

TPB MEMBER INFO UPDATE: COVID 19

"THE FUTURE OF TRAVEL: A WTTC EXCLUSIVE PANEL"
TUESDAY, 19 MAY 2020, 04:00PM - 05:30PM (GMT+8)

WATCH US LIVE ON FACEBOOK

PANELISTS

- Ms. Bernadette Romulo-Puyat**
Secretary, Philippine Department of Tourism
- Ms. Gloria Guevara**
President & CEO, World Travel & Tourism Council
- Mr. Gary Chapman**
President, Group Services & DNATA Emirates Group
- Ms. Shirley Tan**
Chief Executive Officer, Rajawali Property Group
- Mr. Craig Smith**
President & Managing Director, Asia Pacific, Marriott International

Moderated by **Ms. Anita Mendiratta**
Founder & President, Anita Mendiratta & Associates

DOT FB PAGE: <https://www.facebook.com/DepartmentOfTourism/>
TPB FB PAGE: <https://www.facebook.com/tpbphil>

Global Tourism Industry Experts Weigh in on the Future of Travel

BY APRIL ROSE ENERIO, TOURISM PROMOTIONS BOARD

The future of travel, as we know it, is now changing fundamentally. This was the focus of the latest webinar entitled “The Future of Travel: A World Travel & Tourism Council (WTTC) Exclusive Panel” hosted by the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines, in partnership with the WTTC, held on May 19, 2020.

Moderated by Ms. Anita Mendiratta, Founder & President of Anita Mendiratta & Associates, the webinar featured experts from major tourism segments of aviation, tourism investments, and accommodations who discussed the current challenges in the international travel and tourism arena and how the industry stakeholders can respond, recover and prepare for the future of travel.

In her opening remarks, DOT Secretary Bernadette Romulo-Puyat expressed her confidence in rebuilding the local tourism industry with the help of WTTC. This was supported by WTTC President and CEO Gloria Guevara who discussed a global coordinated approach to re-establish effective operations, remove travel barriers and re-open borders. Guevara also noted that it is imperative to combine health components with the latest technology, necessary protections, and protocols to help rebuild travelers’ confidence.

Bouncing back, however, may take time, as expressed by Mr. Gary Chapman, President of the Group Services and Emirates Group, who forecasted a three- to four-year recovery period for the aviation industry.

Ms. Shirley Tan, CEO of Rajawali Property Group also saw major uncertainties in global capital flows and reminded investors to secure new investments while ensuring asset management, capital preservation, and liquidity management at the same time.

But Mr. Craig Smith, President and Managing Director of Asia Pacific for Marriott International who lauded the bullish travel and tourism industry in Philippines for the past five years, shared his optimism that the industry will “certainly recover”, and that Asia will recover faster than any other part of the world so long as strong collaboration remains between private and public sectors as the world heads toward the new normal.

“The concept of tourism is deeply embedded in our consciousness,” said Secretary Puyat. “And I would like to believe that this is what makes our industry resilient from all the challenges, even the toughest one that we are about to overcome.” It will take time, yes, but the tourism industry will recover.



DOT to Jumpstart Domestic Tourism under Strict Protocols with IATF and LGUs

WWW.DOT.GOV.PH, 20 MAY 2020

With Metro Manila now placed under modified enhanced community quarantine and the majority of the other places in the country under general community quarantine or GCQ, the DOT, together with the Inter-Agency Taskforce on Emerging Infectious Diseases (IATF-EID) and several local government units (LGU), are preparing for the revival and re-opening of tourism in the Philippines once our places are classified under the modified GCQ (MGCQ).

