

TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

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DOT, TPB LAUNCH IT'S MORE FUN WITH YOU AD AND HAVE A SAFE TRIP PINAS STICKERS TO KICK-OFF DOMESTIC TOURISM CAMPAIGN

The Department of Tourism (DOT) and Tourism Promotions Board (TPB) Philippines unveiled on Saturday (Oct 23) a new video designed to welcome domestic tourists back to the country's tourism destinations.

Titled "It's More Fun with You" the video is part of the department's domestic tourism campaign dubbed "Have A Safe Trip, Pinas". It was launched through a hybrid virtual format at Fort Santiago in Intramuros.

The video is aptly scored with Rivermaya's 1997 hit single "Hinahanap-Hanap Kita" to illustrate the desire and excitement of local tourism destinations to welcome back their guests. It features a surfing dog named Tuna, who is unable to contain his excitement as he welcomes a friend back to the beach after a long absence.

It's More Fun with You, as the main messaging of this domestic tourism welcome back campaign, encourages Filipinos to travel and explore the country again after a long hiatus due to pandemic-related travel restrictions. The said campaign also supports recovery initiatives and efforts of the tourism industry.

"Our latest ad highlights the joy of reuniting with loved ones and traveling with them to their favorite places, or visiting new spots where more memories will be made. It's more fun in the Philippines and it'll even be more fun with you", said DOT Secretary Berna Romulo – Puyat. Also present in the event were Atty. Guiller B. Asido, Intramuros Administration Administrator; Anthonette C. Velasco-Allones, TPB Chief Operating Officer; Howard Lance A. Jyking, DOT Assistant Secretary, and various media partners.



The DOT and TPB also launched the "Have a Safe Trip, Pinas" stickers that can be downloaded on Viber (<https://bit.ly/HaveASafeTripPinas>) and were created exclusively for this campaign. The first of two categories of the stickers remind the public and travelers of the basic health and safety protocols. The other encourages safe and fun travel to domestic destinations. Popular Filipino food stickers are also featured as a bonus.

"With health and safety protocols in place, we can look forward to opening more tourism destinations in time for the holidays, and shift recovery into high gear," Puyat added. She encouraged domestic tourists to discover and plan their travel and receive the latest updates and travel advisories about the Philippines by downloading the Travel Philippines mobile application through Google Play and Apple Store.



**HAVE A SAFE TRIP, PINAS
VIBER STICKERS**

Scan to view the pack

DOT, TPB ROLL OUT FREE RT-PCR SUBSIDY TO LOCAL TOURISTS STARTING NOVEMBER

Qualified domestic tourists can now enjoy free Real-Time Reverse Transcription Polymerase Chain Reaction (RT-PCR) tests at the Philippine Children's Medical Center (PCMC) starting November 1, 2021.

This financial subsidy program of the Department of Tourism (DOT), through the Tourism Promotions Board (TPB) Philippines, is part of its extensive efforts to market and promote the country as a safe tourism destination and pave the way to a more robust recovery of the tourism industry.

"As travel restrictions continue to ease up, we aim to encourage more tourists to visit their destination of choice by providing a full subsidy on RT-PCR testing. This program helps ensure the safety of tourists, tourism workers, and local stakeholders in various destinations", said DOT Secretary Berna Romulo-Puyat.

The partnership with PCMC was first rolled out in December 2020 which covered 50 percent of the hospital's swab testing cost. More than 15,000 tourists availed the said subsidy program from January to June this year.

Last June 23, the second phase of the program was implemented covering July to December 2021. This is now amended to cover the full cost of the RT-PCR tests or a total amount of Php1, 500.00 per test with a cap of 350 approved applicants per day, to benefit more than 12,000 qualified domestic tourists until the end of the year.

Previously, TPB also partnered with the University of the Philippines-Philippine General Hospital in subsidizing 50 percent of the hospital's swab testing which accounted for 17,320 tourists from December 18, 2020 to July 7, 2021.

To avail of the DOT-TPB full COVID-19 RT-PCR test subsidy program at PCMC, visit [https://www\(tpb.gov.ph/rtpcrphtravel/](https://www(tpb.gov.ph/rtpcrphtravel/) for application procedures and requirements. You may also visit <https://app.philippines.travel/> to get the latest news and updates on travel requirements nationwide.

