

HEADLINES



A Quarterly Newsletter of the Philippine Tourism Promotions Board

JANUARY 2019

**MCIA Terminal 2
Projects Island
Resort Theme**

PHITEX 2018

**Two Top Women
Execs at Helm of
Philippine Tourism**

TWO TOP WOMEN EXECS AT HELM OF PHILIPPINE TOURISM

The management and staff of the Tourism Promotions Board, and everyone here in Headlines, welcome the appointment of Tourism Secretary Bernadette Romulo-Puyat and TPB Chief Operating Officer (COO) Marie Venus Tan.

As seasoned Government Executives, we believe Secretary Puyat and COO Tan are in the best position to sell the Philippines to the world and make tourism a driver for economic growth. They also exemplify “woman power” in government.

We are elated with their resolve to step up global advertising and promotions efforts for the Philippines which is what TPB is mandated to do. This can only inspire us to put in our best efforts. We fully support Secretary Puyat and COO Tan’s noble work to improve the tourism infrastructure, promote sustainability as well as undertake other key projects that will enhance Philippine tourism and put us in the world stage.

About Secretary Bernadette Romulo-Puyat

The new Tourism Secretary grew up in a political family and studied at the University of the Philippines in Diliman where she holds both bachelor’s and master’s degrees in economics.

Secretary Puyat is a seasoned public servant, having served under three administrations. Prior to being appointed to the tourism post, she was named in 2017 the Agriculture Undersecretary for Administration, Agribusiness and Marketing, and Regional Engagement. She served as an Agriculture Undersecretary for Special Concerns during the Aquino presidency.



About COO Venus Tan

COO Tan is a career executive who started as a Senior Public Relations Officer of the Philippine Tourism Authority back in 1980.

She went on to become Chief of the Europe and the Americas Divisions of the then Philippine Convention and Visitors Corporation (PCVC) and Tourism Attaché also in Europe.

Prior to her appointment, COO Tan was National Coordinator for International Marketing and Promotions of North Luzon and Palawan and Director of the Department of Tourism Office in the Cordillera Administrative Region.



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COVER PHOTO:
MCIA Terminal 2 Projects
Islands Resort Theme
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MCIA TERMINAL 2 PROJECTS ISLAND RESORT THEME



“We aggressively promote Cebu as a premium destination in the Philippines and proactively support other agencies that share the same vision.”
— Louie Ferrer
GMCAC President

The recently- inaugurated Terminal 2 of the Mactan Cebu International Airport (MCIA) evokes an island resort ambience, through a mix of modern design and Filipino elements.

Envisioned to capture the warmth and friendliness of Cebu as a tourism destination, the project was a collaboration between Hong Kong-based firm Integrated Design Associates Ltd. with interior designer Budji Layug, architect Royal Pineda and furniture designer Kenneth Cobonpue .

The massive glass façade and panels of skylight roofing fills the terminal with natural light. The island resort motif is further carried by the “wave” pattern of the building façade and by the interior ceiling woodwork. Mother of pearl shell inserts on the polished concrete floor, glisten when struck by light, evoking the sand of Cebu’s beaches. Photos of iconic tourist spots by George Tapan and Bien Bautista are

highlighted in different places within the terminal. Even the restrooms are decorated with moss panels to carry the green environment “feel” and to help purify the air.

What is striking about the main terminal interior is the use of wooden arches that look like inverted boat hulls and undulating woodwork in the ceiling made to look like waves around the island. The wooden arches have a span of 30 meters and allow the terminal to be as column-free as possible. Wood used in MCIA Terminal 2 is made of glue-laminated wood imported from Austria, which is stronger than steel, can withstand extreme weather conditions, and has a life of 200 years.

Ms. Aines Librodo, head of Airline Marketing and Tourism Development of GMR-Megawide Cebu Airport Corporation (GMCAC) said, “the wood has to be polished every 50 years with a certain special liquid to cure the wood. This is the first airport structure that has used so much wood.” She also

added that to avoid the risk of termites damaging the wood, live plants are not allowed within the terminal.

Other facilities of the 65,000 square-meter Terminal 2 are: seven-passenger boarding bridges, that can be expanded to 12 for narrow body aircrafts; high-speed baggage handling system with a four-level inline screening technology; 12 escalators and 15 elevators; food outlets, including one serving the famous Cebu Lechon; The Spa at Cebu; Plaza Premium waiting lounge; and the largest Airport Duty-Free in the country. Construction in the future includes in the drawing board, a shopping mall, casino, and a hotel.

The MCIA Terminal 2 project was awarded in April 2014 to a joint venture of two infrastructure firms: the Philippine-based Megawide Construction Corporation and India-based GMR Infrastructure Ltd., operator of the Delhi Int’l Airport and the Hyderabad Int’l Airport in India. The Filipino-led consortium GMR-Megawide Cebu Airport Corporation (GMCAC) has

managed MCIA operations since end 2014.

MCIA Terminal 1 is now solely for domestic flights, while the new MCIA Terminal 2 is for international flights. To-date, 22 international airline partners fly directly to Cebu, from foreign destinations, using the new terminal.

GMCAC president Louie Ferrer expects MCIA passenger traffic at the end of 2018 to reach 11.2 million, from 10 million last year, with the opening of Terminal 2. “We aggressively promote Cebu as a premium destination in the Philippines and proactively support other agencies that share the same vision”, he said.

Not one to rest on their laurels, GMCAC has submitted to the government an unsolicited proposal to construct a second runway at MCIA that could serve future annual capacities of up to 50 million passengers.