Read more: http://www.tourism.gov.ph/news_features/dottojumpstartdomestictourismunderstricterprotocolswithiatfandlgus.aspx

TPB COO Highlights “grisilience” of the Tourism Industry in PCAAE’s E-forum for Associations

WTTC Unveils “Safe Travels” -New Global Protocol to Restart the Travel and Tourism Sector

Philippine Government Directives that Affect Tourism

Market Reports

TPB Members' Corner

TPB COO Highlights “grisilience” of the Tourism Industry in PCAAEE’s E-forum for Associations

BY OCTAVIO “BOBBY” PERALTA, PHILIPPINE COUNCIL OF ASSOCIATIONS AND ASSOCIATION EXECUTIVES (PCAAE)

Tourism Promotions Board (TPB) Chief Operating Officer, Atty. Maria Anthonette Velasco-Allones, was one of the featured panellists in the successful launch of the Philippine Council of Associations and Association Executives’ (PCAAE) first virtual forum on May 27, 2020. Themed, “Associations: Threats and Opportunities amidst the Pandemic,” the highly-rated online event drew 490 registrants (278 in Zoom and 212 in Facebook). The e-forum was held in collaboration with one of PCAAEE’s members, the Procurement and Supply Institute of Asia (PASIA).

The e-forum is part of the “PCAAE Executive Forum Series on Association Governance and Management” which aims to discuss relevant issues concerning associations and member-serving organizations as well as seeks to engage with a broader range of stakeholders for potential collaboration and business opportunities in this era of the “new normal.”

Speaking on the topic on how the coronavirus pandemic has heavily impacted the tourism and travel industry which employs 5.4 million people, Ms. Allones highlighted the “grisilience” (grit and resilience) of the industry and cited its slow recovery, with domestic tourism as a starting point.

The other panelists consisted of Mr. Charlie Villasenor, Chairman of the Procurement and Supply Institute of Asia (PASIA) and current Chairman of PCAAEE, Ms. Monette Iturralde-Hamlin, Founder & President of Team Asia and representing the Philippine Association of Convention/ Exhibition Organizers and Suppliers (PACEOS), Mr. Noor Ahmad Hamid, Regional Director Asia-Pacific of the Amsterdam-based International Congress and Convention Association (ICCA) and Mr. John Peacock, Chief Executive Officer of Associations Forum Pty. Ltd. (Australia). The panel session was chaired and moderated by PCAAEE Founder & CEO, Mr. Octavio “Bobby” Peralta.

PCAAEE www.pcaae.org is the “association of associations” representing 300 member national associations, chambers, professional societies, non-profits and other member-serving organizations. Its mission is to advance the association governance and management. Its supporting organizations are TPB, the Philippine International Convention Center (PICC), the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) and two Washington, D.C.-based institutions, the American Society of Association Executives (ASAE) and the Center for International Private Enterprise (CIPE).

PCAAE PHILIPPINE COUNCIL OF ASSOCIATIONS AND ASSOCIATION EXECUTIVES

AN OPEN TO ALL FREE WEBINAR

ASSOCIATIONS: THREATS AND OPPORTUNITIES AMIDST THE PANDEMIC

MAY 27 2020
10 AM | WEDNESDAY

This “perfect storm” pandemic has led associations to abruptly scamp to find solutions in so short a time, e.g., pivot to virtual events, grant of relief in membership dues payment, engaging more with sponsors, etc. as well as a frantic search for opportunities to recover, rebuild and turn around going forward.

Brought to you by:
Philippine Council of Associations and Association Executives (PCAAE)

In cooperation with:
Procurement and Supply Institute of Asia (PASIA)

Zoom Link:
<https://us02web.zoom.us/j/814670875746WPL7JKg>

We are also live on **Facebook**

Access recording of e-forum:

<https://drive.google.com/open?id=13sJUGGu40SzpYMeLRM2N5SdKlXlgpc4r>

PCAAE infographic:

<https://drive.google.com/open?id=13sJUGGu40SzpYMeLRM2N5SdKlXlgpc4r>



WTTC Unveils "Safe Travels" -New Global Protocol to Restart the Travel and Tourism Sector

[HTTPS://WTTC.ORG/](https://wttc.org/)

Part of our protocols include providing the public & private sectors with the insights & toolkits for interaction & implementation to ensure that people are and feel safe. It is paramount to have common rules. Ultimately, we envision a future of travel which is safe, secure, seamless and provides an authentic and meaningful experience to the traveller across the journey; one which supports the livelihoods of millions and contributes to sustainable economic growth.

