

TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

NOVEMBER 2021

DOT, TPB'S PHILIPPINE MOTORCYCLE TOURISM HITS THE ROAD, TRAVEL INDUSTRY BOUNCES BACK

Over 250 riders revved up and hopped on the Philippine Motorcycle Tourism (PMT) two-day ride which kicked-off at Rizal Park, Manila and covered Taal Lake Loop (Cavite-Batangas) and Laguna Lake Loop (Rizal-Laguna-Quezon), highlighting CALABARZON's tourist spots last Nov. 20 to 21.

The Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines, in partnership with Breakfast Ride Community, DOT Region CALABARZON and different local government units (LGUs), spearheaded the innovative program to bring back the confidence of the public to travel within the country, upholding new normal health and safety protocols, on two wheels.

"Our current efforts are focused on boosting domestic tourism as a way for the tourism industry and the economy to recover. In line with this, motorcycle riders become our domestic tourism ambassadors to aid us in promoting fun and safe travel around the country. We are now on the road to sustain recovery and with the help of our riders, motorcycle clubs and associations, the tourism industry will be back in full swing in no time," said Tourism Secretary Berna Romulo-Puyat in her keynote address. ► [Full story in page 2](#)



📍 Philippine International Convention Center

MICECONNECT 2021 POSITIONS BORACAY AS ASIA'S PREMIER BLEISURE DESTINATION

BORACAY ISLAND, AKLAN – In collaboration with the Boracay MICE Alliance, the Tourism Promotions Board (TPB) Philippines and the Department of Tourism successfully staged this year's MICE Buyers Invitational Program, also known as MICECONNECT 2021, in Boracay on November 13 to 15, positioning the world's best islands as a premier leisure and MICE destination.

The event gathered 52 online sellers of MICE products and services composed of meeting facilities, hotels and resorts, tour and transport operators, event management companies, and destination management companies.

48 registered buyers coming from both private and public sectors as local and international MICE planners and organizers, of which 23 were onsite, joined the two-day inspection of properties and venues that can be considered for future MICE events. Antigen tests, health and safety kits were also provided, and distancing measures were observed to ensure the safety of the event delegates. ► [Full story in page 4](#)



📍 Boracay Island, Aklan



Philippine International Convention Center

PMT PRIORITIZES SAFETY, SKILLS, ADVENTURE TOURISM

As part of PMT's priorities and preparations prior to the kick-off ride, participants both onsite and online attended the hybrid webinar which was aired from the Philippine International Convention Center (PICC) and made virtually available through an online platform, with more than 3,000 livestream views on social media last November 19.

The said webinar equipped motorcycle riders and enthusiasts with knowledge on safe riding, off-road driving techniques and skills, and adventure tourism through the expertise of Rod Cruz of the Arangkada Riders' Alliance, Gen. Fernando Paez of the Law Enforcer Riders' Association of the Philippines, and Mel Aquino of the Yamaha Off-Road Training Camp.

"Our community is privileged to be part of the organizing committee for the kick-off of this program. We are elated for the support of the tourism industry because we really want this to take-off. Just the news that destinations are open for motorcycle tourism will signal all riders to go around, see places, and eat in restaurants — if you pool together the income generated by millions of riders around the country, it will be a big business opportunity for tourism," said Breakfast Ride Community Head Raymon Gabriel.



Rizal Park, Manila



Rizal Park, Manila

CALABARZON IN THE LOOP

Tourism Secretary Berna Romulo-Puyat, TPB Chief Operating Officer Maria Anthonette Velasco-Allones, Philippine Motorcycle Tourism Advocate and former Senator JV Ejercito, DENR Undersecretary Ernesto Adobo, Jr., Philippine National Police (PNP) Chief Lt. Gen. Dionardo Carlos, DOT CALABARZON Regional Director Maritess Castro, and DOT Assistant Secretary Woodrow Maquiling sent off the PMT riders from participating motorcycle clubs and associations for the CALABARZON Ride composed of two major loops.

The Taal Lake Loop (Cavite-Batangas) included stops in Maragondon (Habi of Maragondon, Simbahan ng Maragondon, Caingin River), Tagaytay, Taal (Basilica San Martin De Tours, Marcella Agoncillo Historical Landmark, Apacible Historical Landmark), San Juan (Laiya), Lipa (Mary Mediatrix of All Grace Church), Mataas Na Kahoy (My Honey's Farm), Sto. Tomas (National Shrine of Padre Pio), and Sta. Rosa (Nuvali Park).