TPB-IPD STEPS UP INT'L PROMOTIONS ACTIVITIES

The first half of 2018 proved to be a very busy time for TPB's International Promotions Department (IPD) as it intensified efforts to promote the Philippines as an important destination in China, Japan, Malaysia and Singapore. TPB participated in five international events during the first half of the year. These had the benefit of bringing in fresh networking opportunities and generating awareness about the country, especially with prime interest groups such as divers. The key takeaway is attracting more visitors that will drive up tourist arrival numbers within the year, especially with the crucial Chinese and Japanese outbound markets.

PHILIPPINE BUSINESS MISSION TO JAPAN

The Philippine Business Mission (PBM) to Japan held last 25-28 June 2018 is an annual travel trade event that provides a platform for suppliers of Philippine tourism products to conduct business to business meetings with around 300 buyers from top travel agencies and tour operators in Japan's major cities, namely Tokyo, Nagoya and Osaka. The event continues to

be an instrument in strengthening the Philippine-Japan relations in the area of travel and tourism as well as a venue in promoting the Philippines to the Japanese, to increase Japanese arrivals to the Philippines.

Tourism Secretary Bernadette Romulo-Puyat led the 59-strong delegation composed mainly of

38 private sector companies from hotels/resorts, tour operators and airlines.

Japan currently ranks 4th in terms of tourism arrivals to the Philippines. In 2017, Japan's contribution to tourism arrivals in the Philippines reached 584,180 with a growth rate of 9.14% compared to 2016.

MARINE DIVING FAIR 2018 IN TOKYO

The Tourism Promotions Board (TPB), in coordination with the Philippine Department of Tourism (DOT) Tokyo Office, organized the Philippines' participation to the Marine Diving Fair (MDF) last 06-08 April 2018 at the Sunshine City Convention Center, Ikebukuro, Tokyo, Japan. MDF is considered

one of the largest dive resort and consumer fairs in Asia.

A total of 9 dive resorts/operators and airline companies represented the Philippines in MDF 2018. The country had the second largest booth in the annual fair, after Indonesia. Participation in the event gave

the Philippines exposure and the opportunity to promote its dive destinations to the 50,598 attendees in the three-day event. Likewise, the Philippines received 3rd prize for Best Diving Area Overseas and 8th place in the Best Diving Area category in the Reader's Choice Awards of the Marine Art Center Co., Ltd. Japan.

PHILIPPINE TOURISM JOINS COTTM 2018

The Philippines once again participated in the China Outbound Tourism and Travel Market (COTTM) in Beijing last April 16-18, 2018. This remains the only Business to Business (B2B) event of its kind and it was a success judging from the meetings conducted by the Philippine delegation with the influential buyers comprising of China's leading outbound tour operators and travel agents.

country. Destinations such as Cebu, Palawan, Bohol and nearby areas in Metro Manila like Tagaytay, Pampanga and Batangas were featured. Business matching activities served as a means for the Philippine sellers to establish linkages with their industry counterparts in China.

The Philippine Pavilion occupied a large space of 102 sq. m. and was strategically placed along the hallway of the National Agricultural Convention Center which was the main COTTM venue. The booth had an island theme depicting a relaxing beach destination. In it were elements of tropics such as sand, greenery and the cool breeze.

The Philippine contingent was composed of nine hotel/resort properties, six travel agents and one airline. They presented the latest tourism offerings to the Chinese market and gave an overview of the different attractions in the



The Philippine Delegation at the COTTM 2018.

DIVING, RESORT AND TRAVEL EXPO 2018

DRT EXPO SHANGHAI

The Diving, Resort and Travel (DRT) Expo Shanghai was held last April 6-8, 2018 the Shanghai World Exhibition and Convention Center. There were 13 dive resort operators alongside the Philippine Airlines which exhibited at the prestigious event. DOT's Shanghai office also arranged a product presentation and B2B table top meeting with 50 top Chinese dive club and media.

The Philippines was awarded Best Diversity destination in the expo. The country was also featured in Dive the World, one of the most influential online dive platforms in China.

DRT EXPO TAIPEI

The Tourism Promotions Board, in coordination with the DOT Overseas Office in Taiwan, organized the Philippines' participation to the Diving, Resort & Travel (DRT) Show in Taiwan last June 22-24, 2018 at the Taipei Flora Expo.

The Philippines was allocated a 90 square meter booth which exhibited the services of the following privately-owned companies: Azure Dive Resort, Devocean Divers, Arkipelago Divers, Kiss Diving Shop, Casa Escondida, Seaquest Dive Center, Kasai Village, Pacific Cebu Resort, El Pinoy Dive & Leisure Resort and Sea Explorers.

Approximately 150 exhibitors joined the event which gained an attendance of 15,000 visitors throughout the three-day run. The participants gave the expo a thumbs up for giving them new contacts and new sales leads. The Philippines also won the award for "Best Destination for Spotting Thresher Sharks."



The Philippine delegation at the Marine Diving Fair 2018

MIDE 2018 IN KL

The Tourism Promotions Board (TPB) spearheaded the Philippine delegation to the 13th Malaysia International Dive Expo (MIDE 2018) held on May 4-6, 2018 at the Putra World Trade Center in Kuala Lumpur.

The TPB reserved 6 booth spaces with a total of 54 sq. m which was the total space allocated for the Philippine Pavilion. There were 11 private sector companies who joined the Philippine booth, namely Atlantis Resorts and Liveboard, Azure Dive Resort, Fun & Sun Dive and Travel, Salaya Beach Houses, Scandinavian Divers, Inc., Devocean Divers Malapascua, El Pinoy Dive & Leisure Resort, Donsol Eco Tour Inc., Sea Explorers & Amun Ini, Kasai Village Dive & Spa Resort, and Philippine Airlines.

The country's participation to MIDE 2018 is a way of positioning the Philippines as an attractive and competitive dive destination for the Malaysia market.