Read more:

<https://wttc.org/Portals/0/Documents/Press%20Releases/WTTC%20unveils%20Safe%20Travels%20%E2%80%A9%20New%20Global%20Protocol%20to%20Restart%20the%20Sector.pdf?ver=2020-05-12-125003-517>

Access reports:

<https://wttc.org/language/en-US/COVID-19/Global-Protocols-for-the-New-Normal>

Philippine Government Directives that Affect Tourism

BY FILANE MIKEE CERVANTES, PHILIPPINE NEWS AGENCY, 26 MAY 2020

MANILA – The House Defeat Covid-19 Committee (DCC) approved on Tuesday an economic stimulus package worth around PHP1.3 trillion to help the economy recover from the impact of the coronavirus pandemic.

“The economic stimulus program is meant to ensure business operations and job retention in this time of Covid-19 pandemic,” Romualdez said.

Read more:

<https://www.pna.gov.ph/articles/1103931>

Market Reports

Top Source Markets

INTERNATIONAL PROMOTIONS DEPARTMENT,
TOURISM PROMOTIONS BOARD

KOREA #1 source market

2019 MARKET PERFORMANCE

- 22.48% growth rate
- 24.08% market share
- #1 source market

TRAVEL TRENDS/MARKET OUTLOOK

- prefer destinations with:
 - clear and transparent information
 - safety measures established by the govt, and adopted by tourism businesses
- FTIs or small group tours
- Bankruptcy of travel agents

TRAVEL ADVISORY

- No (or postponement of) overseas travel
- Suspended visa waiver programs

PLANS MOVING FORWARD

- Tactical joint sales promotions/co-marketing and B2C promotions
- Multiple channel strategies
- Ph booth at Mode Tour Travel Mart, Nov. 2020
- Webinar on Product Presentations with retail agents, July/Aug 2020
- Advertising campaigns with PAL via OTAs and meta search engines

CHINA #2 source market

2019 MARKET PERFORMANCE

- 38.58% growth rate
- 21.10% market share
- #2 source market

MARKET OUTLOOK

- 75% believe that travel improves quality life and happiness
- China is the world's biggest source of outbound travel and tourist receipts
- 83% favors independent travel vs. group tours
- Business travelers prefer chain brand hotels at mid price level due to health and safety issues

TRAVEL ADVISORY

- Domestic travel is allowed with restrictions.
- Limited international travel.

PLANS MOVING FORWARD

- Webinar and online training for Chinese agents
- Philippine Online Roadshow, July 2020
- Joint promos with travel trade, July-Nov. 2020
- WeChat Mini Program
- KOL Palawan fam trip, Sep 2020

USA #3 source market

2019 MARKET PERFORMANCE

- 2.9% growth rate
- 12.89% market share
- #3 source market

USTOA RESEARCH
(When to start marketing for tourism)

- 56% No idea
- 24% 2nd & 3rd Qtr, 2020
- 11% 4th Qtr 2020

TRAVEL ADVISORY

- Avoid all international trips.

PLANS MOVING FORWARD

- Philippine Specialist Program
- Digital Campaigns for wayamsa.com
- DEMA Show, Nov. 2020
- INTI Tourism and Travel Show, Nov. 2020
- USTOA Annual Conference, Dec. 2020

JAPAN #4 source market

2019 MARKET PERFORMANCE

- 8.07% growth rate
- 8.27% market share
- #4 source market

MARKET OUTLOOK

- Health and safety protocols
- Business travels
- Financial assistance
- Preference to middle and upper class hotels

TRAVEL ADVISORY

- Recommended cancellation for trips to countries classified under Level 3 (Ph included)

PLANS MOVING FORWARD

- Phil. Product Update Seminar
- Marine Diving Fair, July 2020
- Tourism Expo Japan, Sep & Oct 2020
- INTI Tourism and Travel Show, Nov. 2020
- Girls Travel Fest, Oct. 2020
- Hokkaido Overseas Travel Fair, Nov. 2020

TAIWAN #5 source market

2019 MARKET PERFORMANCE

- 35.01% growth rate
- 3.96% market share
- #5 source market

ON-GOING ACTIVITIES

- Product presentations with travel associations in different cities for travel agents in Taiwan, May-June
- Monthly online Facebook event
- Launched the new DOT-Taiwan website

TRAVEL ADVISORY

- No inbound and outbound trips until 30 June 2020
- Oct. 1 - to open up to overseas travel only to safe areas.

