

# TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

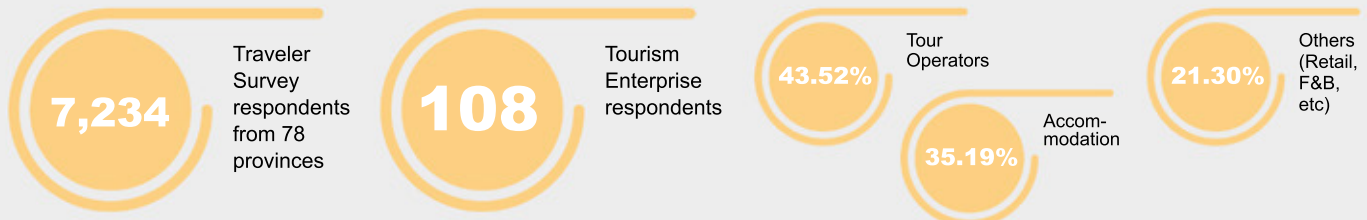
FEBRUARY 2021

## PHILIPPINES TO USHER IN A "BETTER NORMAL" FOR DOMESTIC TRAVEL

Easing travel arrangements, introducing new travel products and services, and offering personalized travel are just few of the insights gleaned from the latest national travel survey entitled, "The Philippine Travel Survey Report: The Evolving Landscape of Domestic Travel in the Philippines," released by the Department of Tourism (DOT), Dr. Andrew L. Tan Center for Tourism, and Guide to the Philippines on 17 February 2021.

A follow up to the May 2020 survey, the two-pronged comprehensive report presents the change in Filipino travelers and tourism enterprises' perspective toward domestic tourism. The collected data aims to assist the DOT and key tourism stakeholders in realigning strategies and opportunities geared towards a better normal in local travel.

### Survey Respondents



### Objectives



To present updated travel behaviour as gleaned from the November 2020 DOT Nationwide Survey



To support the crafting of DOT's strategy to jumpstart the tourism industry.

The findings of this study aims to assist the Department of Tourism, along with other concerned stakeholders, in planning and adapting to the "better normal" of local travel.



### TRAVELERS' SURVEY KEY IMPLICATIONS

1

Travel is perceived as an answer to keeping their sanity.

2

Travel behavior has changed thereby opening opportunities for introducing new travel products and services.

3

Travel and safety protocols need to be standardized.

4

Traveling can be personalized (need for bespoke itineraries).

5

Travelers' preferences evolved.



## TOURISM ENTERPRISES' SURVEY KEY IMPLICATIONS

01

Stability of public health is perceived as the minimum requirement to accelerate the opening of local tourism.

02

A standardized set of health protocols and requirements are needed to promote tourist activity

03

Financial survival remains to be the most pressing concern of tourism enterprises

04

Assistance in the form of advising is needed by tourism enterprises.



## PILLARS OF TRAVEL IN THE "BETTER NORMAL"

1

### COMMUNICATE

Tourism stakeholders must communicate effectively to discuss the parameters of the evolving landscape of Philippine tourism. Collaboration remains essential to the overall success of rebooting tourism activities across the country, where each stakeholder can contribute to this transition.

3

### BESPOKE/CUSTOMIZE

The better normal translates to a paradigm shift where bespoke travel is mainstreamed. The rise of tailor-made vacations and small-group travel will require the strengthening of existing circuits and "jump-off" destinations to connect with less popular destinations will be beneficial.

2

### DIVERSIFY

The evolving landscape of travel in the Philippines entails a shift from generic mass-based offerings to niche tourism. This is reflected in the emergence of new travel segments and a new product design.

4

### SIMPLIFY

Make traveling simple. The promotion of relaxed and safe travel in the country is hinged on the standardization of travel and health protocols (point of convergence between travelers and enterprise).





