

HEADLINES

A full-page background image showing a diver in a black wetsuit and fins swimming horizontally through a dense school of small, silvery fish in clear, turquoise water. The diver is positioned in the upper right quadrant, with their head pointing towards the left. The fish are concentrated in the lower half of the frame, creating a textured, shimmering effect.

A Quarterly Newsletter of the Philippine Tourism Promotions Board

APRIL 2018

**Exploring
Underwater
Jewels**

CineTurismo

**ASEAN
Tourism Forum
2018**

WHEN YOU'RE WITH FILIPINOS YOU'RE WITH FAMILY

Jack Ellis
Traveler

Hinatuan Enchanted River
Surigao, Philippines
f t i @tpbphl #tpbphl

IT'S MORE FUN IN THE
PHILIPPINES
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HEADLINES

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COVER PHOTO:
Exploring Underwater Jewels
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Exploring UNDERWATER Jewels



Being within the
biodiverse rich
“Coral Triangle”,
the Philippines is well
known to international
divers as one of the
top dive destinations
in the world

To maintain the high-profile of the country in the international diving industry, the TPB led the active participation of the Philippine delegation at the Diving Equipment & Marketing Association (DEMA), held last 1-4 November 2017 in Florida, USA.

The Philippines sponsored two (2) seminars for all DEMA participants, namely, “The Best and Beyond of Philippine Diving” conducted by renowned underwater photographer, Ms. Beth Watson; and “Exploring three Jewels of the Philippines – Anilao, Puerto Galera, and Tubbataha” conducted by Mr. Scott Gutsy Tuazon, a veteran Philippine underwater photographer.

At the Philippine booth, Mr. Daniel Geary of Dumaguete-based Atmosphere Resort also made presentations to groups of guests on the Philippine Frog Fish.

The Philippine delegation to DEMA was composed of representatives from among thirteen (13) dive resorts/properties. They kept the booth active and busy with briefings on product updates, audio-visual presentations, and business meetings to attract a larger share of the American diving industry to the Philippines. Considered as the “Olympics” of the scuba diving industry, DEMA 2017 provided a platform for the Philippine dive industry to renew contacts with dive wholesalers, underwater photographers, and divers from the North American market.

SEEING IS BELIEVING



KOREA

The Korean desk of the TPB implemented fam trips for two (2) Korean media outfits namely Travie Magazine and AMANDA social channel.

Travie Magazine, the number one travel journal in Korea and a top go to source of repeat news by bloggers and youtubers, brought in travel writers who explored the Ilocos Region and El Nido, Palawan as new destinations for leisure travellers. The group tried the 4X4 ride and sandboarding at the Suba Paoay Sand Dunes in Ilocos and explored the different islands around El Nido.

AMANDA, a social media channel known for its mobile dating app, produced a reality show entitled “Romance in Bohol” with three males and two females interacting and dealing with love, while experiencing the scenic attractions of Bohol.

Several clichés and adages come to mind when explaining the rationale behind the marketing tool called ‘familiarization trips’. “Seeing is believing” and “the proof of the pudding is in the eating” are two expressions or clichés that best define how familiarization trips are used as a marketing tool to show prospective foreign trade buyers or media members new developments in the tourism industry or dispel negative publicity about the destination.

As word-of-mouth advertising and beautiful scenery images going viral in social media help decide the next holiday choices for consumers, the Tourism Promotions Board (TPB) welcomed several foreign media and tour wholesalers from all over the world, for the period October 2017 to February 2018, to help promote alternative and emerging Philippine provincial destinations to the international market.

...“They came , they saw , and (hopefully !) they were conquered”...



CHINA

The TPB organized trips to Cebu, Bohol, Bicol, Coron, Davao, and Puerto Princesa, Palawan for one hundred fifty one (151) travel agents from Tianjin, Shandong, Xian, Zhengzhou, and northeast China last December 2017. By end of December 2017, China was recorded with 14.63% share of total arrivals, making it the number two source market for the Philippines.

GERMANY

The crew of the German travel documentary series, “Verrucht nach Meer”, meaning ‘longing for the sea’ came to the Philippines in February 2018 to film in Hundred Islands, Pangasinan, Intramuros, Bahay Aruga in Paco, and Coron, Palawan. This TV series is based on the journeys around the world of the Cruise liner MS Artania. The series claims 1.3 million viewers on TV and 31,000 followers on Facebook.