ADEX 2018 IN SINGAPORE

The Tourism Promotions Board (TPB), in coordination with the Philippine Department of Tourism (DOT) in Singapore, organized the Philippines' participation to the Asia Dive Expo (ADEX) 2018 held last April 6 to 8 in Suntec Singapore Convention and Exhibition Centre.

The Philippine booth was allocated a space of 72 square meters occupied by ten 10 dive resorts/operators who promoted their respective properties to a total visitor count of 62,079 in the three-day event.

Ms. Nerissa Juan, Officer-in-Charge for International Promotions Department, represented the TPB in its speaking engagements and official meetings. The Philippine delegation was also joined by DOT Market Development Representatives to conduct market research on the dive market.

ADEX is the longest-running and largest dive expo in Asia celebrating its 23rd year in the business.

DOMESTIC PROMOTIONS

A BUSY QUARTER FOR DOMESTIC PROMOTIONS

As much of the world opens up and becomes more "borderless" each day, discerning travellers are discovering the precious gem that is the Philippines. It is one of the amazing archipelagos on earth blessed with a rich natural beauty and biodiversity - from majestic mountains to lush virgin forests and of course, captivating beaches that are among the world's best.

In this age of social media, locals are the best ambassadors to tell the world about their own beautiful country. As such, TPB's Domestic Promotions Department (DPD) always has their hands full in encouraging more Pinoys to explore more of the country. Other accomplishments of TPB DPD for the last quarter includes:

HOLDING OF TRAVEL FAIRS

TPB recognizes the significant contribution of local tourists to the overall financial sustainability of the tourism industry. As such, it mounts projects like "Regional Travel Fair" to encourage Filipinos based in the Philippines to discover more of their country.

Regional Travel Fair is a year-long program conducted by TPB-DPD in coordination with the Department of Tourism and local governments. During the Magayon Festival last May, affordable domestic tour packages were offered by 24 tour operators from Visayas and Mindanao in Pacific Mall, Legazpi City, Albay.

Aside from the actual selling of domestic tour packages, TPB also organized a half-day travel exchange or B2B participated in by the tour operators from Visayas and Mindanao as sellers and tour operators from Luzon as their counterpart buyers.

The second and third run of the regional pocket travel fair was held in Davao City and Bacolod City in time for the Kadayawan Festival in August and Masskara Festival last October, respectively.



▲ The VIP's during the Business to Business Session (from left to right) Ms. Maria Ravanilla, former DOTV Regional Director, Mr. Arnold T. Gonzales, OIC TPB, Mayor Noel E. Rosal of Legazpi City, Mr. Benjamin Santiago, the present DOTV Regional Director and Mr. Cesar R. Villanueva, OIC Domestic Promotions Department



▲ The VIP's during the Opening Ceremony (from left to right) Mr. Rodrigo M. Aguilar, OIC/Asst. Regional Director of DTI 5; Ms. Dorothy F. Colle, Provincial Tourism Officer of Albay; Mr. Arnold T. Gonzales, OIC, Tourism Promotions Board; Ms. Elena Delos Santos, Regional Executive Director of DA 5; and Hon. Victor Ziga, Jr., Provincial Board Member of Albay



◀ Participants to the Business to Business Session last May 17, 2018 at The Oriental Legazpi

MOUNTING OF SPECIAL EVENTS

The scenic beach town of Lianga in Surigao del Sur is being developed as one of the key sports, adventure and eco-tourism destinations in the province. It has a five-year Tourism Master Development Plan drafted by Diggs-Janssen Development Corp. The plan will guide the local government unit in the construction of much-needed infrastructure and make Lianga a major tourism spot in the region.

Part of the plan is to hold special events to generate awareness and interest about the town. For this reason, "Paddle the Pacific Surigao del Sur National Dragon Boat Festival" saw action from April 5-9, 2018 under TPB's sponsorship and supervision.

With participants and guests coming from all over the Philippines, the dragon boat competition showcased the athletic prowess of 12 elite teams composed of 22 members each. Proclaimed champion was the Philippine Navy team, followed by Marajao Abtik and Sugbu Mighty Dragons in second and third place, respectively.

Aside from the competition proper, a dragon boat clinic was held for junior paddlers which is a good way to further develop their competence for the sport.

The visitors vowed to come back to Lianga to relive their nice experience, explore more of Lianga and practice more of the dragon boat sport.



Team Bugsay Marajao Abtik

DEVELOPING LOCAL DESTINATIONS

Catanduanes and Caramoan in the Bicol region are two of the country's underrated spots with a most breathtaking beauty that can truly represent the best of the Philippines. As such, TPB-DPD will allot more resources and efforts to promote these two places which stand out for their stunning coastlines.

Caramoan in Camarines Sur has gained fame for being the site of several editions of the reality TV show Survivor. It boasts of the pristine Gota Beach and the Caramoan

National park which is lined with deep gorges, limestone karsts, secret coves and of course, white sandy beaches.

Catanduanes is the 12th largest island in the Philippines and stands out for its rich geological assets. Check out Sakahon Beach in Bato, Tuwad-tuwadan Lagoon in Pandan Palumbanes group of Islands in Caramoan, Ilihan Point in Bagamanoc, Soboc Cove in Viga, Hardin Falls, Binurong Point in Baras and the popular Puraran Beach in Baras.



Palumbanes Group of Islands



Delicia Farm site - Pandan, Catanduanes



PHITEX 2018: BETTER TIMES AHEAD FOR TRAVEL

Philippine Travel Exchange (PHITEX 2018) is the biggest travel trade event organized by the government under the leadership of the Tourism Promotions Board (TPB). Foreign buyers coming from 35 countries meet face to face with Philippine tourism suppliers and do actual visits of the prime destinations in the country. This year's PHITEX, held from August 28 to September 4, 2018 at the Marriott

Grand Ballroom carried the theme "Tourism is our Business: Guarding our Environment, Reliving our Future."

