidad Vigan 📍 hotelfelicidadvigan



Executive Suite

Hotel Luna P P P P P

Built in 1883 by Don Jose Florentino, Hotel Luna is a Filipino old house, with sophisticated Spanish interiors, that has been restored into a high-class museum-hotel. It houses a gastronomic Ilocano restaurant, Comedor, and a museum facility with the finest artworks of national artists like Juan Luna, Fernando Amorsolo, and Benedicto Cabrera. Hotel Luna's Executive Suite (P15,000/night) embodies classic regal beauty, with an opulent bedroom featuring a four-poster bed, and a spacious bathroom.

📍 V. De Los Reyes cor. Gen. Luna St., Vigan City, Ilocos Sur
☎ 02-584-4945 / 02-373-3333 / 077-632-2222 / 0917-564-0727
🕒 Check-in/Check-out: 2 pm / 12 pm
🌐 hotelluna.ph
✉ rsvn.hotelluna@ahmgi.com 📍 Hotel Luna

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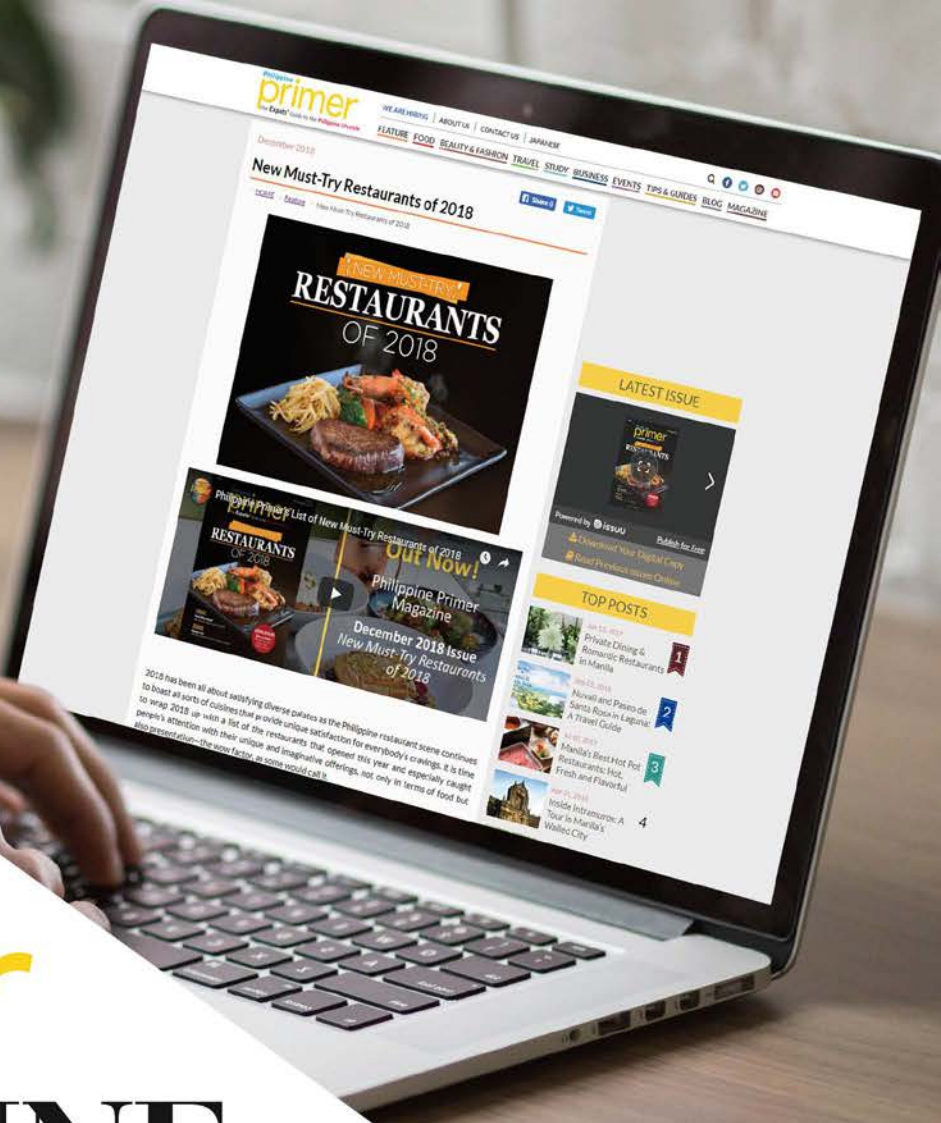
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Kyushu is a beautiful island region located south of Japan blessed with breathtaking nature and scenery, World Heritage sites, and wonderful delicacies like black pig pork, red cattle meat, and seafood. There are direct flights from the Philippines to Kyushu (Fukuoka Airport), which only take about 3.5 hours. Come experience the natural beauty of Japan through Kyushu!

Experience beautiful *Japan* in Kyushu!

GoKumamoto

DAY 1

- ✧ Depart via Cebu Pacific Airways: Manila to Fukuoka Airport (Arrive at 17:30)
- ✧ Transfer: Fukuoka International Airport to Kumamoto Traffic Center (high-speed bus)
- ✧ Stay: Hotel in Kumamoto City

DAY 2

- ✧ Kumamoto City sightseeing
- ✧ Kumamoto Castle (Sakura viewing)
- ✧ Suizenji Park
- ✧ Tram tour (1-day ticket)
- ✧ Walking around the arcade
- ✧ Stay: Hotel in Kumamoto City

\$1,000
per person

DAY 3

- ✧ Free time (options below)
- A: Healing time at Kurokawa Onsen
- B: Rapid-speed train tour to Amakusa - World Cultural Heritage - Sakizu Village
- C: Hitoyoshi Onsen and Aoi Aso Shrine (Sakura viewing)
- D: Tour of Aso Volcano (one of the world's largest active volcanoes) and a magnificent view of Kusanenri
- ✧ Stay: Hotel in Kumamoto City

DAY 4

- ✧ Departure day
- ✧ Free time until departure
- ✧ Transfer: Kumamoto Traffic Center to Fukuoka International Airport (high-speed bus)
- ✧ Depart via Cebu Pacific Airways: Fukuoka Airport to Manila (Depart at 13:35)

*Package rate may be modified according to the fluctuation of flight prices.

CONTACT US:

☎ (02) 805-3616 / 0920-949-7950 / 0916-302-2176

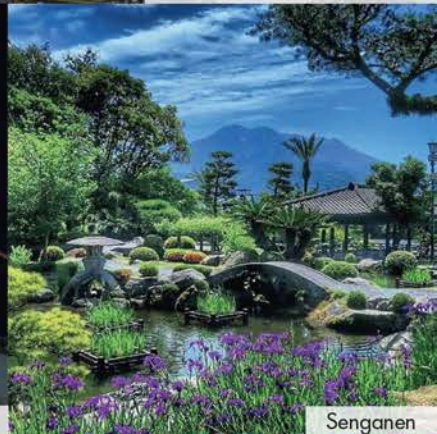
✉ travel@primer.ph



Sunset in Amakusa Islands



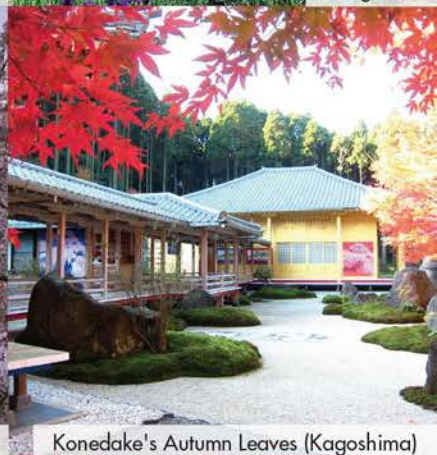
Sakizu Church



Sengen



Nishihei Tsubaki Park



Konedake's Autumn Leaves (Kagoshima)



Dolphin Watching

Kumamoto

Words by: Jastine Valeriano | Design by: Janina Torres



Japan's endless discoveries don't just revolve around its metropolitan cities. It includes the off-the-beaten paths, hole-in-the-wall eateries, and unfamiliar cultures. In our pursuit of seeing more of Japan, we traveled down south to see what it has to offer. Kyushu, a region in the southwest end of Japan, has a handful of explorations that we seek to unravel. This time, we are going on an immersive tour of Kumamoto Prefecture, where their wealth of wonders is best discovered through an experience-based trip. It's time for the world to discover the rich Kumamoto culture—a thought-provoking journey overflowing with countless learnings and experiences.