The Philippine episodes will showcase the local cuisine, sceneries, culture, and Bahay Aruga, the charitable organization for street children that the German show supports in the country. Expected airing date is on July 21, 2018.

JAPAN

The TPB, Department of Tourism (DOT) Osaka and H.I.S Travel Agency, together with Philippine Airlines (PAL) Osaka, organized a familiarization trip in Manila, Makati and Tagaytay last 07 – 10 October 2017 for Japanese travel agents and social media influencers to promote the Philippines as a safe and ideal vacation destination for the Japanese ladies market.

NORTH AMERICA

FIL-AM MEDIA FAMILIARIZATION TOUR

A media familiarization tour for members of the Filipino-American Press Club of New York, USA was implemented by the American desk of the TPB to Manila and Davao last November 2017. The organizations represented included: ABS-CBN News / The Filipino Channel; GMA Int’l; The FILAM; FILAM’s Who’s Who; Asian Journal; Philippine Daily Mirror; Filipino Reporter; USA Inquirer Net; Philippine Airlines; and the Philippine Consulate General of New York.



5TH WINTER ESCAPEDE 2018

The TPB again extended assistance to the 5th Winter Escapade 2018 for members of the Filipino-Canadian communities, who visited Manila, Bacolod and Davao early this year.



BACOLOD BAGS PRESTIGIOUS MICECON 2018

The City of Bacolod won the bid to host this year's edition of the Philippine M.I.C.E. Conference to be held on 26-30 November 2018.

M.I.C.E. stands for Meetings, Incentive Travel, Conventions and Exhibitions and it represents specialized sectors of business and industry that require higher standards of tourism services and facilities.

First held in 2010, the Philippine M.I.C.E. Conference (MICECON) is the integration of two (2) major Philippine M.I.C.E. Programs: the long-running Philippine Incentive Marketing Conference (Phil-Incentive) organized by the Tourism Promotions Board (TPB) Philippines (formerly Philippine Convention & Visitors Corporation) in cooperation with Meetings, Incentive Travel, Events/Exhibitions Philippines, Inc. (MITE Philippines), and the Philippine Asian M.I.C.E. Forum organized by the Philippine Association of Convention & Exhibition Organizers and Suppliers (PACEOS).

MICECON is considered as one of the most prestigious tourism-related event organized in the country. It consolidates and strengthens all sectors involved in the M.I.C.E. industry by providing an ideal platform for a comprehensive educational program and trade opportunity for the Philippine M.I.C.E. stakeholders and practitioners. MICECON also aims to showcase new developments, establishments and products in the Host Destination; increase

the levels of creativity and professionalism and further upgrade capabilities of the host destination in targeting and handling the M.I.C.E. market.

TPB positions MICECON to focus on high-level issues on travel and tourism, to industry-specific workshops on Meetings, Conventions, Incentive Travel, Exhibitions, Special Events and M.I.C.E. Marketing. Thus, in order to conduct a more comprehensive development program (to include having a post-conference evaluation and focused educational sessions) for the succeeding host destinations, MICECON shall be held biennially.

Bacolod City, together with the municipalities of Bago, Silay and La Carlota, hosted the 3rd Phil-Incentive in 1997. Hosting the MICECON after over 2 decades is a welcome opportunity for Bacolod City to further upgrade its industry practitioners and at the same time showcase the uniqueness in its destination.

Mayor Evelio "Bing" Leonardia and the whole municipality of Bacolod City are excited to welcome the 400 MICECON participants in November of this year.

For registration information on MICECON 2018, please contact the TPB M.I.C.E. Department (c/o Sherdoll Bayona or Nica Tolentino) at telephone numbers 525-6635 or 525-9318 locals 230 and 228.

▼ From left to right: Office of the City Administrator Executive Assistant Rodel Parcon, Bacolod City Councilor Em Ang, Bacolod City Mayor Evelio Leonardia, TPB Chief Operating Officer Cesar Montano, TPB DCOO for Marketing and Promotions Maricon Ebron, and TPB MICE Department OIC Teresita Landan



CineTurismo:

MOVIES AS A PLATFORM FOR DESTINATION PROMOTIONS

Mr. Cesar Montano, Chief Operating Officer (COO) of the Tourism Promotions Board (TPB) recently launched CineTurismo, an awards project that recognizes local and international films that showcase the beauty of the Philippines and help promote Philippine tourism through film.