A remarkable increase in the number of PHITEX attendees was noted. This only means that international buyers are putting the Philippines on their radar as a key tourist destination. The buyers' list come from these major countries: Australia, China, Hong

Kong, Japan, South Korea, Taiwan, Malaysia, Singapore, USA, Canada, Germany and the United Kingdom.

Among the speakers who talked about sustainable tourism in the one-week event were TPB's Mavic Sevilla, former environment secretary Gina Lopez who is also a staunch environmentalist and Cultural Center of the Philippines President Arsenio 'Nick' Lizaso.

PHITEX 2018 PRE- AND POST-TOURS

An important highlight of the travel exchange is the pre-tour and post-tour activities where the international buyers got to experience for themselves the hospitality of premium tourist destinations in the Philippines. These places are the following:

Tagaytay and Batangas

Tagaytay is best known as the place with a most scenic view of the Taal Volcano, known for being an island within a lake within an island. This is the smallest active volcano in the world and the less than one hour trek up rewards one with a sight of the massive, spectacular crater within the lake.

Further up Tagaytay is Batangas province, best known for its strong coffee brews. Also worth checking out are its resorts and destination spas like The Farm At San Benito for its holistic offerings that benefit the mind and body.

Bataan

Bataan is an historical place known for its role during World War II. It is the site of the Dambana ng Kagitingan or the Shrine of Valour in Mt. Samat which was built in honor of the Filipino and American soldiers who bravely fought the Japanese during the last war.

For those in need of relaxation, Las Casas Filipinas de Acuzar is a sprawling estate where one can relive the colonial times. It also abounds with fine examples of Filipino heritage through the turn-of-the-century architecture and theme of the whole complex.

Laguna

Being so near Manila, Laguna has seen massive developments over the years. Yet amid all the infrastructure, Laguna is also the perfect place to enjoy nature. One can find here the majestic Pagsanjan Falls which offers fun and adventure to those who try the 17-km boat trip going to its amazing gorge.

There is also Costales Nature Farms found on the foothills of Mt. Banahaw which offers visitors a unique peek into Filipino farm life.

Ilocos Region

Walk along the cobbled streets of Vigan and see remnants of the past. Stand in awe of a UNESCO World Heritage Site that dates to centuries before. And don't forget to pique the

curiosity of your adventurous spirit by boarding down fine sand dunes.

Bicol region

One can never have enough when visiting Bicolandia. It is full of historical attractions, delicious food and natural landscapes, Mayon Volcano and the whale sharks of Donsol, Sorsogon are perfect examples.

Western Visayas (Iloilo and Bacolod)

Iloilo and Bacolod are known for their culinary delights, this is just one facet of the region's rich cultural heritage. Unravel history as you step inside neo-gothic churches and ancestral structures that have withstood the test of time.

Puerto Princesa and El Nido, Palawan

One is always spoilt for choice in this paradise. El Nido have 45 islands and islets from here one can find a sanctuary, amid a stunning backdrop of those limestone cliffs, secret lagoons and powdery beaches. Heading to the capital, Puerto Princesa, will take one to the world-famous Underground River, a UNESCO World Heritage Site.

Coron, Palawan

There are lots of things to do for the tourist in Coron : climb the 724 steps t Mt. Tapyas, dive underwater for World War II ship wrecks, soak in Maquinit Hot Springs or swim in Kayangan, Asia's cleanest lake. All of these activities have one thing in common: they showcase Mother Nature at its best.

Central Visayas (Negros Oriental, Siquijor and Cebu)

From the quaint university town of Dumaguete City to the pristine waters of Apo Island and the homeland of the mystics, Siquijor, there are a lot of things in Central Visayas that will leave one forever enthralled. Remember to cap the trip with a visit to Cebu which is blessed with breathtaking beaches from north to south.

Davao

Davao offers the intrepid traveller many surprises. Start the journey in Davao City, home to the imposing Philippine Eagle. Right in the city center is People's Park, a welcoming retreat and home to more than a thousand indigenous and non-indigenous species. A countryside tour of Davao brings one to enticing attractions like Eden Nature Park and Resort, Philippine Eagle Center and Samal Island which is just a boat ride away.





Ceremonial Toast during the Perfect (China) Co. Ltd. gala dinner at the SMX Convention Center. Shown in photo are: Arnold Gonzales, Officer-in-Charge of the Tourism Promotions Board (second from left), Perfect (China) Chairman Tan Sri Dato' Koo Yuen Kim, Undersecretary Arturo Boncato of the Department of Tourism and Perfect (China) President Mr. Woo Swee Lian



The Department of Tourism and the Tourism Promotions Board presented to the Chairman of Perfect (China), Tan Sri Dato KooYuen Kim a Plaque of Appreciation for sending one of the biggest incentive groups to the Philippines.

2019 SCHEDULE OF MICE EVENTS IN PH

10TH CONGRESS OF THE ASIA PACIFIC INITIATIVE ON REPRODUCTION (ASPIRE) 2020

April 16-19, 2019, MANILA
ASPIRE, a medical society based in Singapore, is devoted to the promotion of reproduction including infertility treatment and assisted reproductive technology in the Asia Pacific region. The Philippines will play host to ASPIRE 2020 through the Philippines Society of Reproductive Medicine (PSRM).

ASIA PACIFIC STROKE CONFERENCE 2019

October 3 - 6, 2019, SMX Convention Center Manila
The Stroke Society of the Philippines (SSP) will host the Asia Pacific Stroke Conference. This gathering aims to deliver ideas on the present and future aspects of the diagnosis and treatment of neurological disorders specific to the Asia-Pacific region. It will be participated by practitioners, researchers and specialists involved in stroke diagnosis and treatment.