PLANS MOVING FORWARD

- Online Dive Travel Fair (01July-15Aug)
- Tactical campaigns on multimedia
- Participation in Taipei, Taichung, and Kaohsiung INTI Travel Fairs - July - Aug 2020
- Kite Flying Design contest
- Media and agents fam tours in 2nd sem

Korea Market Updates PDOT-KOREA, AS OF 06 MAY 2020

Current COVID-19 Situation in Korea

The COVID-19 outbreak is bringing a global slowdown for businesses, and the mass spread of the virus in Korea is sure to have a considerable impact on the country's economy. As compared to other countries affected by COVID-19, Korea has managed to control the outbreak with its well-managed disaster response. Still, the economic impact is inevitable as Korea is export-dependent, especially on exports to China and USA.

While Sincheonji was by far the worst cluster found in Korea so far, there have been smaller clusters popping up. But overall, the number of domestic cases has drastically reduced. According to the Korea Center for Disease Control and Prevention (KCDC), there are 10,810 confirmed cases of the Coronavirus (2019-nCoV) in Korea as of May 6, 2020.

The graph has almost flat-lined because of the highly coordinated government response. It emphasized on transparency and reliance on public cooperation.

From Social Distancing to Everyday Life Quarantine

Until May 5, 2020, Korea had been exercising strong social distancing campaign against the COVID-19. But the government announced on May 5, 2020 that the country will shift the quarantine level from 'social distancing' to 'everyday life quarantine'.

Maintaining distancing from others in public places, daily sanitizing and wearing masks will be kept in place under the social distancing practices. But the administrative orders on churches, bars, gyms and cram schools that strongly recommended their temporary closure will be lifted on condition that they comply with strict quarantine rules. Schools will reopen step-by-step and outdoor public facilities such as recreational forests and theme parks could reopen and that outdoor sports activities could be resumed on a limited basis so long as they follow the strict quarantine requirements.

Under the new guidelines, a community, whether it is a school, a business or a hobby group, should designate a manager dedicated to quarantine activities and set up virus prevention measures. This manager will be required to actively cooperate with health authorities and will be tasked with monitoring community members' health conditions regularly.

Tourism Industry in Korea

The most impacted industry in Korea from the COVID-19 outbreak is tourism industry. Travel in the region has faced a massive setback as passenger movement has gone down drastically. The virus severely cut down the number of not only foreign visitors but also domestic travelers.

However, as the average daily report of new virus cases fell below 10, the government has eased its social distancing rules, starting from May 5, 2020 allowing public facilities such as parks, libraries, museums and sports stadiums to reopen. Under these new practices, it is expected that Koreans will slowly restart traveling.

According to news, hundreds of thousands of Koreans traveled domestically during the last Golden Week holidays, which was from April 20 until May 5, 2020 with national holidays and a weekend. During the holiday period, Jeju Island was bustling with approximately 200,000 travelers arriving from the mainland. Many other attractions were also full of people enjoying outdoor activities for the first time in a long time.

To stimulate economy and help households cope with the economic fallout from the COVID-19 outbreak, the government is doling out emergency disaster relief funds to all households that started last Monday, May 11, 2020 (approximately US\$ 800 in cash / household). Aside from the emergency disaster relief funds, Korea's Ministry of Culture, Sports and Tourism announced that it would provide KRA 100B(US\$ 79M) in emergency loans from its tourism promotion fund to businesses whose operations had suffered as tourist traffic dried up following the COVID-19 outbreak. Businesses such as hotels, recreational resorts, cafes, and restaurants are eligible for help. These emergency funds are expected to create jobs, stimulate depressed economy and encourage people to spend money so more and more people start to travel.

However, Koreans' travel will be restricted to domestic destinations for some time because: 1) Koreans are afraid of traveling overseas as the COVID-19 is still spreading globally, and 2) still many nations have been imposing travel ban against Korea.