"Film Tourism is a steadily growing industry in the country," says COO Montano. "We've seen how wonderful portrayals of the Philippines in various films,

local and international, have roused interest in and boosted tourism to local tourist spots." Films to be honored were Sakaling Hindi Makarating, directed by Ice Idanan and shot in Ilocos, Siquijor, Batanes, and Zamboanga; Director Ellen Ongkeko-Marfil's Lakbay2Love, which showcases Timberland Heights and Benguet; Paglipay from Director Zig Dulay, set in the mountains of Zambales; Camp Sawi by Director Irene Villamor, set in Bantayan Island; Patay na si Hesus, directed by Victor Villanueva; Director Mario Cornejo's Apocalypse Child, set in Baler; Siargao by Director Paul Soriano, which showcases the island of the same name; Director Bona Fajardo's I Found My Heart in Santa Fe, set in Santa Fe in Cebu; Requited by Director Nerissa Picadizo, which features Mt. Pinatubo; and Director Thop Nazareno's Kiko Boksingero, filmed in Baguio.

"Film Tourism is a steadily growing industry in the country, We've seen how wonderful portrayals of the Philippines in various films, local and international, have roused interest in and boosted tourism to local tourist spots."

— COO Cesar Montano

Special citations were also given to South Korean films Mango Tree, directed by Lee Soo-Sung and shot in Cebu, and Romantic Island, directed by Cheol-Woo Kang and shot in Boracay.

Honorees were chosen based on the following criteria: they were made by a Filipino production house; are full-length films (minimum of 75 minutes); commercially released within the last two years; were shown in the Philippines or at international film festivals; showcase the destination extensively or destination is a setting for majority of the scenes; portray the country in a positive manner, provide a general awareness of the locale, and have created a positive impact on the community and perception of its people; have promoted and preserved culture and heritage and reflect the country's history; enrich Filipino values and traits such as resilience, the Bayanihan spirit, hospitality, and patriotism; have inspired and excited the viewer to visit the country, and must have induced travel among moviegoers; and have generated revenues and created jobs in their locations, as well as new trade and businesses.

This is a timely move by the TPB in light of the pending Film Tourism Bill (SB 1330) sponsored by Sen. Grace Poe and introduced by Sen. Sonny Angara, which recognizes the "potential of international and local motion picture production to create jobs, grow the economy and raise the nation's international profile" and seeks to offer incentives to production companies who choose to showcase Philippine destinations and the nation's historical and cultural heritage, or champion Filipino film practitioners and artists in foreign productions.



ATF 2018: JOURNEY TOWARDS BOUNDLESS PROSPERITY

More than 240 buyers and 275 sellers joined in the 2018 ASEAN Tourism Forum (ATF), with a theme “Sustainable Connectivity, Boundless Prosperity”, held last 22 – 26 January 2018 in Chiang Mai, Thailand.

The Philippines, an ASEAN founding member nation, participated with a 29-strong private sector delegation led by the Tourism Promotions Board (TPB), with the aim of bringing home a slice of the intra-ASEAN travel touted by ASEAN tourism leaders.

TPB estimated that leads amounting to USD 1.8 million were made by the Philippine sellers during the event.

Top three (3) preferred Philippines destinations at ATF were

Cebu / Bohol, Palawan and Boracay. Beach holidays and corporate travel were the main activities buyers inquired about from the Philippine sellers.

A “Philippine Night” was also organized by TPB and the Department of Tourism (DOT) where sellers and media participants were treated to a Filipino party atmosphere with musical showcase that had people dancing and enjoying the late night function. The function was graced by the ASEAN Tourism Awardees from the Philippines and Thailand’s Minister for Tourism and Sports, Mr. Weerak Kowsurat.

TPB also conducted a Philippine Media Briefing to update international media who were present of new tourism developments in the country.