11th WORLD CONGRESS ON PEDIATRIC INFECTIOUS DISEASES

November 5-8, 2019, MANILA
This biennial congress is the largest gathering of its kin organized by the World Society for Pediatric Infectious Diseases (WSPID). It provides specialists a comprehensive forum for sharing the latest knowledge and receiving updates on the treatment and prevention of pediatric infectious diseases.

INTERNATIONAL MASK ARTS & CULTURE ORGANIZATION (IMACO)

November ? 2019, BACOLOD CITY
Established in 2016 in Andong, Korea, IMACO aims to develop an international network of mask-related artists and organizations, and protect local mask culture and arts through an archive project.



The Perfect (China) Co. Ltd. doing their traditional group photo held on 11 July 2018 at the Parade Grounds of Quirino Grandstand, Rizal Park. The design reflects the logo of Perfect (China) and Philippines 2018.

PERFECT (CHINA) CO. LTD. INCENTIVE TOUR

The Tourism Promotions Board (TPB) through its Meetings, Incentive Travel, Conventions and Exhibitions (MICE) department assisted the Perfect (China) Co. Ltd. Incentive travel group from July 7-12, 2018 in their tour of Manila, Bataan and Quezon. The Philippines was chosen as the venue for the company's annual incentive trip.

The delegation was composed of 2,352 top sellers of Perfect (China), a leading Chinese manufacturer of health food, household, beauty, and skin care products with offices in Malaysia, Hong Kong, Indonesia, Thailand and Singapore.

Last July 11, TPB hosted the group's gala dinner with a cultural show at the SMX Convention Center. This was in appreciation to Perfect (China) for choosing the Philippines over another ASEAN destination in holding their event. During the dinner, the chairman expressed his desire to return to the Philippines in 2019 with 10,000 employees.

TPB EVENTS MIX



1. **12TH AMBASSADORS' TOUR 2018**
 July 9-15, 2018
 Manila-Cebu-Bohol
 A flagship tourism program of the Department of Foreign Affairs and the Department of Tourism in coordination with TPB, the 12th Ambassador's Tour was aimed at showcasing the best of the country and envisioned each participant to become "Filipino Ambassadors" who will generate further interest in the Philippines when they returned to the US.

3. **AIR ASIA SHENZHEN-CEBU FLIGHT PROMOTION**
 May 10-14, 2018
 Cebu and Bohol
 Celebrated was the launch of the new Air Asia flight from Shenzhen to Cebu with four winners of an online contest and four key opinion leaders in media from China. They all enjoyed the beautiful islands of Bohol and Cebu so they could experience why it's indeed more fun in the Philippines!

5. **CHINESE DIVE MEDIA FAM TRIP**
 April 4-10, 2018
 Coron, Palawan
 A group of online influencers from China were left amazed by the clear waters of Kayangan Lake and the ship wrecks of Coron. They are now ready to share the beauty of the Philippines as a prime spot for diving.

7. **PAL-HONG KONG FAM TOUR**
 April 12-15, 2018
 Manila and Davao
 Elite travel agents from Hong Kong find out that the Philippines is a fun and safe place to be as they ride the jeepney in Manila, taste the durian in Davao and be awed by the city's natural attractions, like the imposing Philippine Eagle.

9. **TAIWAN AGENTS & MEDIA FAM TOUR**
 May 17-22, 2018
 Cebu, Dumaguete & Siquijor
 The temporary closure of Boracay prompted the government to introduce new destinations to tourists. The rustic grandeur of Cebu, Dumaguete and Siquijor were a huge hit to the 16-person contingent from Taiwan who went on this fam tour.

2. **MEGA FAM TRIP FOR UK TRAVEL TRADE & MEDIA**
 April 21-30, 2018
 Puerto Princesa/El Nido Dumaguete/Siquijor/Bohol/Cebu Iloilo/Guimaras/Bacolod
 This was a familiarization tour for influential members of the UK travel trade sector, with emphasis on new, upcoming destinations in the Philippines, apart from tourist spots usually visited.

4. **BICOL FAM TRIP FOR ANZ MARKET**
 April 7-18, 2018
 Albay, Sorsogon and Camarines Sur
 Wholesale travel agents and top social media influencers catering to the Australia-New Zealand market explored Albay, Sorsogon and Camarines Sur as part of TPB's thrust to position the Bicol region as an adventure tourism destination.

6. **JOINT RAKSO-PAL-MAGELLAN TRAVEL GROUP FAM TOUR**
 May 16-22, 2018
 Manila and Coron
 Travel agents from Sydney, Australia enjoy being in the Philippines for the first time. They have the thrill of their lives seeing the Spanish heritage sites in Manila and island hopping through the clear waters of Coron.

8. **SHENZHEN MEDIA FAM TRIP**
 May 10-14, 2018
 Cebu and Bohol
 Members of Shenzhen media experience the diversity of experiences one can enjoy in Bohol and Cebu... from visiting churches to communing with giant whale sharks and going for the Sardine Run.

10. **TAIWAN TRAVEL AGENTS & MEDIA FAM TOUR**
 April 23-27, 2018
 Coron, Palawan
 Coron is not yet a popular option for Taiwanese and Chinese tourists visiting the Philippines. However, exploring the crystal-clear waters and other natural attractions of Coron, the foreign travellers soon realize it is a must-see!

11. **GUANGZHOU TO CEBU-DUMAGUETE FAM TRIP**
 June 9-14, 2018
 Cebu-Dumaguete-Siquijor-Manila
 Sunny Cebu served as the start and jump-off point of the Chinese travel agents' trip to the breathtaking natural wonders of Dumaguete and Siquijor, and ending in Manila.

MARKET PROFILE OF TOP 3 SOURCE MARKETS

Korea, the USA, and China were the top three source markets of visitors for the Philippines in 2017.