2ND TOURISM & TECHNOLOGY FORUM: READYING FOR A DIFFERENT FUTURE



The Tourism Promotions Board (TPB) Philippines concluded its 2nd Tourism & Technology Forum last October 8, with 2,474 registered delegates for the 2-day event. Discussions on “Digital Content Marketing: The Art of Story Telling” by TeamAsia’s Chief Storyteller Bea Lim, “5 Traveler Trends to Watch Out For” by TripZilla Senior Editor Alysha Robillos, and even “Riding the Wave of Work from Anywhere” by Bloom Solutions’ Chief Strategy Officer Luis Buenaventura proved that there is still work to be done and upskilling is needed to secure the future.

On opening day, DOT Secretary Berna Romulo-Puyat encouraged more partnerships with stakeholders and local communities to further future tourism initiatives. The panel discussion on “Industry Responding to the New Era of Travel Uncertainty” underscored collaboration as key to successfully promoting travel during this time. Philippine Tour Operators Association, Inc. (PHILTOA) President, Cesar Cruz said, “We’re trying to form consortiums, negotiate hotel rates, and negotiate transportation as a group, not as a single tour operator to encourage more partnerships with stakeholders and local communities.”

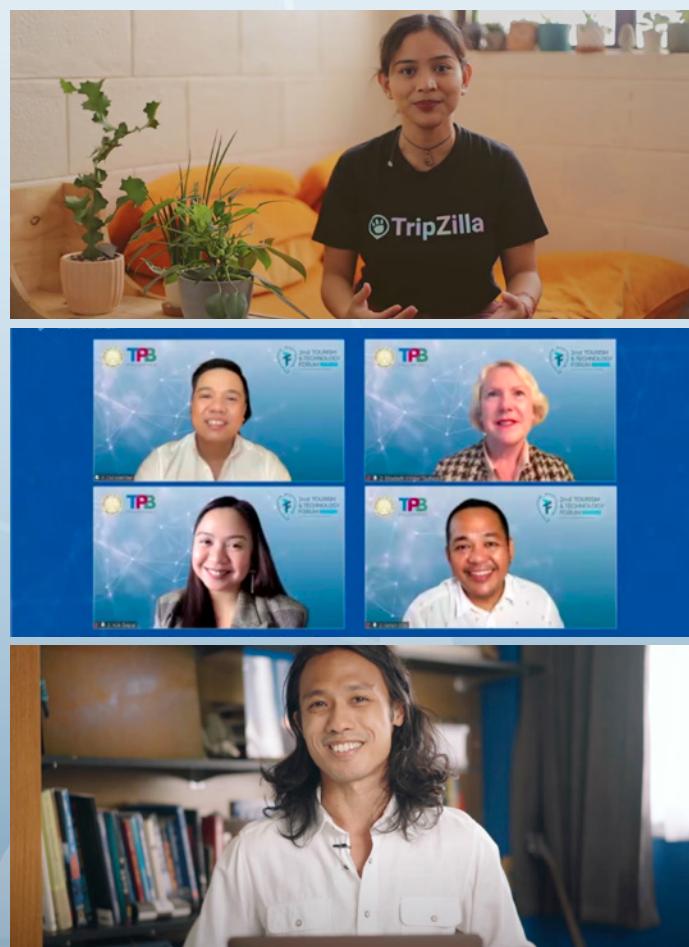


In the “The Rise of the Influencers” panel discussion, Global Woman Cyprus Director Elisabeth Villiger Toufexis put an emphasis on the pursuit of truth for influencers to be effective. It’s an all-encompassing advice to tame the ill-effects of technology. If we are to be ready for a different future, we must not lose what makes us human in the first place — authentic connection.

To ensure future-readiness, Chief Operating Officer Maria Anthonette Velasco-Allones highlighted that “Technology is a driver of change and is not meant to be our master. It is meant to connect us and inspire meaning in these connections and

serve us and our purpose, which is to make our lives better.” Originally designed as a hybrid event, the second edition of the Tourism & Technology Forum went fully virtual after the Inter-Agency Task Force for the Management of Emerging Infectious Diseases announced that Metro Manila would remain under General Community Quarantine (Alert Level 4), not allowing large gatherings and Meetings, Incentive Travel, Conventions, and Exhibitions (MICE) events.