From left to right: Ms. Pearl Maclang (Director of Sales and Marketing, Marco Polo Davao), Mr. Ittirth Kinglek (President, Tourism Council of Thailand), Mr. Yuthasak Supasorn (Governor, Tourism Authority of Thailand [TAT]), Mr. Kalin Sarasin (Chairman of the Board, TAT), Ms. Maricon Ebron (OIC, DCOO for Marketing and Promotions), Dato Melissa Ong (Market Representative, DOT Malaysia), and Mr. Thanate Vorasaran (Advisor to the Board of Directors, TAT)

4TH MODE TOUR AND TRAVEL MART 2017

Mode Tour, a Korean tour wholesaler pioneer, invited ten (10) Philippine partner organizations, together with TPB and DOT Korea Office, to participate in the 4th Mode Tour and Travel Mart held last 16-19 November 2017 at the Convention and Exhibition Center in Seoul, Korea.

The 2017 show attracted 73,800 visitors and generated total sales worth KRW 31 billion for its 370 exhibitors.

The Philippine seller partners who joined the Mode Tour 2017 were: J. Park Island Resort; Crimson Resort and Spa Mactan; Conrad Manila; Shangri-la’s Mactan Resort and Spa, Cebu; Costabella Tropical Beach Hotel; Plantation Bay Resort & Spa; Savoy Hotel Boracay Newcoast; Fairways and Bluewater Newcoast Boracay; Henann Group of Resorts; and I’M Hotel Manila.



Country representatives gather at the opening of the 4th MODE & Travel Mart

2017 BUSINESS MISSION TO KEEP TOP MARKET

The need to keep the Korean Market updated of new developments in the Philippine tourism industry and help maintain strong arrivals from this top source market was the guiding force in the business mission from the Philippines, led by the TPB and the DOT Korea Office last 14 November 2017.

Thirty five (35) companies, composed of resorts, hotels, airlines, tour operators, and the government sector, participated in two sessions

of business meetings held at the Lotte Hotel Seoul. The evening affair was a good opportunity for the participants to renew contacts with 200 members of the Korean travel trade with business to the Philippines and keep the destination uppermost in the consciousness of the Korean tour wholesalers.

Consul-General Christian de Jesus of the Philippine Embassy in South Korea delivered the opening remarks and TPB COO Cesar Montano officially

welcomed the guests and participants during the dinner reception that followed the business sessions. A tourism update on the Philippine industry was done by the DOT Korea Tourism Attache, Ms. Jun-jun Jorda-Apo and airline representatives from Philippine Airlines and Cebu-Pacific gave updates on their respective airline companies.

A Philippine entertainment group and raffle prizes added fun elements to the evening.

TRADE EVENTS PORTFOLIO



MEET THE BIDDER

The Tourism Promotions Board (TPB) participated for the first time in the annual "Meet the Bidder" event in Warsaw, Poland last November 2017 to promote the Philippines as an ideal venue for M.I.C.E. (Meetings, Incentives, Conventions, Exhibitions).

"Meet the Bidder" puts together M.I.C.E. suppliers and buyers from Poland and the neighboring European countries.

Photo shows the President of the Polish Chamber of Tourism Mr. Pawel Niewiadomski (2nd from left) and Philippine Ambassador Patricia Ann Paez (4th from left) with TPB representatives Raquel Ruth Tria and Grace de la Rosa and other Polish representatives of M.I.C.E. organizations in Warsaw

TPB AND PCAAE SEAL A STRONG PARTNERSHIP FOR MICE DEVELOPMENT

The Tourism Promotions Board (TPB) and the Philippine Council Association and Association Executives (PCAAE) seal a strong partnership in enhancing the image of the Philippines domestically and internationally.

The main goal of the partnership is to encourage members of PCAAE to bid for hosting of regional and international events in the country,

which will contribute in the fulfillment of TPB's mandate to promote the country as a world-class venue for Meetings, Incentive travel, Conventions, and Events/Exhibitions (MICE) and other events.

Taking charge of facilitating MICE events, TPB cooperates and works with local and international industry partners to further strengthen the Philippine MICE industry. TPB's

partnership with PCAAE will be a great avenue to further enhance its business relations and to firm up business leads.

In photo below: TPB COO Cesar Montano (center) and PCAAE CEO Octavio Peralta (immediate right of center) at the memorandum of understanding (MOU) signing formalizing the TPB-PCAAE partnership.



GITF 2018

The 90-square meter Philippine Booth at the Guangzhou International Travel Fair (GITF), held last 1-3 March 2018, was manned by five members of the private sector from the Philippines, airline company representatives, local Chinese tour operators with Philippine packages, and the government sector. Guangzhou is one of the biggest source of outbound leisure traffic from China. A product presentation and B2B meetings were held in Shenzhen prior to the fair.