To improve arrivals from these countries, the following market data compiled by the Tourism Promotions Board (TPB) could be worth looking into for a better product-market positioning:

KOREA

The top 5 consumer trends affecting consumption patterns in Korea are: renewed consumer confidence to spend, as a result of Korean President Moon Jae-in's stimulus to create jobs; increasing number of consumers renting, rather than buying, products; growing number and influence of single-person households; high demand for cosmetic and grooming products due to Koreans' focus on personal appearance; and growth of online grocery shopping.

As for advertising media awareness, 46% of consumers noticed online advertisements, 30% noticed in-store ads, posters got 6% awareness, while television got 2%.

Korea has 47.35 million internet users. Fashion and beauty products and services topped e-commerce sales with USD\$10.22 billion, while travel, including accommodation bookings, registered online sales of USD\$2.91 billion. The travel category registered the highest e-commerce growth, with an +18% growth rate compared to previous year. The most active social media platforms are Youtube, Facebook, Kakaotalk, Instagram and Google.

When planning a trip, Koreans trust friends and family (word-of-mouth) Most, followed by travel blogs or forums, online booking or travel sites, traveller reviews on online travel sites like Tripadvisor, and lastly, travel agents. In a holiday destination, Korean tourists said that they want to find religious facilities, food and beverage from the home country and newspapers or TV channels in Korean.

Korea registered an outbound travel figure of 30 million travellers (leisure and business) for 2017, with the Philippines getting 1.4 million of these tourists during said year. Korean tourists had an average length of stay of 5.15 nights and average daily expenditure of USD192.50 in the country. Purpose of visit that Koreans gave for coming to the Philippines were holiday (73.76%) and business (2.35%).

Activities engaged in while in the country were shopping (86.20%), sightseeing (57.40%), and nature and adventure (24.90%). Favorite

destinations of Koreans in the Philippines in 2017 were Cebu, Boracay, Kalibo, and Tagaytay.

The Philippines is in the 6th position in terms of top outbound destinations for Koreans in 2017. Korea's ASEAN favorites in 2017 were Vietnam, Thailand, and the Philippines. Top 5 foreign travel destinations of Koreans last year included Japan, China, Vietnam, USA, and Thailand. Korea forecasts outbound travel to grow to 33 million tourists by 2022.

UNITED STATES OF AMERICA (USA)

The top five consumer trends affecting the American market include: strong consumer confidence as a result of more jobs and increasing household income; shift in demand towards solar energy; change to healthier diets and organic food; sustainable lifestyle choices; and choice of online streaming over main TV network programming.

In terms of advertising media awareness, consumers said that they eventually bought the product or service that they saw advertised on television (39%), online (18%), press (10%) and in-store (10%).

For e-commerce, the category of toys, DIY, and hobbies topped e-commerce sales with USD \$122.25 billion, while travel (including accommodation) came in at 4th place with USD \$74.24 billion. The most active social media platforms in the USA are Youtube, Facebook, FB Messenger, Instagram and Twitter.

The USA had an outbound market of 111 million tourists for 2017, with the Philippines getting 963,557 American tourists for said year. The Philippines was in the 19th position in terms of outbound destinations for USA tourists in 2017. American tourists recorded an average length of stay of 11.22 nights and average daily expenditure of USD 72.21 in the country for 2017. Purpose of visit stated in the survey were holiday (49.96%) and visit friends and relatives (18.98%). Activities done in the Philippines included shopping (35%), sightseeing (28%), and beach holidays (9.80%). Provincial destinations visited while in the Philippines were Cebu, Palawan, Boracay, and Bohol.

The top ASEAN destinations for American tourists in 2017 were Thailand, the Philippines and Vietnam. The top five preferred outbound destinations included Mexico, Canada, France, United Kingdom and Italy.

Areas of origin in the USA for outbound tourists were the south Atlantic region (Florida, Miami, etc - 24%), middle Atlantic region (New York, Pennsylvania and Philadelphia - 20%) and the

Pacific region (California, Washington, etc.- 18%). The US market is forecasted to grow by 2.99%, over the 2017 figures, in 2022.

CHINA

The top five consumer trends in the Chinese market are: "made in China" goods no longer considered inferior; enthusiasm to adopt latest technology; increase in cashless payments or mobile phone payments; younger market shift towards independent taste and individuality; and growing demand for organic and healthy fresh produce.

The country has 751 million internet users and 911 million active social media users. The top social media platforms are Wechat, Qzone, Youku, Sina weibo and Tencent weibo.

As for media awareness, online advertisements topped the list, followed by in-store ads, posters and television.

Top grosser for e-commerce sales is the fashion and beauty category with USD \$164.22 billion, while travel (including accommodation) is at 6th place with USD \$27.31 billion.

When planning trips, Chinese travellers believed online travel booking sites (ctrip, etc.) the most, second would be friends and family recommendations, then, travel reviews on online booking sites, social media (Wechat, weibo, etc), and travel blogs. In a travel destination, Chinese tourists said that they wanted to find service staff and tour guides who speak and understand Mandarin and Chinese newspapers and TV channels.

In 2017, China declared an outbound travel market of 87 million Chinese travellers, with the Philippines getting 968,447 Chinese tourists for said year. Chinese tourists in the Philippines for 2017 had an average length of stay of 4.21 nights and average daily expenditure of USD 63.37. Purpose of visit were holiday (68.97%) and business (2.02%). Activities engaged in while in the country included sightseeing (75.20%), shopping (74.90%) and nature and adventure (39.30%). Provincial destinations visited in the Philippines were Boracay, Kalibo, and Cebu.

Favorite ASEAN destinations of Chinese tourists in 2017 were Thailand, Vietnam, and Singapore. The top outbound destinations for China in 2017 were Hongkong, Macau, Thailand, Japan and South Korea. The Philippines placed 18th in terms of outbound destinations. Chinese tourism authorities forecast the number to grow to 126 million outbound travellers by 2022.