Read on to know more about the hometown of Japanese mascot Kumamon and see why it should be your next destination in Japan.

TRAVEL TIPS

HOW TO GO TO KUMAMOTO

By plane:

Fly from Manila (NAIA) to Tokyo Narita Airport (4 hours)
Fly from Tokyo Narita Airport to Kumamoto Airport via Japan Airlines (2 hours)

By train:

From Tokyo, take the Tokaido, Sanyo, or Kyushu shinkansen at Tokyo Station to Shin-Osaka or Hakata Station. Transfer to Kumamoto Station. (approx. 6 hours)



GETTING TO AMAKUSA VIA AMX AIRLINES

If you wish to go to Amakusa directly, you may take AMX Airlines, Japan's smallest airline company. AMX Airlines flies from Kumamoto Airport to Amakusa Airport daily. Travel time is approximately 25 minutes. AMX also offers flights to and from Fukuoka and Osaka.

To book a flight, visit their website at www.amx.co.jp/en/.

HIDDEN CHRISTIAN SITES



OE CHURCH

Built after the Christianity ban was lifted in Japan, Oe Church is the oldest Catholic church in Amakusa. The present structure of the church that features a Romanesque style was built by Father Garnier, a French missionary, and some local parishioners in 1933. It was built on top of a hill, which offers a stunning landscape view.

This place of solemnity is a symbol of the Christian's unwavering faith. Various statues surround the Oe Church, such as the Our Lady of Lourdes Grotto and the grave of Father Garnier. The holy place holds Masses every Sunday morning.

📍 1782 Oe, Amakusa City, Kumamoto Prefecture
🕒 9 am to 5 pm (Tue to Sun)



SAKITSU CHURCH

Also known as the Cathedral of the Sea, the Sakitsu Church is a sacred symbolic structure in Sakitsu Village. It was established in 1569 by Portuguese missionary Luis de Almeida, but its present structure was built in 1934.

Sakitsu Church is characterized by its Gothic features, designed by Yosuke Tetsukawa, a known carpenter who is also behind the design of other churches in the district. From the outside, one can see its Gothic architectural features, making it an eye-catching attraction in Sakitsu Village facing the Yokaku Bay. Inside, it retains its Japanese touch by using tatami mats for flooring. An altar is placed in front of the church commemorating those who died during the Christianity ban. Mass is held here every Sunday morning.

📍 539 Sakitsu, Kawaura-machi, Amakusa City, Kumamoto Prefecture
🕒 9 am to 5 pm

SAKITSU VILLAGE

Founded in the Sengoku period, Sakitsu Village is a small fishing village recognized as a UNESCO World Heritage Site. It played an important role for the early Christians as it was used as a hiding place for them to practice their faith. At present, the village's rustic charm remains in its alleyways, religious structures, and stone walls. Its landscape appears to be the same as it was during the Edo Period (1603-1868).

To learn more about the history of Sakitsu, it is best to join a Sakitsu Walking Tour, composed of Sakitsu-based tourist guides who will explain the 250-year history of this holy site. English and Chinese speaking guides are available.

To get a better view of Sakitsu Village, please go to the view deck near the Sakitsu Village Guidance Center, located on the opposite side of the bay.

📍 Sakitsu, Kawazu-cho, Amakusa City, Kumamoto Prefecture



KUMAMOTO CUISINE



AMAKUSA SHUZO

Amakusa Shuzo is one of the companies in Kumamoto Prefecture known for shochu production. This brewery in Amakusa was established by Eizo Hirushita in 1898 as a brewery for sweet potato shochu making. As time passed by, the demand for sweet potato decreased, which is why they developed a rice shochu variety that became popular in Amakusa. Gradually, they began to reintroduce sweet potato shochu, which is now getting more popular across Japan.

One of their best-selling products is the Ikenotsuyu, made manually with potato and malted rice. Although it is made in small quantities, they make sure that it still retains its quality through their meticulous methods.



📍 11808 Komineichi, Shinwa Town, Amakusa, Kumamoto Prefecture
 🕒 8 am to 5 pm (Closed on Sun, Public Holidays & New Year)
 🌐 ikenotsuyu.com



MI-NE SUSHI

Mi-Ne Sushi, first opened in Japan in 1971, describes itself as a place where “taste and skills come first,” as seen in the way their notable sushi chefs lay out sushi platters. There is always something new to discover at Mi-Ne Sushi. Every trip to Mi-ne sushi is a surprise in the making—you’ll never know what kind of sushi you get to try as the ingredients are seasonal.

The sushi joint makes the most out of its limited space, with dining counters greeting you as you enter the place. Counter-top display cases show you the fresh catch of the day. Wooden interiors give off a traditional sushi bar vibe. It’s intimate, but not intimidating. As you eat your sushi, you can watch the chefs’ amazing handiwork right in front of you.



📍 Carino 5 1F-BF, Ansei-machi, Chuo-ku 5-5, Kumamoto City, Kumamoto Prefecture
 (Mi-ne Sushi Sannenzaka Shiten branch)
 🕒 11: 30 am to 3 pm (Lunch), 5 pm to 11 pm (Dinner)
 🌐 minesushi.co.jp/

AMAKUSA SOBA DOKORO REISHUYA



Aside from ramen, a staple Japanese food you must try in Japan is soba – Japanese noodles made from buckwheat. Soba isn’t a rare treat in Japan, but for foreign tourists, it may be a whole new discovery. A taste of this traditional dish is best experienced in Amakusa Soba Dokoro Reishuya.

📍 48 Higashimachi, Amakusa, Kumamoto Prefecture
 🕒 11 am to 3 pm (Lunch), 5 pm to 9 pm (Dinner)
 (Mon, Wed to Sun)
 🌐 reishuya.jp/index.html

Traditionally served on a bamboo tray, a soba dish consists of buckwheat noodles, leafy greens, chashu, and a side of condiments. Soba noodles are brown-gray in color and a bit firmer and thicker than ramen. It also has a distinct nutty flavor. To adjust the flavors, you may add a few spring onions and ginger for an earthy taste. The restaurant’s cold soba, served with dipping sauce instead of soup, is also worth trying.



IMOYA CHOBEI SHOTEN

Ikinari Dango, a traditional Japanese snack, is one of the many little reasons to visit Kumamoto Prefecture. Ikinari Dango, which literally translates to "out-of-the-blue Japanese sweet," is described as a snack made for unexpected guests. It only takes a few minutes to make using glutinous rice flour, satsuma-imo (sweet potatoes), and anko (red bean paste).