	EVERYDAY LIFE QUARANTINE
Schools & other educational establishments	Re-open
Malls & other commercial establishments	Operational
Mobility	Not Prohibited
Public Transport	Operational
Hospital Visits	Not Prohibited
Intensive Testing	Drive-through Screening Stations; Walk-through Screening Center
Government Workers	Work normally or Flexible working hours; Alternate work-from-home arrangement
Supply	A system is in place to fairly distribute the limited number of face masks (3 pieces per person / week)
Leisure Establishments	Re-open
Religious Activity	Re-open, Still online preaching is encouraged
Private Company	Work normally or Work-from-Home Arrangement; Experimenting on work schedules (staggered working hours)
Events	Not Prohibited

Marine Diving Award

PDOT-JAPAN

The Philippines bested the top spot as the "Best Diving Area, Overseas" in this year's "Marine Diving Awards", based on the votes from the subscribers of the Marine Diving Magazine, one of Japan's leading dive magazines.

Marine Diving Awards started in the year 2000. Since then, the Philippines has always been a favorite and has landed on the top 3 spots every year. This year is the first time that the Philippines was able to grab the top spot.

Tiki Tiki Divers in Moalboal, Philippines also took the top spot as the "Favorite Dive Operator, Overseas". The Emerald Green Diving Center in Malapascua, Good Dive Shop in Bohol, Sea Lion Cebu, Marine House Seasir Cebu and Blue Coral in Malapascua landed on 11th, 14th, 15th, 17th and 18th respectively.

Marine Diving Magazine is being published by Marine Arts Center, Ltd., the organizer of Japan's largest consumer event for diving enthusiasts and beach lovers - the Marine Diving Fair. This year's diving fair originally scheduled on 3 to 5 April was postponed to 10 to 12 July due to the current pandemic situation.

The Philippines has truly so much to offer as a premier dive destination, one that's blessed with unspoiled natural wonders. No doubt, the country will capture divers all over the world once we are ready to travel again, post-pandemic.



TPB Members' Corner



Green Resort Partners with Local Farm for a Sustainability Project to Uplift the Community

(Note: Daluyon Beach and Mountain Resort is a 4-star luxury Puerto Princesa resort with one of the best beaches in Palawan. A model for sustainable tourism, Daluyon has been awarded 3 ASEAN Green Hotel Awards and was given the Hall of Fame Award by the Department of Tourism (DOT) because of this significant tourism achievement.)

<https://daluyonbeachandmountainresort.com/>

One of the hardest-hit industries by #COVID19 is the hospitality industry - and Palawan's industry players are no exception.

The management of Daluyon Beach and Mountain Resort, a multi-awarded green destination located in Sabang, Puerto Princesa, Palawan, took the first month of the lockdown as an opportunity to learn - and engaged their staff in different activities to further strengthen their level of service such as a mentoring program conducted by key employees. As the quarantine wore on, General Manager Bruce Tan crafted long-term plans that will have a sustainable economic effect for the Sabang community and will also give future guests a memorable experience.

Part of Daluyon's 'Bounce Back' plan is a partnership with Yamang Bukid Farm located in the nearby barangay of Bacungan. Daluyon has long been working with the local community by offering community-based sustainable tours (CBST) to its guests - and partnering with Yamang Bukid is another way of providing a sustainable livelihood to the locals.

The partnership will entail the development of an organic farm within Daluyon's grounds. Yamang Bukid Farm-Palawan's Chief Agriculturist, Mr. Totong Arceo, along with their three young agriculturists, recently met with Daluyon general manager Bruce Tan to discuss the specifics of this project.

"We plan to further immerse guests in the experience of sustainable living and dining by inviting them to access the garden and allowing them to choose their own produce," shared Tan. "Lowering our carbon footprint is of great importance to us and this is another way of achieving that. We would like to introduce guests to a fully organic menu at our in-house restaurant once our doors are open again. Picking vegetables fresh from the garden and enjoying them on a plate a few minutes later is a rewarding experience that we hope to give our guests soon," he added.