TPB NOW ISO-9001: 2015 CERTIFIED

The Tourism Promotions Board has been approved for ISO 9001: 2015 Certification for the scope of activities covering "Design, Development, and Provision of Philippine tourism marketing and promotion services." The approval was a result of a two-day thorough audit conducted by Certification International Philippines (CIP) on June 5 and 6, 2018. The audit found TPB's Quality Management System to be compliant with the requirements of ISO 9001:2015.

TPB also became an ISO 9001: 2008 certified organization in January 21, 2016 and has continued its certification by passing the first and second surveillance audit conducted by CIP for December 2016 and 2017, respectively.

TPB's ISO 9001:2015 certification affirms the Corporation's adherence to Executive Order 605, which requires the Institutionalization of Quality

Management System in Government. Additionally, this milestone honors the directives of the Governance Commission for Government Owned and Operated Companies and Corporations (GCG) on the same matter.

TPB's ISO Certification is valid from January 21, 2019 until January 20, 2022 and is subject to results of annual surveillance audits.

TPB CSR OUTREACH 2018 IN BANAUE, LAGUNA & SURIGAO DEL SUR

The Tourism Promotions Board undertakes Corporate Social Responsibility projects aimed instilling in various stakeholders the importance of sustainable tourism. Acting as Green Ambassadors, TPB employees teach businesses the environmental impact of their activities and the importance of such things as proper waste disposal. Everyone is encouraged not just to think of earning income but also have a deeper appreciation in helping preserve the environment for future use.

terraces to augment the local community's farming income. School supplies were also distributed in Patilong Elementary School.

The second leg of the CSR was conducted in Laguna on July 25, 2018 in coordination with Haribon Foundation. Around 750 native tree seedlings were planted in Caliraya Lake Lumot Water Shed area for reforestation purposes.

The third and final leg of the CSR program for 2018 will be conducted in Surigao del Sur from September 24-27, 2018. The agency will partner with Haribon for the maiden implementation of the Biodiversity on Wheels (BOW) in the Mindanao region, after a successful launch in Luzon and the Visayas. BOW is basically an educational project teaching grade schoolers the importance of biodiversity and preserving the environment.

For 2018, TPB's Corporate Planning and Business Development Department once again partnered with noteworthy groups like the Haribon Foundation and the Black Pencil Project for its CSR programs in Banaue, Laguna and Surigao del Sur.

The first leg of the CSR was held in Banaue from July 15 to 18, 2018. This entailed the adoption of abandoned rice



CSR Banaue: Soup kitchen



Stone walling

TPB CSR PROGRAM DISTRIBUTES RELIEF GOODS IN BICOL

When news about the eruption of Mayon Volcano broke out, the Tourism Promotions Board thought it best to conduct its 10th Corporate Social Responsibility Program (CSR) in the affected areas in the Bicol region. A plan was immediately set into motion to extend help to displaced families, particularly the areas in Albay which were placed in a state of calamity. Although the alert status was lowered and most of the residents have returned to their homes, TPB recognized that the families were still in need of support.

On the part of the 13 TPB employees who participated, they were glad to gain first-hand knowledge and experience of the country's tourism products and services, particularly in Albay. Most importantly, the mission helped foster the culture of teamwork and volunteerism in TPB.

TPB selected the municipality of Guinobatan, one of the areas with the most number of affected families, as the recipient of the project. Through a careful selection process of target recipients and coordination with the local government unit, Barangay Muladbuca Pequeno was chosen as the recipient of the CSR project as it was located just within 6 to 9 kilometers from the Mayon crater. A total of 500 households were chosen to receive relief goods consisting of 2.5 kilos of rice and a grocery bag per recipient. The remaining bags were donated to Daraga Church.

The activity not only made a difference in the lives of recipient-beneficiaries, it also strengthened TPB's networking and relationship with the Department of Tourism-Region V, the municipality of Guinobatan led by Mayor Ann Gemma Ongjoco, and of course, the community of Muladbuca Pequeno.



Relief goods distribution at Barangay Muladbuca Pequeno

CORPORATE NEWS

CSR PROJECT IN BATANES BRINGS JOY TO IVATANS

TPB, in its commitment to pursue green and sustainable tourism, conducted the third segment of its Corporate Social Responsibility project in Batanes, one of the country's verdant and beautifully unspoiled destinations. It was an activity that was both steeped in promoting nature and culture. The two highlights of the project consisted of the rehabilitation of a stone house worth P400,000, and distribution of 400 set of school supplies to different elementary schools in Batanes in coordination with the Black Pencil Project.

Participating TPB employees happily gave out the school supplies which consisted of tote bags, notebooks, pad papers, pencils, ball pens and lanyards. These were distributed in six schools, namely: Sumnanga Barrio School, Nakanmuan Barrio School, Savidug Barrio School, Chavayan Barrio School, Sabtang Elementary School, and Uyugan Central School (Basco). The recipient students were very thankful and happily welcomed the TPB team with Ivatan songs.

The employees also learned something about house construction when they helped remove the cogon roof of the Ivatan house to be rehabilitated. Once ready, the house will be used as a homestay open to the public.

It was important for the volunteer-employees to have a first-hand knowledge of the tourism products that TPB is selling, so a tour of Batanes' bestselling sights was high on the agenda. The tourist spots that TPB staff visited included Tukon Chapel, Vayang Rolling Hills, Valugan Boulder Beach, Dipnaysupuan Japanese Tunnel, Basco Lighthouse, Chavayan Cove and Tinyan Viewpoint, St. Thomas Aquinas Chapel, Honesty Coffeeshop, Alapad Hill and Marlboro Country.

It was an enjoyable activity that not only broadened the employees' outlook on green tourism but also enabled the forging of close relationships with the various stakeholders, particularly the kindhearted people of Batanes.