In Kumamoto, Imoya Chobei Shoten is one of the biggest names when it comes to Ikinari Dango. They produce these local sweets in different varieties such as ice cream, potato chips, and potato sticks. First-timers may try the plain one to get started. Those with an adventurous palate should try other flavors like pomegranate, wormwood, brown sugar, and sakura. Ikinari Dango is best enjoyed when eaten straight from the oven and can be perfectly paired with hot tea. You can also take them home as souvenirs! The shop is open for deliveries.



📍 Chuo-ku, Nishigamitacho 10, Kumamoto City, Kumamoto Prefecture
 ⌚ 10 am to 5 pm (Mon to Fri); 9:30 am to 5:30 pm (Sat)
 🌐 imoya-chobei.com
 ✉ info@imoya-chobei.com



DOLPHIN ATTRACTIONS

AMAKUSA PEARL CENTER

At their Sea Donut Aquarium, tourists can interact with dolphins up close and personal. When it's show time, energetic dolphins showcase their dancing skills inside a donut-shaped aquarium that floats on Matsushima Sea. A trip to the aquarium will take you to seven continents at once wherein you can also meet other sea creatures! You can also feed these fun-loving dolphins with a trainer to guide you throughout the experience.



📍 6225-8 Aizu Matsushima-machi, Amakusa City, Kumamoto Prefecture
 ⌚ 10 am to 5 pm
 🌐 amakusapearl.com

DOLPHIN CRUISE AMAKUSA

All-year-round, tourists can experience a one-of-a-kind adventure with the famed dolphins of Amakusa. In Kumamoto Prefecture, dolphin cruise is one of the most popular tourist activities to do in Amakusa. Local fishermen skilled in spotting dolphins will take you to different points where you can closely watch these lovable creatures. Locals say that when you chant "Irukawa iruka!" dolphins will come near you! The best months to see dolphins are January and February.



📍 Huta 4689-10, Itsuwa-machi, Amakusa City, Kumamoto Prefecture
 ⌚ 8 am to 10 pm
 🌐 dolphincruise.jp/etop.html
 Departure times: 10 am, 11:30 am, 1 pm, 2:30 pm, 4 pm
 Rates: ¥2,250 (adult); ¥1,350 (elementary); ¥450 (2 to 6 y/o); free for 2/o below

L'ISOLA MARKET

For souvenirs, visit the mall across Amakusa Pearl Center called L'isola Terrace. Here, you can buy various items best for souvenirs at a specific shop called L'isola Market. They have clothing, accessories, toys, and dolphin collectibles. They also feature Kumamon on their products! They also have a market area where you can shop for food and beverage items. All the products they have are proudly Amakusa-made.



📍 6215-16 Atsu Kitaejima Matsushima-machi, Kami-Amakusa, Kumamoto Prefecture
 ⌚ 9 am to 6:30 pm
 ☎ +81-969-56-3450
 🌐 isolaterrace.com/english_con/





AMAKUSA HAIYA DANCE

In Kyushu, they welcome summer through a performance of the Haiya dance in Amakusa from the end of July to early August. In this festival, more than 3,000 people in bright and colorful kimonos gather on the streets to dance.

The Ushibuka Haiya dance has been present since the Edo Period and is said to be the origin of all other Haiya dance variations all over Japan. The lyrics of the Japanese folk song talk about sailors and sea travel. The word “haiya” was derived from the southern wind that is important for boats to sail up north. In the past, sailors and women danced and sang merrily together, thus the birth of this tradition.

📍 Amakusa City, Kumamoto Prefecture 🌐 haiya.org/



ASHIKITA UTASEBUNE

One of the sea-related activities to do in Kumamoto is fishing. Tourists may try to do so in Ashikita, where fishing is one of the main livelihoods of the locals. Tourists may board a sailboat that lets them catch fish through utase net-fishing, which is a traditional fishing style that has been practiced since the Edo period.

This fishing technique uses a trawl net positioned at the bottom of the sea, pulled by the boat. The catch depends on the sea breeze, too. Most of the seafood caught by using this technique include tiger prawns, crab, and fishes. Tourists on board may try these freshly-caught seafood as it can be prepared right on the cruise itself, for an additional price of ¥10,000 to ¥20,000.

The cruise usually takes 2 to 3 hours. To get to the port, you may rent a private car or a taxi. It is recommended that a Japanese person place a reservation on your behalf prior to your visit.



🌐 ashikita-kankou.com/utase/

ACCOMMODATION



HOTEL NIKKO KUMAMOTO

Perched at the center of Kumamoto City, Hotel Nikko Kumamoto is a world-class accommodation that speaks modern luxury. The hotel brand is owned by international hotel chain Nikko Hotels International known for their business and leisure accommodations across Japan. Hotel Nikko Kumamoto features eight room types, ranging from Western to Japanese styles.

You'll never run out of dining options in the hotel too, as it boasts six in-house restaurants. They have Hey Benkay for Japanese dining, Asoshed for buffet, Tao-li for Chinese, Les Celebrities for French, Fountain for tea and cocktails, and La Patisserie for cakes.

📍 2-1 Kamitori-cho, Chuo-ku, Kumamoto City, Kumamoto Prefecture
 🌐 nikko-kumamoto.co.jp
 📧 rooms@nikko-kumamoto.co.jp
 Check-in/Check-out: 2pm to 12 am / 11 am



AMAKUSA SANTA COMING HOTEL

It's Christmas anywhere you look inside Amakusa Santa Coming Hotel – a quirky lodging located 20 minutes away from Amakusa Airport. The hotel, aptly named after Santa Claus, features a Santa-inspired accommodation in Kumamoto Prefecture. The boutique hotel has 19 spacious, well-equipped rooms made of wooden floorings and white ceilings, having a slightly minimalist approach with its limited color palette design. Naturally, Santa Claus is present inside through cute picture frames and mirror stickers that add a burst of fun in the room.

Another thing to love about this hotel is its majestic river view room that gives a beautiful sunrise view in the morning. It's also tucked away from the busy city – a perfect retreat for those looking to relax and enjoy Amakusa's serene ambiance.



📍 74-3 Kamegawa, Kamebamachi, Amakusa City, Kumamoto Prefecture
 🌐 red-happiness.com
 Check-in/Check-out: 3 pm to 11 pm / 10 am



MARINA FRANPING VILLAGE AMAKUSA

"Franping" or frank camping is the idea behind Marina Franping Village – an outdoor accommodation and restaurant in Amakusa City. Franping is a new style of camping made for guests who want to unwind and at the same time experience an outdoor adventure. The village elevates the level of accommodation to trailer homes equipped with hotel-like facilities. At present, they have about 15 accommodations, each with easy access to the Amakusa waters – a nearby attraction both great for sightseeing and fishing. Accommodation rates start at ¥11,000 for 2 persons (weekday rate). Rates vary depending on the season.



Marina Franping Village is also a perfect location to have a taste of Amakusa-cultivated scallops that are best grilled. There are various meats and seafood to enjoy at the outdoor dining area. They also have a restaurant called Steakhouse By the Way that serves Japanese curry.



📍 11275-19 Noboritate, Oyano-machi, Kamiamakusa City, Kumamoto Prefecture
 🌐 franping.com
 Check-in/Check-out: 3 pm to 6 pm / 10 am



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MEDICAL PROFESSIONALS

For an expat, there are basic necessities that you need to know to have a comfortable stay in the Philippines. Apart from food, means of transportation, and emergency hotlines, it is important to be aware of health services around the Metro. This includes finding a physician you can talk to about your health condition as you live in the Philippines.