The Tourism & Technology Forum is anchored on SMARTourism, one of TPB’s key program strategies aimed at leveraging and optimizing the use of technology to promote the Philippines as a safe, fun, and competitive destination.



RELENTLESS, REVVED UP, AND READY TO GO

DOT Frankfurt Rallies to Promote the Philippines' Fun and Safe Travel Destinations

If there's one thing the Philippines can relate to with Germany, it is our enjoyment of festivals and carnivals and being home to many awe-inspiring churches and cathedrals. Establishments within the region have reopened since May and Europeans are out and about, and ready to explore more places. The Department of Tourism (DOT) Frankfurt Office rallies to highlight the Philippines' fun and safe travel destinations they can consider in making their future travel plans. They've hit the ground running by attending roadshows and travel fairs to reconnect with industry stakeholders, discuss the latest developments in Philippine tourism, and promote new tourism products that travelers can look forward to once international borders reopen.

DOT-Frankfurt Tourism Director Margarita Patricia R. Valdes bares various strategies to maintain Philippine presence in the



market and sustain interest for travel to the country. Primary to this is the resumption of presence in key travel events which gives the Philippines an opportunity to update consumers and travel trade partners on the country's tourism developments (i.e., vaccination campaign for tourism frontliners, implementation of safety protocols and World Travel & Tourism Council (WTTC) Safe Travels stamp, continued thrust for sustainability, development of new products, among others.)

"We've also participated in and launched educational programs for travel agents and distributors, to help increase their knowledge and appreciation for our destinations and product offerings, and update them on the latest developments especially with regard to the safety protocols we've implemented across our tourism establishments. This assures them that the Philippines is taking the right steps to get ready, and gives them the confidence to promote and sell our destination as soon as borders reopen," Valdes said.

These e-Learning programs were organized for German travel agents in partnership with FVW Medien, Germany's leading travel trade publication; for French travel agents in partnership with PromoAGV, a portal with a database of 30,000 agents; and for Dutch travel agents in partnership with TravMagazine, the Netherlands' leading travel trade publication. Each partnership also includes publicity exposure to promote the e-learning program and encourage more participants to join.

Additionally, DOT-Frankfurt partnered with various media stakeholders to generate publicity coverage featuring topics that go beyond the beauty of our destinations and put a spotlight on culture, local heritage, people, and food, in order to tap on various interest points and diversify their markets' knowledge on the Philippines.

Valdes shared some of the activities the DOT-Frankfurt Office has participated in since August across their areas of jurisdiction:

PAST EVENTS ATTENDED

15-18 AUGUST 2021	► LOOP Luxury Fair B2B Workshop
13-16 SEPTEMBER 2021	► Pacific Asia Travel Association (PATA)
23-26 SEPTEMBER 2021	► InterDive Friedrichshafen
01-03 OCTOBER 2021	► PATA Azie Pazifik event to train 102 travel agents in Berlin
05-08 OCTOBER 2021	► International Federation of Tropical Medicine (IFTM)
29-31 OCTOBER 2021	► Participation in Fernweh Festival



The Philippine booth at the InterDive



Philippine presentation during PATA Roadshow in Northern Germany

WHAT'S NEXT

08-11 NOVEMBER 2021	► PATA Roadshow in Southern Germany covering the cities of Mainz, Bamberg, Stuttgart, and Regensburg
14-20 NOVEMBER 2021	► B2B workshop with luxury travel agents in Germany, Austria, Switzerland, and Central & Eastern Europe
16 NOVEMBER 2021	► Asia Workshop Zurich
17 NOVEMBER 2021	► Gastronomy event in Paris in partnership with Filipina Chef Erica Paredes, Filipino restaurant in Paris - BoBi, and Don Papa Rum
18 NOVEMBER 2021	► Hybrid B2B Workshop in Paris
02 DECEMBER 2021	► Hybrid B2B Workshop in the Netherlands

ON GOING

NOVEMBER TO DECEMBER 2021	► Co-branding campaign with fruit juice stores in high-income cities of Düsseldorf, Hamburg, and Munich
	► Partnership with influencers for a content creation campaign in Germany
	► Gastronomy campaign in Russia
	► Educational campaign for travel agents in Russia
	► Roadshow in Moscow, St. Petersburg, and Vladivostok

OVERCOMING ADVERSITIES: BEST PRACTICES, DISRUPTION RESPONSES, AND MENTAL HEALTH



The Tourism Promotions Board (TPB) Philippines' Members were treated to another round of insightful and engaging Weekly Members' Chat sessions for September and October, with speakers tackling topics on responding to adversities, mental well-being, and best practices in the current industry conditions.

