



# OUR VISION

The Philippines is one of the most preferred tourist destination in Asia Pacific in 2022

## OUR CORE VALUES

**P**ASSIONATELY DRIVEN TEAM

**O**UTSTANDING LEADERS

**W**ELL-BALANCED WORK-LIFE

**E**MPOWERED ORGANIZATION

**R**ESPONSIVE PARTNERS

CUSTOMERS/  
STAKEHOLDERS

- Top of Mind Travel Destination
- Increase Number of Events
- Improve Customer Satisfaction Rating

FINANCIALS

- Efficient Utilization of Corporate Operating Budget
- Develop Supplemental Revenue Sources

INTERNAL  
PROCESSES

- Quality Management System

LEARNING &  
GROWTH

- Develop a highly competent and professional workforce

## OUR MISSION

We creatively market and promote unique and high value experiences for the visitors