To help you out, here are 4 trusted medical professionals in Manila, who are highly-experienced and trained to provide the best care for their patients. Get to know them as you read their profile and each of their specializations.



Benjamin Alimurung, MD, FACC, FAHA **Internal Medicine (IM) - Cardiology**

Being a doctor runs in the blood—following in the footsteps of his late father. Dr. Benjamin N. Alimurung has been actively practicing clinical cardiology, including invasive and interventional cardiology, regularly performing coronary angiography and deployment of coronary stents, for over 38 years. He completed his medical degree at the University of Santo Tomas (UST) in 1971. He completed a residency in Internal Medicine at UST and then at Georgia Baptist Medical Center in Atlanta, Georgia, USA. When he finished residency, he went on to train for four years in a Clinical and Interventional Fellowship in Cardiology at the Emory University School of Medicine, also in Atlanta. He currently is head of the Cardiovascular Diagnostic Laboratory and the Cardiac Catheterization Laboratory of Makati Medical Center (MMC). Dr. Alimurung served as the Medical Director from 2006 to 2016 of MMC and is a member of the Board of Directors of the same institution.

Make an appointment:

- ✓ Room 361, Circular Area, 3/F Makati Medical Center, Makati City
Mondays to Fridays: 2 pm to 5 pm
Contact No.: 02-888-8999 loc. 2361 / 02-892-9179 (direct line)

Benjamin Luna, Jr., MD

Internal Medicine (IM) – Adult Cardiology

For Dr. Benjamin Luna, Jr., it was always his calling to be a doctor despite the sacrifices in the process. Dr. Luna believes that it is a great privilege to be a medical professional, as people trust him with their lives. He enjoys talking to his patients. He treats them gently, with utmost diplomacy and always with a touch of good old-fashioned humor. Practicing cardiology for almost 28 years now, Dr. Luna usually deals with people who consult him for hypertension, chest pain, coronary artery disease, heart failure, and diabetes. He is currently the Program Director of the Asian Cardiovascular Institute at Asian Hospital and Medical Center.

Make an appointment:

- ✓ Asian Cardiovascular Institute, Asian Hospital and Medical Center, Alabang, Muntinlupa City
Daily: By appointment • Contact No.: 02-771-9000 loc. 5748

Room 210, 2/F, Medical Office Building Asian Hospital and Medical Center, Alabang, Muntinlupa City

- ✓ Tuesdays, Thursdays, and Saturdays: 1 pm to 4 pm • Contact No.: 02-771-9245/0921-225 9460



Eliza Mei Perez Francisco, MD, MSc, DPBCN, FPCGM

Family Medicine, Subspecialty in Medical Nutrition and Geriatrics

Practicing medicine for almost 23 years now, Dr. Eliza Francisco specializes in family medicine, with a subspecialty in medical nutrition and geriatrics. Dr. Francisco has always chosen a unique career path, leading her to be one of the pioneers in medical nutrition in the Philippines. As the current Head of the Asian Senior Wellness Institute at Asian Hospital and Medical Center, she focuses on elderly patients and makes sure that she coordinates the care with a multidisciplinary team. Dr. Francisco deals with her patients by ensuring that she uses a comprehensive approach to screen and assess problems early on and intervene using both preventive and therapeutic programs for the elderly. She also has numerous international recognitions, representing the Philippines in the council of American Society for Parenteral and Enteral Nutrition (ASPEN), European Society for Clinical Nutrition and Metabolism (ESPEN), and Parenteral and Enteral Nutrition Society of Asia (PENSA) since 2015.

Make an appointment:

- ✓ Asian Senior Wellness Institute, Asian Hospital and Medical Center, Alabang, Muntinlupa City
Daily: By appointment • Contact No.: 02-771-9000

- ✓ Room 714, 7/F, Medical Office Bldg., Asian Hospital and Medical Center, Alabang, Muntinlupa City
Wednesdays and Thursdays: By appointment • Contact No.: 02-771-2098

- ✓ Weight Management Clinic, Mary Mediatrix Medical Center, Lipa City, Batangas
Mondays and Fridays: By appointment • Contact No.: 043-773-6800 loc. 5002



Juvy C. Martillos-Sy, RDN, RND, FSCO

Clinical Nutrition and Dietetics

Inspired by her father's dream, USA-Registered Dietitian-Nutritionist and Philippine Professional Regulation Commission (PRC) Registered Nutritionist-Dietitian Juvy Martillos-Sy eventually developed a passion for the field of Nutrition and Dietetics, especially after learning how certain nutrient deficiency and toxicity can affect a person's overall health. She worked for six years as a Nutritionist-Dietitian at St. Luke's Medical Center and enhanced her skills and competencies as a Clinician at the Ministry of National Guard Health Affairs in Saudi Arabia for eight years, specializing in Neonatal Nutrition, Pediatric Nutrition, and Renal Nutrition. To date, she is the Chief Nutritionist-Dietitian at the Asian Hospital and Medical Center, where she actively empowers nutrition and dietetic professionals both from inside and outside of the institution. She is as strong collaborator in the healthcare team by providing medical nutrition therapy to specific patient groups such as pediatrics, adolescents, adults, and geriatrics who are well and critically-ill patients. Her typical day at work involves implementation of nutrition care process by nutrition assessment, diagnosis, monitoring, and evaluation of the status of nutritionally at risk patients; and designing individualized diet plan according to different age groups. Compliance and compromise are really important for her, so she takes time engaging with patients and care givers to ensure successful diet implementation. Moreover, Ms. Martillos-Sy had an international appointment as a member of Education Professional and Development Committee of American Society of Parenteral and Enteral Nutrition (ASPEN) and has taken part nationally in preparing the Hospital Nutrition-Dietetics Management Practice Guidelines of the Department of Health (DOH) and PRC.

Make an appointment:

- ✓ 4F, Lifestyle Medicine Center, Nutrition Wellness, Tower 1, Asian Hospital and Medical Center, Alabang, Muntinlupa City
Mondays to Fridays: 8 am to 5 pm • Contact No.: 02-771-9000 loc. 5844





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Business Talk

An interview with the top executives in the Philippines
Get a first person point of view when it comes to business



Ray Alimurung
CEO of Lazada Philippines

Ray Alimurung is Lazada Philippines' newly-appointed chief executive officer, who assumed the position in June 2018. He first joined Lazada Philippines in 2012 until he left in 2013 to set up aCommerce Philippines, an end-to-end e-commerce fulfillment and solutions management for brands, with its headquarters based in Bangkok, Thailand. He rejoined Lazada as the chief commercial officer in 2016, at the time when Alibaba acquired control of Lazada Group. Succeeding Lazada Philippines' co-founder Inanc Balci, Alimurung is the first Filipino CEO of the international e-commerce business.

What made you decide to go back to Lazada? Is it mainly because of Alibaba's acquisition?

That's the main reason. The other thing is that I really wanted to shape or lead shaping the e-commerce conversation in the country—not just in Lazada but also in policy-making, dealing or working with various regulatory and private organizations to try to shape the e-commerce conversation. I felt the only way to do that was to be seen as the leader or as one of the key faces in e-commerce, and I felt the only way to do that was through Lazada. It was the way to get credibility and to get the right audiences in e-commerce.

What has changed with Lazada Philippines before Alibaba or after Alibaba went in?

We are in our sixth year, and we are much bigger now than before. With the acquisition, we are much more attuned to what's going on in China, so the best practices we see come from what's going on in China; for example, the concept of social commerce. Social commerce is a very Asian e-commerce phenomenon.

