

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. April 10, 2014 Date of Report (Date of earliest event reported)
2. 152747 SEC Identification Number 3. 000-153-790-000 BIR Tax Identification Number
4. AYALA LAND, INC. Exact Name of registrant as specified in its charter
5. MAKATI CITY, PHILIPPINES Province, country or other jurisdiction of incorporation 6. (SEC Use Only) Industry Classification Code
7. 30/F, Tower One, Ayala Triangle, Ayala Avenue, Makati City Address of principal office 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 December 31, 2013

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Rows include COMMON SHARES and VOTING PREFERREDSD*.

Indicate the item numbers reported herein : Item 9. Other Events

Re: Clarification regarding news article entitled "ALI to raise hotels capex" posted in Inquirer.net on April 10, 2014

Pursuant to the requirements of the Securities Regulations Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AYALA LAND, INC.

Registrant

Date : April 10, 2014

PAMELA ANN T. PEREZ Deputy Compliance Officer

*Unregistered

SEC Reg. No. 152747

10 April 2014

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

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Messrs & Mesdames:

We respond to your letter this morning, seeking our comment on the article entitled "ALI to raise hotels capex" posted in Inquirer.net on April 10, 2014. The article reported in part that:

Property giant Ayala Land Inc. is investing around P11 billion to scale up its interest in the local tourism industry with the goal of doubling its hotel and resort room inventory to 4,100 by 2016.

Jose Emmanuel Jalandoni, ALI vice president and group head for hotel and resorts, said the expansion would include developments in the seaside portfolio in El Nido, Palawan, where about P5 to P6 billion in fresh investment would be made in the next five years.

At the sidelines of ALI's annual stockholders' meeting on Monday, Jalandoni told reporters that many of the upcoming offerings would be under the homegrown 'Seda' brand.

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We confirm that the Ayala Land is investing approximately P11 billion to expand the Seda hotel portfolio, in line with growing its hotels and resorts business to more than 4,000 rooms by 2016. Moreover, the Company has unveiled its plans to develop a seaside eco-tourism estate in Palawan, with an estimated capital outlay of around P5 to P6 billion to be spent over the next five years.

Thank you.

Very truly yours,


Pamela Ann T. Perez
Deputy Compliance Officer

Cc:

Securities and Exchange Commission

SEC Building, Mandaluyong City

Attention: Hon. Vicente Graciano P. Felizmenio, Jr.
Director, Market Regulation Department

Philippine Dealing and Exchange Corporation

37th 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