THRESHER SHARKS MAKE THE PHILIPPINES WIN AT DRT HONG KONG

The Philippines was awarded "Best Destination to witness Thresher Sharks" at the Diving, Resort and Travel (DRT) Expo in Hong Kong last 15-17 December 2017.

TPB led the Philippine delegation, composed of fifteen (15) dive operators from the country's premier divesites, in promoting the country as the best dive destination closest to Hong Kong and China. Representatives from the Philippine dive industry touted Dumaguete, Palawan, Bohol and Cebu, as ideal sites for this dive niche market. The Philippine Retirement Authority (PRA) also joined the DRT Hong Kong to promote the Philippines as a retirement spot for the Chinese market.



FESTIVALS SHOWCASED AT 25th TRAVEL TOUR EXPO

Philippine festivals took a spotlight at the Tourism Promotions Board (TPB) Philippine pavilion during the 25th Travel Tour Expo (TTE) held at the SMX Convention Center last 8 – 11 February 2018.

The 150-square meter Philippine pavilion highlighted dynamic Philippine celebrations, cultural festivities, heritage and history presented by the various Department of Tourism (DOT) regional offices. Moreover, cultural performances featuring Philippine festival dances drew attention and welcomed the public to the Philippine pavilion. A wall alive photo booth was also set up as an interactive promotion of Philippine destinations where guests touch our Philippine destinations on-screen and see it come to life, take selfies and have a photo souvenir.

The TPB was a co-presentor, with the Philippine Travel Agencies Association (PTAA), of the country's biggest annual travel and tourism consumer event. A total of 330 domestic and international travel and tourism companies, associations, and organizations were featured during this direct-selling event.

PAL AIMS FOR THE STARS

Philippine Airlines (PAL) recently received the coveted 4-Star Airline certification from Skytrax, a London-based international air transport rating organization.

The award, which gives the company the unique privilege of joining 40 other international airlines in this prestigious category, is a stepping-stone to the goal of clinching five stars by 2020 that the airline hopes to achieve through an aggressive strategy of fleet upgrades, route expansion and service innovation.

“ This is a big win for the Philippines,” said PAL Chairman & CEO Dr. Lucio Tan. “We are elated by this recognition, which is a victory for the more than seven thousand members of the Philippine Airlines family. Our achievement is the country’s achievement and we share this with all Filipinos around the globe.”

Philippine Airlines’ “get that star” journey started in 2016, when PAL

finalized fleet orders of Airbus A350’s, A321’s, Boeing 777’s, and Bombardier Q400 Next Generation planes bringing the fleet count to the present 88 aircraft, the largest fleet in the Philippines. Eight of the airline’s 15 Airbus A330’s have undergone a total cabin transformation from a single economy to a tri-class cabin providing maximum comfort on all classes.

With new planes, PAL developed new domestic hubs, like Clark, Cebu, and Davao; introduced new international routes from Clark (to Seoul) and Cebu (to Bangkok, Chengdu, Beijing, etc); and launched direct nonstop services between Manila - Auckland and Manila - Toronto, in addition to existing direct flights to London, San Francisco, Los Angeles, and other destinations.

For 2018, new planes coming in include: six Airbus A321 NEO’s, which would be fielded by PAL for non-stop services to Brisbane and Perth in Australia, Delhi

and Mumbai in India, and Sapporo in Japan; four next generation Airbus A350’s, which would be utilized for the airline’s non-stop flights via the polar route to New York, Chicago, Seattle, and other far-flung points in Europe; and five Bombardier Q400’s.

The next big step for the airline, in its climb towards its fifth star, is anew, bigger, and more sophisticated 1,250-square meter Mabuhay Lounge at NAIA Terminal 2. Scheduled to be opened in 2018, the renovated Mabuhay Lounge will feature modern Filipino interior design inspired by Philippine Tapestry from different regions of the country. Philippine Airlines aims to serve 20 million passengers by 2021 and through consistent quality of service (as put across by the airlines’ “Heart of the Filipino” (branding) and a globally competitive airline, PAL hopes to attract more tourists to the Philippines, along the way to its fifth star.