If you have ever been on the Amazon website, do you see any social commerce going on? Aside from product reviews, there isn't anything much going on. There aren't people group-buying a product, group-slashing a product, referring other people to join—this is not going on in Amazon. This is social commerce. There's a lot more we're going to do with social commerce—allow people to build a community to talk about certain types of product; let's say, the bicycle enthusiasts getting together, all the car enthusiasts getting together. So, a lot of what you see

is social networking. When it comes to China, it actually happens on the e-commerce side, hence the term social commerce. Social commerce has started to happen on Lazada. You can group-buy, you can slash, you can refer someone.

What are the challenges that Lazada faced over the years, and how did you address them?

Today, less than 5% of Filipinos have a credit card, 30% have bank accounts, but the ability to use a bank account or ATM card online just started in Q4 last year. That coincided with the government mandating the EMV chips in credit cards. You recall that you couldn't use your ATM card before to buy online unless the website was BankNet-enabled, which is a different story—many websites were not BankNet-enabled.

And then, you have a very nascent logistics structure; for example, today, none of our parcels are delivered by the Philippine Post because we cannot rely on their transparency. There are two things that they are not going to fulfill for us, one is transparency and the other one is reliability. Therefore, we're using the courier system. This is one of the few countries where you try to deliver parcels only in the courier system, no postal system.

You go to Indonesia or Thailand, they have very strong functioning postal systems, which are internet-enabled. Ours is not. The way the parcel logistics landscape has spanned out continues to keep the cost of logistics of delivery high to the point that last mile delivery in the Philippines costs a lot more than in Indonesia despite the fact that both countries are archipelagos. Now, the delivery costs have come down but they continue to be high in relation to the cost of the item. To address the logistics, we had to build our own delivery fleet, which we continue to use for most of our deliveries. To address pre-payment, we had to offer cash-on-delivery (COD) nationwide, which is a pain because COD is a less reliable form of payment than the pre-payment because you pass a lot of the risks, you're asking the seller to bear a lot more risks, as well as us when we shoulder the logistics part because we're delivering to an address where the customer has not paid.

Is there any way that you came up to minimize the risks with COD?

The biggest risk with COD is the lead time, the delivery time. The faster you deliver, the lesser the risk because the buyer won't have time to buy somewhere else. That's why we are obsessed with making our lead time very fast. We have the fastest lead time, compared with any e-commerce company, both local and cross-border.

Some of the challenges are market trust or the fact that the market is new to e-commerce. So, the way to address the distrust is through COD. I think we are slowly getting to a point where more people trust Lazada. Actually, if you trust Lazada, you don't need COD if you think about it. We have been actively promoting our wallet as an alternative for COD for those who don't have credit cards or bank accounts. And we continue to increase our number of cash-in locations for the wallet.

What can you say about the e-commerce industry in the Philippines and Lazada's position in it?

Lazada is clearly the leader in the e-commerce industry in the Philippines. I think the industry is too young. Less than 3% of retail is e-commerce. While clearly we are the leader right now, there is no room for complacency because this is a platform type of business that has very strong network effects, meaning the value of your platform or network increases exponentially with every additional user.

What is your management style in Lazada?

My management style is the style of empowerment. I believe in aligning clear strategic goals and key performance indicators with each of my team members, and not micro-managing them on a daily or weekly basis in achieving those but being clear on what those are.

The second thing I do is make sure that I remove for them any roadblock that they may have in achieving those goals. That roadblock removal can be mediating with other teams locally, interceding on their behalf, or handling an escalation with more regional function, for example, technology or finance. That's how I operate.

I heard that you really don't have an office here.

Actually, no one really has an office here. I don't think you have seen any offices here. This is the new economy. This is a very open style. Even in Silicon Valley, you can see that a lot of the offices are leaning towards this style. There are trade-offs, gets a little bit harder to concentrate, but then I think the benefit far outweighs the cost or the drawbacks because what you create is a much more open environment. And there are a lot of people saying that they have an open-door policy, and they even leave their doors open—you think people are going to walk in? If you want to know what's going on, for me, better to be on the floor with the team.

Can you recommend a book for aspiring entrepreneurs?

There are two books that I would recommend to anyone. One is, for e-commerce, 6 Billion Shoppers written by a former VP at Alibaba (Porter Erisman). I think what it does is it provides a good landscape of how e-commerce started and where it's going. It touches across the US, Europe, China, India, Southeast Asia, Latin America; there's a little edge of Lazada there.

The other book I would say is a book written in 1930s, which is Dale Carnegie's How to Win Friends and Influence People. I think that was the book that changed my life rather at an early age and something that I continuously refer to until today.

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Business Talk *Extended*

Interview with the top executives of Japanese companies that have penetrated the Philippine market



Daisuke Tonai
Executive Director of Japan
National Tourism Organization (JNTO)

A native of Fukuoka Prefecture, Daisuke Tonai graduated from Sophia University's Department of Russian Studies. He joined Japan National Tourism Organization (JNTO) in 1993, working to attract overseas visitors to Japan. Tonai accumulated his experience in the United States and has been engaged in the promotion of Japan's tourism for many years. He stayed in Los Angeles twice for a total of eight years and has served as an executive director.

It was in October 2018 that Japan National Tourism Organization (JNTO) opened its Manila office, with Daisuke Tonai as the Executive Director.

Please tell us about yourself.

I was born in Fukuoka Prefecture in July 1970. I grew up and studied until high school in Fukuoka, and in 1989, I went to Sophia University's Foreign Language Department. Because my father went to Germany as a judo leader, I was interested in foreign countries. I thought vaguely in the future that I would like to work internationally.

How was your job hunting?

Because I liked writing, I longed to be a newspaper reporter. When I found JNTO's posting at the job hiring section of the university, I thought it would be more directly related to overseas work rather than reporting. Since I also wanted to work overseas, I decided to join the company.

What were you in charge of in JNTO?

When I joined in 1993, I engaged in attracting international conferences and gained experience in the accounting department.

In 2001, I started working in Los Angeles. I arrived in May, and then the terrorist incident happened in September. People developed a

fear of riding airplanes at that time, so it became my important mission: how can I help recover the travel demand that had fallen? Fortunately, in 2003 in Japan, which was under Prime Minister Junichiro Koizumi, the revitalization project, "Visit Japan Campaign," began and I was able to focus with enough budget.

Where did you transfer after you were assigned in the United States?

In 2005, I returned to the headquarters. I returned to Los Angeles in 2011 as my second appointment.

When the Great East Japan Earthquake happened in 2011, I was still in our office in Japan. There were many staff who cannot return, and neither telephone nor internet is connected. But I think it was important that I could share what I had seen and experienced in the tragedy in the USA. Immediately after the disaster, Japan was thought to be in a terrible state, but as people recovered little by little and talked about their experiences, people in the USA could understand. I was assigned back to Japan in August 2015 and worked at the headquarters.



What kind of work did you do then?

I was involved in establishing offices. In 2020, in order to achieve 40 million inbound visitors to Japan, we decided to establish seven new JNTO

offices. We decided to have an office in Manila, but due to difficult procedures, we first set up a preparatory office in March 2017.

We finally opened an office in October 2018. First of all, I was very thankful to the Secretary of Tourism of the Philippines who visited our opening ceremony.

Are there many Filipinos who visit Japan?

In 2012, there were 80,000 visitors. In 2017, it increased to 420,000. By 2018, as of November, it is about 504,000, already exceeding the previous year, which is the highest ever.

Is there any change in the characteristics of the tourists?