Arrival of the team with the boxes of school supplies to be distributed to the students of different schools in Batanes



Stone house rehabilitation

INDUSTRY UPDATE

Luxury Living at Grand Hyatt Manila

The Grand Hyatt Manila is an epitome of a true cosmopolitan luxury hotel. The five-star address is situated right at the core of Manila's fast-rising business capital, Bonifacio Global City in Taguig. Surrounded by a variety of giant offices, restaurants and retail establishments, it will rise in no time as a most favored hotel by the most discriminating business travellers, jetsetters and simple lovers of the good life.

Famous for the distinctive Hyatt brand of service, guests are indulged with the finest crafted cuisine and Grand Hyatt's extensive collection of global wines. There's also a sophisticated array of restaurants, spa services, and recreational facilities that even kids can enjoy. And if you think they forgot to offer spectacular views, —think again. The hospitality giant built all their guest rooms with extensive floor-to-ceiling picturesque windows, providing stellar views of the city skyline.

Apart from its immaculate double layout guest rooms and suites, Grand Hyatt Manila is sought after for its seven stunning VIP rooms and ten event facilities. All offer luxurious furnishings, stunning maple hardwood floors, and honeyed wood panels. It also includes a glimpse of the shimmering sunset views of the Manila Bay and Makati's towering landscape. It definitely remains true to its 'living grand' philosophy, making it one of the city's best hotels.



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ART IN ISLAND INTERACTIVE ART MUSEUM

Considered the biggest 3D interactive art museum in Asia, Art In Island Interactive Art Museum boasts of more than 100 artworks. Some measuring up to 30feet tall, the panoramic 3D paintings were created using media façade art and projection mapping. The technique of projection mapping allows visitors to enter the artwork, which are painted on the walls and floors, and interact with it.

The 3D masterpieces borrow from neo-classical to whimsical themes. At least two hours are needed to explore, interact and appreciate the artworks in this fantasy world. The museum's capacity is 1200 to 1500 pax at one time.

Located at 175 15th Avenue, Barangay Socorro, Cubao, Quezon City (at the back of Cubao Expo), Art in Island open at 9:30 AM to 9:30 PM on Tuesdays to Sundays. Entrance Fees amount to P500, for adults and P400 for students. A 20% discount is offered for senior citizens and PWDs.

As a house rule, guests are requested to tour the museum in socks, shoe covers, or barefoot. Foot socks are on sale at the entrance for P150.

BUCKET LIST BOOK ON THE PHILIPPINES



More and more people in the world are setting their sights on the Philippines. This also explains the increasing number of foreign tourists getting their passports stamped in our airports. To first time visitors, the choices can be massive and mind-boggling. After all, there are 7,641 islands in this archipelago as of the last count.

The Philippines' popularity as a much sought-after destination can be gleaned from the recognition it has garnered from top websites. Among these are The World's Top 10 Islands (2017) by distinguished publication Travel + Leisure and among the Best Islands in the World 2017 by Conde Nast Traveler Readers' Choice Awards.

What to do and where to go is best answered by the Bucket List Philippines book published by Eastgate Publishing Corp. in cooperation with the Department of Tourism and the Tourism Promotions Board.

"With so many exciting and enriching possibilities - planning what to experience and where to go can feel overwhelming. This is where the book is helpful. It is the first bucket list of the Philippines, with each chapter covering a specific interest," the book notes in its Introduction.

See what made it to the bucket list of the Philippines! The Bucket List Philippines book is now available for sale at the TPB - CPBD Department at promotional rates.

EVENTS CALENDAR

INTERNATIONAL PROMOTIONS DEPARTMENT TRAVEL FAIRS, CONSUMER EVENTS, BUSINESS MISSIONS, MICE, AND SALES PRESENTATIONS 2019

IPD EVENT	DATE / VENUE	PROJECT OFFICER
1 ASEAN TOURISM FORUM	16-18 January 2019 Ha Long Bay, Vietnam	Monica Sta Ana Email: monica_staana@tpb.gov.ph Tel. No.: +63 2 525 9318 to 27 loc 203
2 BOOT DUSSELDORF	19-27 January 2019 Dusseldorf, Germany	Michael Malonda Email: michael_malonda@tpb.gov.ph Tel: +632 5259318 loc 265
3 TRAVEL TOUR EXPO 2019	08-10 February 2019 SMX Pasay City	Milo Oropesa Email: milo_oropesa@tpb.gov.ph Tel: +632 5259318 loc 250
4 INTERNATIONALE TOURISMUS BORSE (ITB)	06-10 March 2019 Berlin, Germany	Michael Malonda Email: michael_malonda@tpb.gov.ph Tel: +632 5259318 loc 265
5 OZTEK DIVE CONFERENCE & EXHIBITION	16-17 March 2019 ICC Sydney, Australia	Micaela B. Ochoa Email: micaela_ochoa@tpb.gov.ph Tel: +63 2 5259318 to 27 loc 203 • 5257320
6 SPH GOLF TRAVEL FAIR	19 March 2019 Takashimaya, Singapore	Monica Sta. Ana Email: monica_staana@tpb.gov.ph Tel: +632 5259318 loc 203
7 INCENTIVE TRAVEL & CONVENTIONS, MEETINGS CHINA (IT&CM CHINA) AND MICE SALES PRESENTATION	19-21 March 2019 Shanghai, China	Jocelyn Casiano Email: joy_casiano@tpb.gov.ph Sherdoll Bayona Email: sherdoll_bayona@tpb.gov.ph
8 4TH REGIONAL TRAVEL FAIR	28-30 March 2019 Clark, Pampanga	Michelle S. Alcantara Email: michelle_alcantara@tpb.gov.ph Tel: +632 5259318 loc 244