## **SECURITIES AND EXCHANGE COMMISSION**

## SEC FORM 17-C

## CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17.1

1.	November 15, 2012	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
	Date of Report (Date of earliest	event reported)			
2.	152747 SEC Identification Number	3. <b>000-153-79</b> BIR Tax Ide		90-000 entification Number	
4.	AYALA LAND, INC. Exact Name of registrant as spe	ecified in its charter			
5.	MAKATI CITY, PHILIPPINES Province, country or other jurisd incorporation	S 6. Industry Cla		(SEC Use Only) cation Code	
7.	30/F, Tower One, Ayala Triang Address of principal office	jle, Ayala Avenue, Mak	ati City	1226 Postal code	
8.	(632) 750-6974 Registrant's telephone number, including area code				
9.	Not Applicable Former name or former address, if changed since last report				
10.	Securities registered pursuant to	Sections 8 and 12 of the	SRC or Sections	4 and 8 of the RSA	
	As of September 30, 2012				
	Title of Each Class	Number of Shares of Common Stock Outstanding 13,751,209,776 13,066,494,759		Amount of Debt Outstanding P 20.2 Billion Bonds	
	COMMON SHARES VOTING PREFERREDS*				
Ind	licate the item numbers reported he	erein :	Item 9. Other I	Events	
	Clarification in Business Mirror bank"	(internet edition) new	vs article "Aya	ala Land to grow tourism	ì
this r	Pursuant to the requirements or eport to be signed on its behalf by				l
Date	: <u>November 15, 2012</u>		Senior Vic Chief Finand		

\*Unregistered



SEC Reg. No. 152747

15 November 2012

Philippine Stock Exchange, Inc. 3<sup>rd</sup> Floor, Tower One and Exchange Plaza Ayala Triangle, Ayala Ave., Makati City

Attention:

Ms. Janet A. Encarnacion Head, Disclosure Department

Dear Ms. Encarnacion,

We write in response to your letter dated November 15, 2012 requesting Ayala Land Inc. ("the Company") to clarify and/or confirm the news article entitled "Ayala Land to grow tourism landbank" posted in the Business Mirror (Internet Edition) on November 14, 2012. The article reported in part that:

"Property giant Ayala Land Inc. (ALI) is preparing for a boom in tourism arrivals and is laying down plans to widen its presence mainly in the country's beach resort segment, a top company executive said on Wednesday.

ALI President Antonino Aquino told reporters at the sidelines of a real-estate forum on Wednesday that the builder is eyeing to grow its landbank to about 1,000 hectares in two to three years. He said ALI, which in 2010 acquired the operator of a chain of upscale resorts in El Nido, Palawan, is about "halfway" through this goal.

"We don't have that [scale] at this point so eventually we should move going into that magnitude. It should be more on the island-type of developments where you have beachfronts," Aquino said at the sidelines of the Asia Pacific Real Estate Investment Summit.

• • • •

We wish to confirm that the Company maintains a positive view in the tourism potential of the country and has on-going projects in Bataan and Palawan. The Company is exploring other areas for tourism and leisure development to take advantage of the bright prospects in the country's tourism industry.

Thank you.

Very truly yours,

Jaime E. Ysmael
Senior Vice-President,
Chief Finance Officer and
Chief Compliance Officer

Cc:

Securities and Exchange Commission

SEC Building, Mandaluyong City

Attention:

Hon. Justina F. Callangan

Director, Corporation and Finance Department

Philippine Dealing and Exchange Corporation

37<sup>th</sup> Floor, Tower 1, The Enterprise Center 6766 Ayala Ave cor. Paseo de Roxas, Makati City

Attention:

Ms. Ma. Concepcion Magdaraog

Head, Issuer Compliance and Disclosures Department