According to a survey of the Ministry of Tourism, the purpose of sightseeing suddenly increased from 2014. Before then, around 30% of the visitors went to Japan for sightseeing, but in 2017, it increased to 80%. In addition, the number of returning visitors is also increasing due to the relaxation of the visa requirements.



What kind of places do returning tourists visit?

Looking at the statistics, there are still many who go to Tokyo and Osaka. In addition to that, we try to disseminate information in cooperation with local governments in other regions. It is also important to provide information the Philippine travel agencies. Moreover, it is necessary to strengthen the system of accepting tourists in Japan, such as setting flexible group rates.

As for Filipinos, what do they like in Japan?

Eating Japanese food, shopping, and picture-taking are very popular activities. Since Japan has four seasons, different sceneries can be seen and that also attracts the tourists.

What words do you live by?

We have gone through ups and downs since I was appointed in the Philippines. It took only one and a half years to establish an office, so I want to continue working tenaciously in the future.

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Canon

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7/F and G/F, Commerce and Industry
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Park Ave., McKinley Hill, Taguig City

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02-851-2649

LBC Aviation Center, General Aviation
Compound, Domestic Airport, Pasay City

Leechiu Property Consultants

02-888-8111

2/F Makati Shangri-La Retail
Arcade, Ayala Ave., Makati City

MCCK Consulting Group

02-893-1100/02-893-1200/
02-893-1300/816-4312/02-816-4312

2/F, Asia Tower, Benavidez
St. cor. Paseo de Roxas,
Legaspi Village, Makati City

Mitsubishi Motors

02-892-0331 to 42

Don Bosco cor. Pasong Tamo
St., Makati City

NGS & ARK Manila Lending Corp

02-451-2837

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San Miguel Ave., Pasig City

Nippon Express

02-844-1111

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Ayala Ave., Salcedo Village, Makati City

OCS

02-817-8282

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Rada St., Legaspi Village, Makati City

Philippine Retirement Authority

02-848-1412

29/F Citibank Tower,
8741 Paseo de Roxas, Makati City

Safety Service Kindness

Philippines Incorporated

911-6154/02-911-6154

Unit G, 189 Katipunan Ave., Project 4,
Quezon City

Sagawa

02-822-9911 to 15

Suite 102, CTC Bldg., 2232
Roxas Blvd., Pasay City

Sharp

02-807-4991

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Superhighway, Alabang, Muntinlupa City

Spectrum Investment

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02-894-6900

Deutsche Bank AG, Manila Branch,
Tower One, Ayala Triangle, Makati City

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Solid House, Pasong Tamo Ext., Makati City

Dream Cable

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2322, Chino Rocas Ave., Makati City

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02-730-1000/0915-895-9923

2/F, Greenbelt 4, Ayala Center, Makati City

Globe Telecom DSL

02-919-8888

2/F, Greenbelt 4, Makati City

PLDT

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RC Bldg., 7895 Makati Ave.,
cor. Dela Rosa St., Makati City