Returning to the TPB Weekly Members' Chat, Dr. Homer Lim of The Farm at San Benito shared The Farm's readiness to receive guests with increased facilities sanitation, onsite COVID-19 testing, and availability of COVID-related services and medical and health professionals 24/7 at their facilities. Ms. Monette Iturralde-Hamlin, TeamAsia President, introduced strategies that the MICE sector is implementing to recover from the pandemic including repurposing assets and resources, retooling or learning new skills, and re-engaging markets and customers through new platforms, emphasizing useful digital tools in event management.

For destination and market updates, Ms. Jovita A. Ganongan, Officer-in-Charge of the Department of Tourism Cordillera Administrative Region, and Mr. Bobby Gigantone, Provincial Tourism Officer of Sorsogon, gave updates on the current safety protocols and health guidelines, destination status, tourism developments, and upcoming events of the Cordilleras and Sorsogon respectively.

Ms. Ruby A. Liu of the Singapore Tourism Board, on the other hand, reported about Singapore's COVID pandemic responses, highlighting their SG Clean quality mark which assures customers that the establishments were inspected and adhere to government-regulated sanitation processes.

"The goal of any business or operation is to have a continuous effective and efficient performance of critical operations and deliver core services with minimal and acceptable disruption during emergencies or even during times of disaster. Now the key to our preparedness is the appreciation of our risk or the potential impact in case a certain hazard will occur."

- Usec. Renato U. Solidum, Jr.,
Department of Science and Technology,
Philippine Institute of Volcanology and Seismology



"We have to look after the environment and we have to do our best as the tourism sector to reduce the emissions from our sector. And more importantly, adapt to the reality that destinations are disappearing around the world. Let's protect our destinations for generations to come."

- Prof. Edmond P. Maceda,
Enderun Colleges



For topics on adversity and emergency responses, General Manager and President of Hello PH! Mr. Alberto T. Fenix III invited the TPB members to take the downtime caused by the pandemic as an opportunity to reflect and refocus the purpose of their businesses, and encouraged them to pivot to rebuild and recover. Likewise, Mr. Octavio Peralta of the Philippine Council of Associations and Association Executives (PCAAE), discussed the principles of AGILE Leadership and his version of AGILE traits to help members adapt seamlessly to the New Normal.

Meanwhile, Undersecretary Renato U. Solidum, Jr. of the Department of Science and Technology talked about preparing for emergencies and disasters and how they affect the operations of different industry sectors of the country, especially tourism. On a similar note, Enderun Colleges Professor Edmond P. Maceda expounded on how the global tourism industry aggregates to the climate crisis of today.

Finally, Dr. Joanna Herrera of Circle of Hope and We Thrive organizations provided the members a session covering mental health exercises that underline the importance of self-care and stress management in a person's overall well-being.

"With mindfulness, we get an understanding of ourselves and what's happening. So instead of being trapped in a tunnel vision, or sensory experiences, we're able to slow down and think more creatively towards resolving or working through the present situation."

-Dr. Joanna Herrera,
Circle of Hope and We Thrive



"By providing updated information and regulations imposed by our province, we are advancing our landmark steps towards the protection of our tourists, helping restore trust in travel and helping them make improved choices when travelling."

-Mr. Bobby Gigantone,
Provincial Tourism Officer of Sorsogon



"Imagination is key to getting out of these hardships we're going through. All of the solutions that we will be seeing in the future in the better normal, that would have come out from somebody's imagination."

-Alberto T. Fenix III,
General Manager & President of Hello PH!



HAVE A SAFE TRIP, **PINAS**

ON YOUR TWO WHEELS TOP LUZON TOURIST DESTINATIONS FOR MOTORCYCLE RIDES

Getting out there when the country is slowly reopening for leisure travel need not be complicated. You could simply hop on your motorcycle, ride off, and rediscover destinations that you might have missed these past two years or so. This coming long weekend, take your motorcycle for a spin as we help you map out your next safe and fun adventure around the metro.