There is a lot of uncertainty as to when travel will return to normal again - but Daluyon's team remains optimistic. Through sustainable projects, the team hopes to rise and bounce back from this pandemic with the rest of the Sabang community.

Hope Amidst Extraordinary Times

BY BEA VACA, KAPWA TRAVEL AND TOURS, INC.

(Note: Kapwa Travel & Tours, Inc. is a boutique tour operator and DMC located on Mactan Island, Cebu. It specializes in designing individual tours in the Philippines that are 100% tailor-made and suited to the traveler's needs. The company does not only sell its packages directly to clients, but also works with travel agents and tour operators from around the world.)



With all the upheaval and uncertainty affecting tourism since the onset of the Covid-19 crisis, we travel professionals find ourselves, much like everyone else, living in an extraordinary era.

Those of us working in Philippine tourism will attest to the rapid growth the industry had been experiencing over the last few years. We were always busy, trying to meet the ever increasing demand from tourists keen to explore the country and its treasures.

We found ourselves riding a fast-moving wave - operating our businesses, cultivating partnerships, designing new products, satisfying our customers - only to be halted into standstill by a world-changing event that we are just beginning to wrap our heads around.

At first, the effects on us were minor - a few flights requiring re-routing to avoid the hot-spots, some tours altered for changed dates. And then... pandemonium.

The worldwide travel bans and quarantines came quickly into play. It was a whole new ballgame requiring involvement from all players to manage stranded travellers.

We all had our stressful experiences and accounts of how intense a time that was for everyone in our industry, as we focused on getting visitors home safely in an ever-changing scenario. It was like participating in a real-life game of "the floor is lava". Many of us lived on very little sleep for a solid few weeks until our last guests arrived home safely.

But that pressure cooker situation brought a lot into focus for us in the sudden lull proceeding it. It made us aware of who our champions are. The partners who stepped up and maintained professional levels of service, the team members who set aside their own fears to look after guests and the officials who did their best to navigate us through uncharted waters.

Since then, the world stood still while paradoxically so much happened - a barrage of news, changes, daily, hourly updates and revelations about this invisible enemy and the new world it's creating and recreating.

And yet, when we're powerless to respond to these changes, what we are left with is plenty of time. Time to be productive, to catch up on all the tasks left behind during the busy period - cleaning up the inbox, updating files, ad hoc admin. Getting ready..

There's also been time to lament what's been lost - those exciting projects we worked on enthusiastically, now indefinitely on hold, possibly cancelled.

We allow ourselves these moments occasionally not to mope or dwell on what's lost, but to acknowledge our achievements in promoting the Philippines as a world class destination. We give a nod to our shelved potential because that's what we'll use to take us into the future.

As uncertain as that future seems right now, we remind ourselves that tourism will recover and thrive because it always does. We've seen it happen many times especially in this country, which has survived and thrived past its share of setbacks.

When that time comes, after this compulsory breather, we will be rested, focused and ready.

Wake Up in Bicol Region | Philippines Tourism Ad

DEPARTMENT OF TOURISM - PHILIPPINES

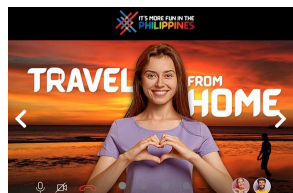
To all the wave riders and ATV junkies who dream of thrilling adventures, Bicol has just the right amount of action-packed activities that'll make you break a sweat. It offers sports enthusiasts plenty of room to explore while learning about the region's diverse culture. While we wait for that day to come, plan your next visit now: <https://philippines.travel/wheretogo>

#Region5
#Bicol
#WakeUpInPH
#TogetherInTravel
#TravelFromHome
#TravelTomorrow



Watch video:

<https://www.facebook.com/DepartmentOfTourism/videos/931969743940753/?v=931969743940753>



Your feedback matters.

https://docs.google.com/forms/d/e/1FAIpQLSe-qt62StFE8Vkyoz6ipE-jjw3VPVjqr6njkUvDxkCOILQ/viewform?usp=sf_link

FOR YOUR COMMENTS AND SUGGESTIONS.