Sky Cable

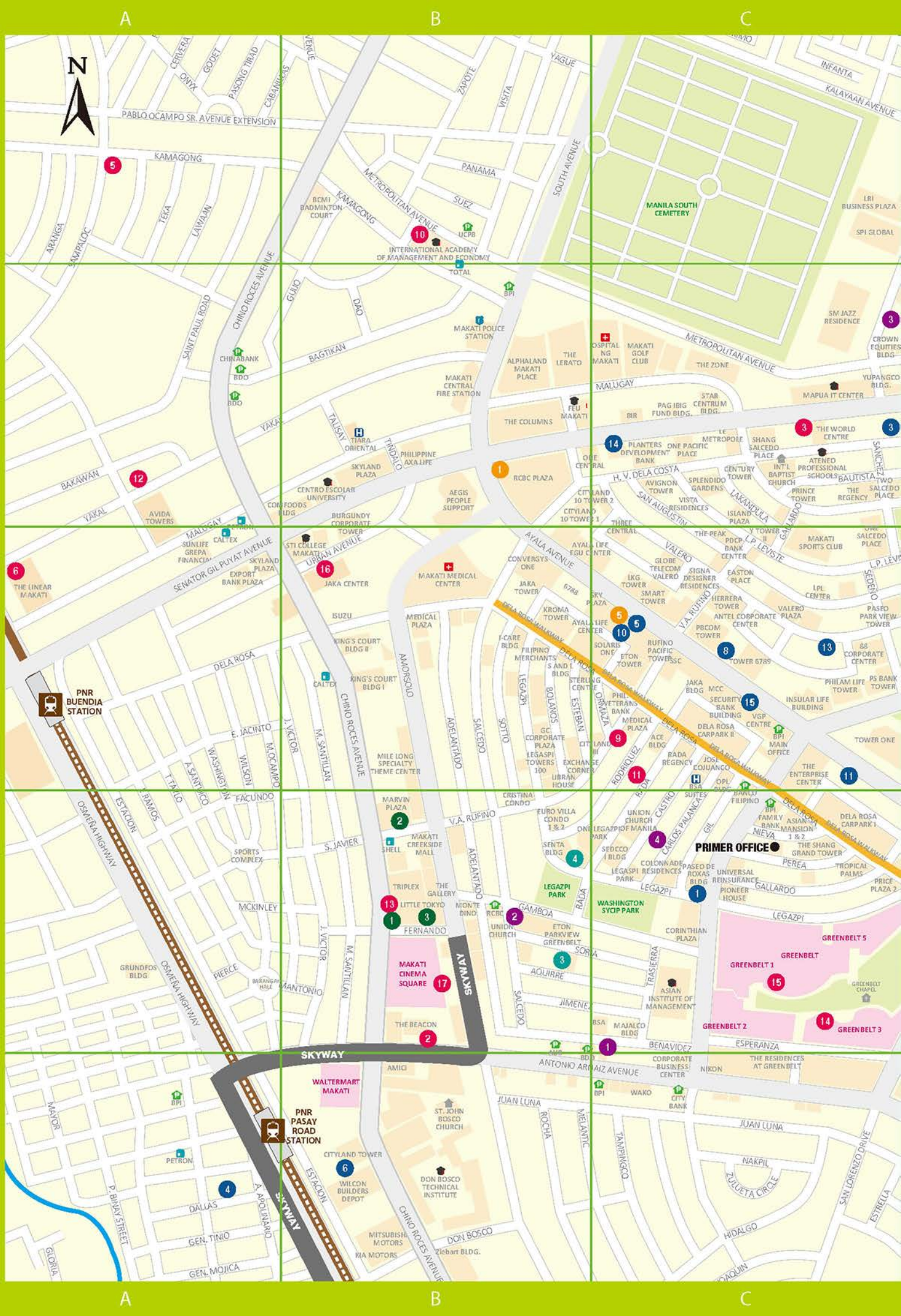
02-636-7591

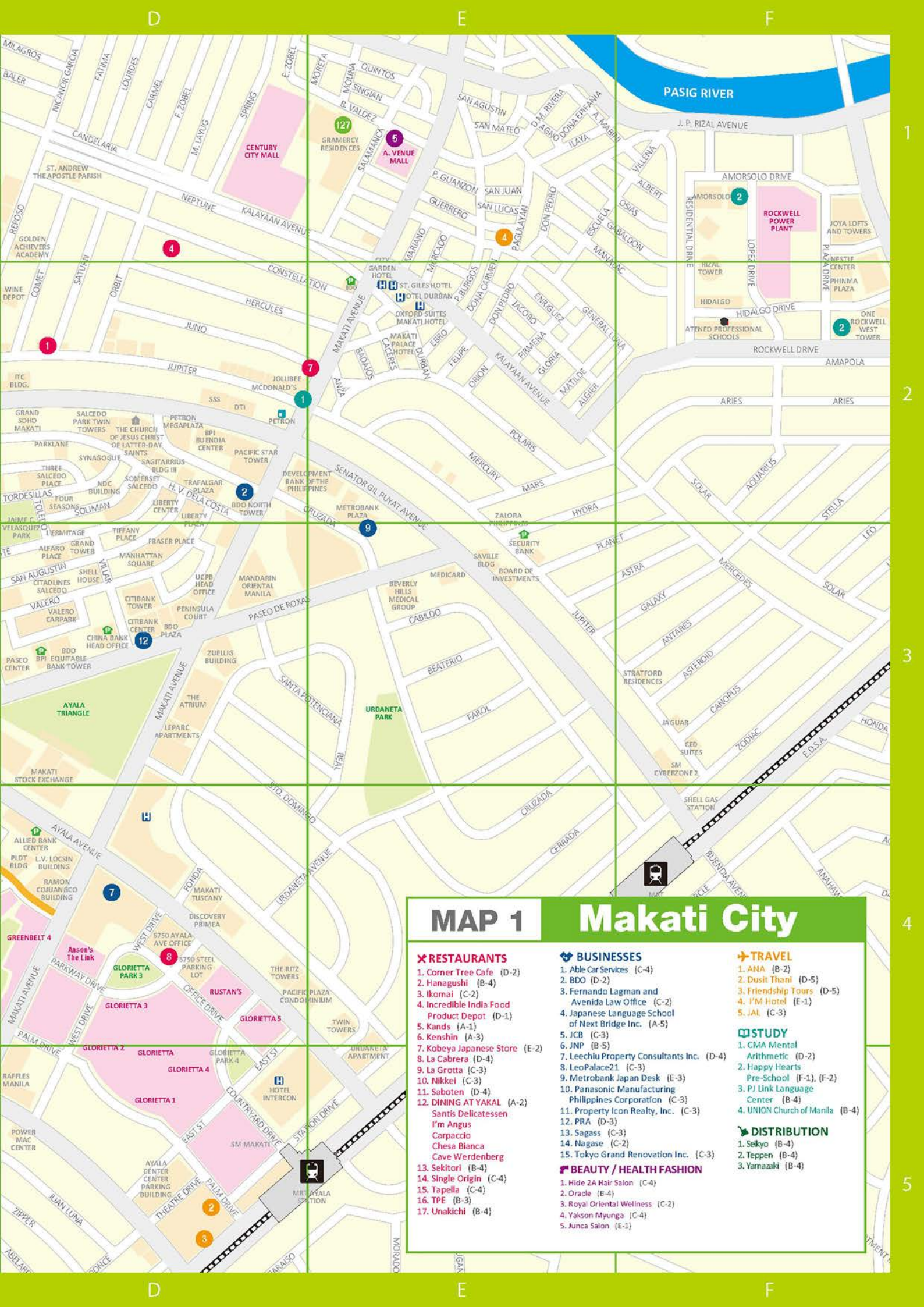
G/F, Benpres Building, Meralco Ave., Pasig City

Smart

02-888-1111

6799 Ayala Ave., Makati City





MAP 1

Makati City

✳ RESTAURANTS

1. Corner Tree Cafe (D-2)
2. Hanagushi (B-4)
3. Ikoma! (C-2)
4. Incredible India Food Product Depot (D-1)
5. Kanda (A-1)
6. Kenshin (A-3)
7. Kobeya Japanese Store (E-2)
8. La Cabrera (D-4)
9. La Grotta (C-3)
10. Nikkei (C-3)
11. Saboten (D-4)
12. DINING AT YAKAL (A-2)
Santis Delicatessen
I'm Angus
Carpaccio
Chesa Bianca
Cave Werdenberg
13. Sekitori (B-4)
14. Single Origin (C-4)
15. Tapella (C-4)
16. TPE (B-3)
17. Unakichi (B-4)

✳ BUSINESSES

1. Able Car Services (C-4)
2. BDO (D-2)
3. Fernando Lagman and Avenida Law Office (C-2)
4. Japanese Language School of Next Bridge Inc. (A-5)
5. JCB (C-3)
6. JNP (B-5)
7. Leechiu Property Consultants Inc. (D-4)
8. LeoPalace21 (C-3)
9. Metrobank Japan Desk (E-3)
10. Panasonic Manufacturing Philippines Corporation (C-3)
11. Property Icon Realty, Inc. (C-3)
12. PRA (D-3)
13. Sagassa (C-3)
14. Nagase (C-2)
15. Tokyo Grand Renovation Inc. (C-3)

✳ BEAUTY / HEALTH FASHION

1. Hide 2A Hair Salon (C-4)
2. Oracle (B-4)
3. Royal Oriental Wellness (C-2)
4. Yakson Myunga (C-4)
5. Junca Salon (E-1)

✳ TRAVEL

1. ANA (B-2)
2. Dusit Thani (D-5)
3. Friendship Tours (D-5)
4. I'M Hotel (E-1)
5. JAL (C-3)

✳ STUDY

1. CMA Mental Arithmetic (D-2)
2. Happy Hearts Pre-School (F-1), (F-2)
3. PJ Link Language Center (B-4)
4. UNION Church of Manila (B-4)

✳ DISTRIBUTION

1. Sekyo (B-4)
2. Teppen (B-4)
3. Yarnazaki (B-4)



MAP 2

Bonifacio Global City

DISTRIBUTION

1. SANTIS Delicatessen (J-3)
2. UCC
3. Starbucks

RESTAURANTS

1. Buta+Wagyu (K-4)
2. Musashi-Tei (J-4)
3. Botan Black Café (K-3)
4. L'Opera (J-3)
5. Sentro 1771 (K-3)
6. Saboten (K-3)
7. Single Origin
8. Tsujiri (K-4) (J-3)
9. Fukudaya (J-4)
10. Crystal Jade Dining In (J-3)

BEAUTY / HEALTH FASHION

1. KIYOSA (J-2)
2. KARADA Factory (K-3)
3. Uniqlo (J-3)
4. M Tokyo (I-2)
5. The Smile Bar (K-2)
6. Vision Gym (I-2)

BUSINESSES

1. Marino Serviced Office (J-4)
2. Park West (K-1)
3. JTB (J-4)
4. Topia English Learning Center (K-2)
5. Genius English Academy (J-2)



P2P / UBE

P2P BUS ROUTES

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Routes	Fare
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Greenbelt 5 to Ayala Malls South Park	[P100.00]
Glorietta 3 to Robinsons Galleria	[P30.00]
Glorietta 3 to Robinsons Novaliches	[P100.00]
Glorietta 3 to UP Town Center	[P80.00]
Ayala Center - SM Megamall - Trinoma - SM North (Saturdays)	[P100.00]
Makati Circuit Lane to Nuvali Transport Terminal	[P150.00]
Park Square to Trinoma	[P95.00]
Greenbelt 5 to SM City Masinag	[P80.00]
Makati to Eastwood	[P100.00]
Greenbelt 3 to Sucat Interchange	[P100.00]
Greenbelt 5 - SM Cherry Antipolo	[P80.00]

QUEZON CITY

Routes	Fare
Robinsons Galleria to Clark International Airport	[P250.00]
Araneta Cubao - NAIA	[P100]

ORTIGAS

Routes	Fare
Robinsons Galleria to Antipolo Triangle Mall	[P50.00]