● **MANILA** — Make Manila your Kilometer Zero and start from historic Intramuros - visit and learn from the past at Fort Santiago, Casa Manila, Baluarte De San Diego, San Agustin Church, and the glorious Manila Cathedral.

A few minutes ride away from the Walled City is Rizal Park or Luneta Park, one of the most iconic landmarks in the country where the Monument of Jose Rizal, the 150-feet tall independence flagpole, and a giant raised-relief map of the Philippines can be found.

Then enjoy the sights and sounds of Binondo, the oldest Chinatown in the world where you can indulge in an interesting food crawl. Have fun discovering good buys too at prices too good to be true.

● **RIZAL** — If you want to escape the busy streets of the Metro, Rizal is one of the closest places you can ride to unwind.

If you're an adventure seeker, this destination has a diverse geographical landscape such as the Angono-Binangonan Petroglyphs, Masungi Georeserve, Mt. Daraitan, and Hinulugang Taktak where you can revel in exciting outdoor activities. Rizal also caters to chill travelers who simply want to admire its rich history, art, and culture in places like the Pinto Art Museum, Angono Mural Street, Antipolo Cathedral, and Bahay na Bato.

● **LAGUNA** — Riding down south, you will find scenery that smells like freshly cut grass, hot springs, and waterfall breeze. Laguna is the province that offers respite from the hustle and bustle of the city with its natural landscapes like Mt. Makiling, Pagsanjan Falls, Japanese Garden, and Caliraya Lake.

Historical attractions such as the Saint Gregory the Great Parish Church, Nagcarlan Underground Cemetery, Rizal Shrine, and Pila Heritage Site are also located in this beautiful destination.

● **BATANGAS** — Probably the first thing that comes to mind when you think of Batangas is its famous lomi filled with lots of meat and toppings. However, traveling for two to three hours from Manila becomes more worth it if you hop off your motorcycle and walk along the fine beaches of Laiya, Tingloy, and Calatagan, and experience scuba diving with the rich marine life of Anilao, Mabini, and Bauan.

If you opt to keep yourself dry, then fret not because Batangas is also a cultural and historical epicenter, boasting of churches like Caleruega Church and Padre Pio Shrine, Taal Cathedral, and lighthouses like Malabriga Lighthouse and Cape Santiago Lighthouse that will ignite your vivid imagination.

● **QUEZON** — Quezon Province is also a prime motorcyclist destination especially for those who appreciate its sublime folk art and heavenly old churches such as the Lucena Cathedral, Kamay Ni Hesus Shrine, and Minor Basilica of Saint Michael the Archangel.

For nature lovers and those who want to go on an outdoor adventure, trek up to Mt. Banahaw, walk along the sunflower field of Sunshine Farm, camp in Cagbalete Island, or jump off the Balagbag Falls for more thrill.

As the country prepares for the safe reopening of more destinations, TPB is encouraging motorcycle enthusiasts to tour around the country on two wheels and help regain the confidence of the public to travel again. With this, it initiated the Philippine Motorcycle Tourism (PMT) which is a creative and safe way to set off the tourism industry and all those who depend on its path to recovery.

To know more about the program, visit the Philippine Motorcycle Tourism's official Facebook (@PHMotorcycleTourism) and Instagram (@PHMotorcycleTourism) accounts.



2021 NOVEMBER CALENDAR

EVERY WED	WEEKLY MEMBERS' CHAT
01-03 NOV	WORLD TRAVEL MARKET (WTM)
05-07 NOV	28TH TRAVEL TOUR EXPO Megatrade Hall, SM Megamall, Mandaluyong City
09-10 NOV	TOURISM MARKETING SEMINAR
13-16 NOV	MICECONNECT Boracay Island, Aklan
19 NOV	PHILIPPINE MOTORCYCLE TOURISM WEBINAR
20-21 NOV	MATTA INTERNATIONAL TRAVEL FAIR
20-21 NOV	CALABARZON KICK-OFF RIDE
23-24 NOV	TPB MEMBERSHIP WEBINAR SERIES (VIRTUAL)
24-25 NOV	ASSOCIATION SUMMIT 9TH EDITION (AS9)
26-28 NOV	32ND PHILIPPINE TRAVEL MART SMX Convention Center Manila, Pasay City
26-29 NOV	TAIPEI TOURISM EXPO Taipei World Trade Center

