

Philippine Gaming Industry Shows Strong Growth Prospects: International Entertainment Optimistic About Market Outlook

Philippine Amusement and Gaming Corporation (PAGCOR)



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With the growth of the tourism sector, the Philippines has emerged as a rising star in Southeast Asia's gaming landscape in recent years. According to the Philippine Amusement and Gaming Corporation (PAGCOR), the total gaming revenue for 2024 is projected to reach approximately PHP 111.7 billion (around USD 1.91 billion), marking a year-on-year increase of 40.7%. With a lowered threshold for gaming licences and significant growth potential, the past few years have seen Hong Kong-based firms expanding into the region. Among them is International Entertainment (01009), which primarily operates hotels and gaming businesses. In May 2024, the company secured a provisional licence from PAGCOR, granting permission to operate a casino and develop the integrated resort "Lavie Resort and Casino Manila" in Manila. The licence is valid for ten years and is renewable. The group has announced plans for extensive renovation works to expand the casino's footprint, accommodating more slot machines and gaming tables to boost revenue.

Major Renovation Plans to Enhance Facilities

Chief Financial Officer Vincent Li stated that the group signed two construction contracts in 2025, totalling approximately PHP 2.5 billion. The renovation aims to upgrade the group's hotel facilities, which is expected to increase occupancy rates and create additional gaming space on the ground floor of the casino. The number of gaming tables in the casino is set to rise from around 80 to over 110, while slot machines will increase from approximately 500 to over 920. This upgrade is expected to broaden the customer base, attract more high-net-worth VIP players, and effectively enhance revenue and cash flow.

He further noted that the Philippine gaming industry showed strong momentum in early 2025, with the first-quarter gross gaming revenue (GGR) reaching PHP 104.12 billion, a significant 27.44% increase compared to the same period last year. The group aims to capture more market share and drive growth by continuously upgrading casino and hotel facilities and introducing strategies such as engaging VIP room Junket operators.

Targeting the Younger Generation amidst Fierce Competition

Faced with intense competition within the industry, Casino Chief Operating Officer Bernard How revealed that the brand's promotional strategies are geared towards the younger generation. The team is actively developing various marketing campaigns to attract this demographic and provide a unique customer experience.

REVPAR Up 12% Compared to Pre-Pandemic Levels

Executive Director and Hotel Chief Operating Officer Aurelio Tablante highlighted that the Philippine hotel industry has recovered, with approximately 5.94 million international tourists visiting the Philippines in 2024. Although this figure is lower than the 8.26 million recorded in 2019, the country's tourism revenue in 2024 reached a record PHP 760.5 billion, surpassing 2019's PHP 600 billion by approximately 27%.

He added that the hotel's revenue per available room (REVPAR) for 2024 stood at PHP 3,840, representing a 12% increase compared to 2019, prior to the pandemic. With ongoing renovations and the addition of new facilities, this figure is expected to grow further in the coming years.

Aurelio Tablante stated that the renovation works on the hotel's facilities are expected to be completed by 2026. The overhaul will include upgrading all guest rooms, redesigning facility areas, developing exclusive VIP lounges and bars, establishing new dining venues, creating a brand-new lobby, and implementing a comprehensive update of certain equipment.

Future Development Plans in the Philippines

Discussing the three-to-five-year development strategy in the Philippines, Vice President of Corporate Development Matthew Laguimun noted that the group will focus on its existing asset types, with plans to expand within the Metro Manila region. Given the continuous growth of the country's hotel and entertainment industries, the group is actively seeking other acquisition opportunities.

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Source : International Entertainment (01009), Philippine Amusement and Gaming Corporation (PAGCOR)

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