# Annyeonghaseyo!

## Promoting the Philippines to the Korean Market

Dealing with the pandemic hasn't been easy for Tourism Attaché Director Maria Corazon Jorda-Apo and her team at the Philippine Department of Tourism in South Korea. Like most of us, they also watch K-dramas to alleviate stress and even visit shooting locations for amusement. But one thing's for sure: nothing has stopped them from continuing to promote the Philippines to the Korean market.

With the pandemic forcing more Koreans to stay home, which resulted in increased online activity, PDOT-Korea took advantage of digital marketing to ensure that the Philippines remains a top-of-mind destination.

This year, PDOT-Korea plans to implement the "Philippine Specialist Program" for the Korean travel trade, an educational online training program in Korean language focused on Philippine tourism products and services in the new normal. A chatbot will also be integrated into the Philippine tourism website (in Korean) to attract the younger Korean market.

Though challenges remain such as the Philippines being portrayed negatively in the media, PDOT-Korea will elevate its social media presence further by posting more Philippine destination photos and tapping Korean influencers to promote the country's culinary delights.

It comes as no surprise that the Philippines continues to be loved by South Koreans, making them the country's top source market with the help of the hardworking PDOT-Korea team. After all, there's nothing like our 7,641 islands. And as Director Jorda-Apo would say, "The Philippines is much like the Bibimbap, a one-dish meal that is tasty, complete, filling and satisfying. You need not ask for more!"

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# TOURISM STAKEHOLDERS SHARE BEST PRACTICES AMIDST PANDEMIC



The Tourism Promotions Board (TPB) continues to provide a virtual platform for strengthening partnerships among its members and other stakeholders through the organization of its weekly Members' Chat. For the month of February, TPB invited private tourism stakeholders to share relevant information and best practices, including business innovation efforts, during this time of pandemic.

Okada Manila and Bluewater Resorts are two establishments that adopted measures deeply-rooted in their company's identity. To ensure 5-star customer experience in the safest way possible, Okada Manila reinforced True Heart or "Magokoro" in Japanese, one of the cornerstones of its business, to deliver its new normal campaign called "3T" or "True Clean, True Safe, True Heart". Bluewater Resorts, on the other hand, coordinated

with other local accommodation providers and tour operators to organize a special campaign called "Balik sa Bohol Online Sale" to jumpstart tourism in the province.

Meanwhile, Diamond Hotel and Cebu Pacific digitized parts of their business processes to minimize physical contact with customers for safer and more efficient operations. Diamond Hotel introduced an e-Concierge for virtual check-ins, expanded services to include offering packed meals, frozen specialties and luxury platters online, and started accepting contactless payments through WeChat Pay, Alipay and GCash. Cebu Pacific also boosted their digital transformation efforts by enabling contactless flights and releasing new self-service features for customers to further reduce person-to-person contact throughout their journey with the airline.

"We have to turn around. Hotel and leisure industry is one of the hardest hit by the pandemic. We have pivoted a thousand times or even more to survive COVID-19"

**Vanessa Suatengco**  
General Manager, Diamond Hotel



"It is important for the stakeholders of the same industry to be aligned in our efforts because we are all trying to restore trust and confidence in travel again."

**Candice Iyog**  
Vice President for Marketing & Customer Experience, Cebu Pacific Air



"Safety is the new luxury. Trust is the new currency. Safety is the paramount concern in choosing hotel accommodations. We must build consumer confidence and win back trust."

**Cielo Ortega-Reboredo**  
Vice President for Sales and Marketing- Events, Rooms and Food & Beverage, Okada Manila



"We at the private sector have come up with a special campaign, Balik sa Bohol Online Sale, inspired by an original Boholano composition frequently played on Bohol's floating restaurants, to jumpstart tourism with the opening of Bohol's borders."