- Robinsons Galleria to Robinsons Place Antipolo [P60.00]
- SM Megamall to SM North EDSA [P65.00]

ALABANG

Routes	Fare
Alabang Town Center to Market! Market!	[P100.00]
Starmall Alabang - Central Mall Dasmariñas	[P50.00]
Starmall Alabang to Robinsons Galleria - Starmall Shaw	[P80.00]
Starmall Alabang to Vista Mall Daang Hari, Bacoor	[P35.00]
ATC to Ayala Malls 30th	[P80.00]
ATC to Greenhills Shopping Center	[P80.00]
Alabang South Station (Muntinlupa) - Market! Market!	[P100 / P80.00]
ATC - Greenbelt 1	[P180.00]
ATC - Ayala Malls the 30th	[P80.00]
ATC - Lawton	[P180.00]

BULACAN

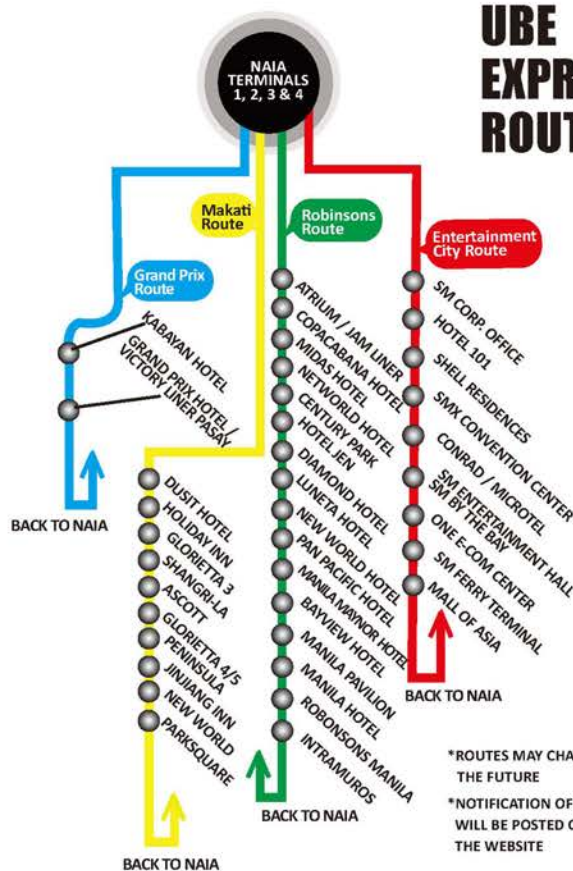
Routes	Fare
Sta. Maria Bulacan - Trinoma	[P70.00]
Robinsons Place Malolos - North Ave. (QC)	[P80.00]

Others

Routes	Fare
NAIA - Clark Airport	[P350.00]
Camella Dasma Highway - San Lorenzo Place Makati	[P150.00]

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UBE EXPRESS ROUTES



LRT / MRT ROUTES

QUEZON CITY



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LRT / MRT



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LRT1 - Php 15.00 to Php 30.00
LRT2 - Php 15.00 to Php 25.00

MAKATI

	LRT 1
	LRT 2
	MRT 3

What's New in the Metro?

PASAY CITY



Theater February 15 - 24

Romeo and Juliet

Celebrate one of the world's greatest love stories in this season of love! Featuring choreography by Alice Reyes, Ballet Philippines takes the stage with Romeo and Juliet from February 15 to 24 at the CCP Main Theater, Pasay City.

CCP Main Theater, Pasay City



Event February 16

10th Philippine International Pyromusical Competition: Philippines & Finland

Witness the skies get illuminated with a thrilling fireworks exhibition by 10 participating countries around the globe in this year's 10th Philippine International Pyromusical Competition. The 6-week pyromusical competition starts on February 16 at SM Mall of Asia, with opening performances from the Philippines and Finland.

Mall of Asia, Pasay City



Concert February 22

Josh Groban: Bridges Tour on February 2019

The internationally renowned singer, songwriter, and actor with a distinct and recognizable baritone voice, Josh Groban is coming to the Philippines for the Bridges Tour. Celebrate post-Valentine's Day with him at the SM Mall of Asia Arena this coming February 22.

Mall of Asia Arena, Pasay City



Event February 22 - 24

Cycle Exchange Asia 2019

Get the latest products and exclusive deals in the cycling sports industry as the pioneer consumer event in Asia, Cycle Exchange Asia 2019, comes back for another year of showcasing the newest products from top cycling brands from February 22 to 24 at the SMX Convention Center, Pasay City.

SMX Convention Center, Pasay City



Concert March 5

Red Pill Blues Tour: Maroon 5 Live in Manila

The well-loved American pop rock band Maroon 5 returns to the Philippines this March 5, to promote Red Pill Blues, their sixth album released in November 2017.

Mall of Asia Arena, Pasay City

QUEZON CITY



Convention February 22 - 23

Retro Gaming Expo

Go back to the old-school gaming trends and be retrofied in this year's Retro Gaming Expo on February 22 to 23 at Fisher Mall Expo Hall. Expect numerous booths, cosplay, contests, exhibitions, and giveaways waiting for you in this exciting two-day convention.

Fisher Mall, Quezon City



Concert February 25

Years and Years: The Palo Santo Tour

The British electro-Pop trio Years & Years brings their Palo Santo World Tour 2019 in Asia to perform songs from their second studio album for the first time in Manila.

New Frontier Theater, Quezon City



Concert February 26

Kodaline Live in Manila 2019: Politics of Living Tour

The Irish rock band Kodaline will perform their last-song-syndrome-triggering album, Politics of the Living, for their 2019 tour, as they hit the Philippine stage on February 26 at the New Frontier Theater in Quezon City.

New Frontier Theater, Quezon City

SPOTLIGHT



Expo

PTAA: Travel Tour Expo 2019

February 8 - 10

Keep your wanderlust on the right track with Philippine Travel Agencies Association's much-awaited annual Travel Tour Expo, which is now on its 26th season.

Wherever you dream to travel, be it a local or overseas destination, the 26th Travel Tour Expo will be the perfect place to grab the best deals on domestic and international airline tickets, tour packages, travel insurances, hotels, and more. You may even score freebies! General admission tickets are priced at P100.

SMX Convention Center, Pasay City

ALABANG



Wanderland Music & Arts Festival

The magical celebration of music and arts is just a few months away so make sure to mark your calendars and purchase your tickets as Wanderland 2019 is happening this early March 9 and 10 at the Filinvest City Events Grounds, Alabang.

Filinvest City Events Grounds, Alabang



For more events, please visit primer.com.ph/events



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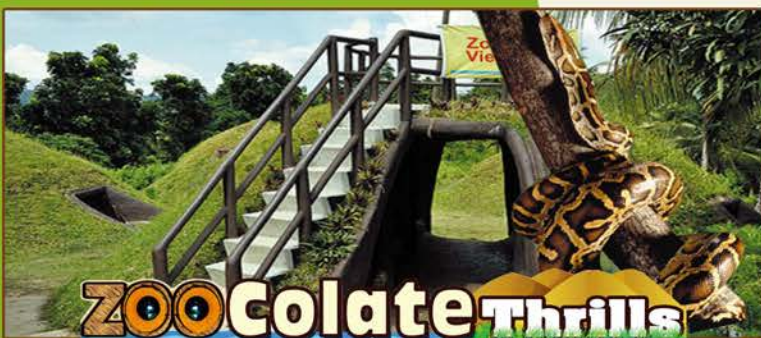
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