TURISMO PAMASKO SA MGA BATA

The Down Syndrome Association of the Philippines (DSAPI) was the chosen recipient of TPB's 2017 "Turismo Pamasko sa mga Bata". This annual employee engagement program, organized and spearheaded by the Agency's Personnel and Human Resources Development Division (PHRDD), targets children with challenging circumstances and dedicates a day for them to experience the joys and good cheer of the Christmas season.

Overall, TPB sponsored a group of thirty (30) kids with an accompanying parent

or guardian each to the Dreamplay Theme Park last 14 December 2017. Adult supervision was bolstered by employee volunteers so that each child, aged from 11-19 was accompanied by two adults at any given time.

Highly interactive activities participated in by the children included time spent with various Dreamworks characters, avid play at the attraction area, 4D movie watching, and learning events such as baking cookies. It was truly the spirit of Christmas at work and everyone, kids and kids at heart, had a fun, memorable time.



DSAPI kids and TPB employee-volunteers with smiling faces and arms raised in cheer as they prepare to bake delicious cookies for sharing.

TPB-HARIBON PARTNER ANEW FOR THE ENVIRONMENT

TPB endeavors to implement effective, long-term and sustainable Corporate Social Responsibility (CSR) projects and mainly opts to partner with Non-Governmental Organizations (NGOs) having established on-the-ground experience. Partner NGOs are better positioned to identify candidate beneficiaries (communities and tourist destinations) of TPB's CSR programs.

Focus continues to be the implementation of activities with long-

term positive effect and benefit to recipient communities. The key are CSR programs with a simple approach method making them easy to do and maintain in the long run.

TPB was able to adhere to this through partnerships with Haribon Foundation in 2017 and 2018 with the added benefit of fostering environmental awareness among TPB employees, youth representatives and invited travel bloggers.

LAS PIÑAS-LAGUNA CSR, 07-08 December 2017

TPB employee-volunteers embarked on a two-legged physical campaign to personally help improve the environment. First up was a coastal clean-up in designated areas of the Las Piñas Parañaque Protected Critical Habitat and Ecotourism Area (LPPCHEA) which is home to numerous endemic and non-endemic flora and fauna. It boasts having the thickest and most diverse mangrove forest within Manila Bay. Nearby coastal communities rely on this mangrove forest for protection during high tide and against storm surges. LPPCHEA is also a present-day catch basin for indiscriminate urban trash.

Resolving to be more responsible, TPB employee-volunteers were oriented on proper waste management practices by Haribon facilitator Joseph Senga, after which everyone worked together to clear away thirty-eight (38) sacks of trash from LPPCHEA. The same set of volunteers then took to Laguna for the CSR project's second leg and planted 500 native tree seedlings under the supervision of Haribon forester Thaddeus Martinez.



Messy, messy clean up business. TPB CSR volunteers' quick foray at LPPCHEA resulted in the collection of thirty-eight (38) sacks full of accumulated trash from urban dumping.

ILOILO CSR, 28-31 January 2018

TPB brought Haribon Foundation's Biodiversity on Wheels (BOW) to the province of Iloilo for the benefit of the youth and communities in the towns of Laganas and San Miguel.

BOW is a six year old movable class program that applies age appropriate interactive activities (film showing, storytelling, book reading, coloring activities, and wildlife origami, among others) to teach children

about Philippine biodiversity and conservation. It also serves to make children aware of current challenges facing the natural environment, alongside empowering acts the young can do and encourage others to do, to save the environment such as proper waste disposal.

Under the guidance of Haribon's partner for the BOW Implementation in Panay Island, the Central Philippine University (CPU), TPB employee-volunteers turned "eco-teachers" conducted eight

(8) teaching sessions at the Leganes National High School and four (4) teaching sessions at the Lenora S. Salapantan National High School in San Miguel.

One hundred (100) educational loot bags were distributed and small giveaway prizes were awarded during the teaching sessions. All student participants capped the activity by pledging their personal commitment to be a Philippine biodiversity champion through the conduct of right environmental practices.



In Iloilo, TPB-CSR volunteers Mses. Janelle H. Borromeo, Melissa V. Ferrer-Litao and Ma. Carla Cedo and a student-volunteer from Central Philippine University (CPU), discuss environmental conservation with grade school students of Leganes National High School.