**Margie Munsayac**  
Vice President for Sales & Marketing, Bluewater Resorts





HAVE A  
SAFE TRIP.  
**PINAS**

# Love Getaways

5 ROMANTIC BEACH DESTINATIONS IN THE PHILIPPINES

The "Love Month" may be over, but the sun will keep on shining in the Philippines, especially as summer is fast approaching. So don't fret if you still want to enjoy a weekend with your significant other in HHWW (Holding Hands While Walking) bliss across glistening sands or engaging in an intimate dip. With year-round amazing weather, these top 5 beach destinations will surely give you and your significant other the trip of a lifetime:

1  
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© Kevin Evora

## WHITE BEACH, BORACAY

Boracay is a destination that never gets old. While practicing social distancing is a responsible thing to do these days, this world-class destination still has much to offer, especially for lovers! Get that much-needed couples massage, enjoy the sunset together while paraw sailing, unleash your inner adventurous souls with an ATV ride, and leave your eternal footprints in the island's glorious sand. And for certified foodie couples, take a food trip adventure and open your senses to the island's wide range of culinary options from exotic street food to elegant hors d'oeuvres.

## ALONA BEACH, BOHOL

Fall in love over and over again at Alona Beach, known as the "Little Bora of Bohol." This mini tropical paradise, where lucent waters meet fine white sands, is perfect for the much-needed R&R.

All kinds of nature adventure for you and your sweetheart, you say? Visit the island's most popular visitor spot, The Chocolate Hills, for an unforgettable bike zipline or ATV ride.

And for awesome deals, don't forget to check Balik Sa Bohol online sale happening until March 14, 2021 at [www.traveloco.ph/balikbohol](http://www.traveloco.ph/balikbohol)



© Hannah Reyes

2  
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3  
=



© Erwin Lim

## EL NIDO, PALAWAN

A destination well-loved by celebrities, including Hollywood stars, El Nido is not an "overnight stay" choice. A day is truly not enough for tropical paradise activities that await lovebirds. Discover secret beaches on a kayak, enjoy the captivating wildlife, canoodle in a hammock, or island hop as you feel the summer air.

So leave the excess baggage and plastic bottles behind - they're not allowed! Just bring yourself and your life-partner to experience this majestic place.

## ANILAO, BATANGAS

Eying for a road trip to an exciting getaway? Drive south to the birthplace of scuba diving in the Philippines: Anilao, Batangas. Also nicknamed as the Nudibranch capital of the world, Anilao has more than 20 dive spots to explore for both newbies and licensed divers. It also has beautiful underwater spots, perfect for an under-the-sea couple selfie.



© Robert Yin

4  
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5  
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© Tommy Schultz

## SIARGAO

'No More Tears' guaranteed in this secluded tear-drop-shaped island! Aside from having hundreds of 'gramming' opportunities in this gorgeous getaway spot, there are endless reasons why Siargao should be a top destination for the adventure-seeking couple!

Traveling can still be fun even when you have not yet found "the one". These destinations are perfect for those on a journey of self-love too!

But, whether you choose to travel by yourself or with somebody, just remember to prioritize safety by observing and practicing health safety protocols. Visit <https://philippines.travel/safetrip>. Have a Safe Trip, PINAS!



## UPCOMING EVENTS MARCH 2021

Every  
Wednesday  
of the Month

WEEKLY  
MEMBER'S CHAT

FEBRUARY 21  
- MARCH 14

BALIK SA BOHOL  
ONLINE SALE

MARCH  
1-3

ARAW NG DABAW  
(Virtual)

MARCH  
9-12

ITB BERLIN  
(Virtual)

MARCH  
17-18

TOURISM AND  
TECHNOLOGY FORUM  
Manila (Bay Area)

MARCH 28  
APRIL 03  
Holy Week

MORIONES  
FESTIVAL

## TOURISM & TECHNOLOGY FORUM (A Hybrid Event)



### "Accelerating Digital Technologies for Sustainable and SmarTourism"

17-18 March 2021 | Okada Manila

SCAN TO REGISTER



For inquiries, you may look for Ms. Mayette  
Santillan at +632.8525.6110 or email us at  
mice@tpb.gov.ph

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OFF**

# Balik sa Bohol

## ONLINE sale

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