Basilica San Martin de Tours, Taal, Batangas



Old Grove Farmstead, Lipa, Batangas

FULL SPEED AHEAD FOR PMT

On the other hand, the Laguna Lake Loop (Rizal-Laguna-Quezon) covered Antipolo (Antipolo Cathedral, Hinulugang Taktak) Tanay (Daranak Falls), Pililia (Pililia Windmills, Pakil (St. Peter of Alcantara Parish Church), Paete, Luisiana (pandan weaving), Lucban (Kamay ni Hesus), San Juan (Laiya), Dolores (Bangkong Kahoy Valley), San Pablo City (Sulyap Gallery Cafe), and Sta. Rosa Nuvali Park.

Cebu MotoVlogger and Philippine Motorcycle Tourism Ambassador Jet Lee expressed her appreciation to TPB and DOT's efforts in revitalizing the travel industry through motorcycle tourism. "Everyone knows I'm very passionate about riding because it's my outlet. Every time I hit the road, I feel really free. I appreciate that DOT and TPB are doing their best to help the tourism industry bounce back and consider motorcycle tourism as a viable market. I am excited to inspire and encourage other people to try the adventure of motorcycle riding," said Lee.

With the gradual easing of travel restrictions and the resumption of leisure travel across diverse local destinations, TPB and DOT are optimistic that the launching of the PMT will help kickstart domestic tourism and the local economy in the new normal as riders take the wheel in promoting Philippine tourist spots and helping local businesses and tour operators recover from the pandemic's effect on their livelihood.

Moreover, several DOT regional offices have included the development of motorcycle tourism circuits in the Cordilleras, Ilocos Region, Cagayan Valley and Central Visayas.

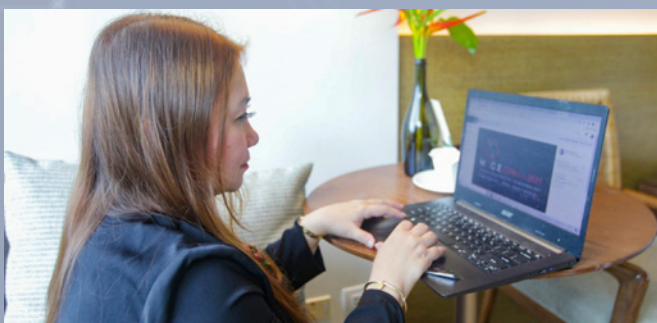
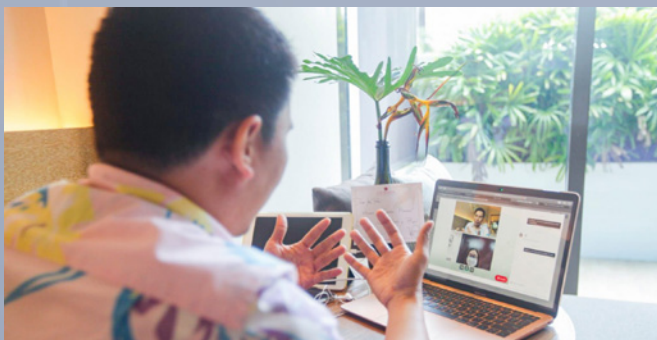
Aris Ilagan of TopBikes, shared his regained enthusiasm to explore different parts of the country more freely once again on two wheels. "After being stuck indoors for so long, this is a welcome opportunity for the riding community. Being able to go wherever the wind takes us is very important for riders. For almost two years, we have limited opportunities to do it and now we are slowly and safely getting back to riding again," stated Ilagan.

The PMT activities were conducted in accordance with the Inter-Agency Task Force on Emerging Infectious Diseases (IATF-EID) guidelines. Health and safety protocols were strictly observed during the event and only fully-vaccinated individuals were permitted to join onsite.



A full day business-to-business (B2B) meeting was also arranged via the virtual platform, generating an estimated revenue of Php 27,000,000.00 for two contracted events, and with leads of nine MICE events starting in December and next year.

“MICECONNECT 2021 is a major step forward in bringing more people of the industry together whether you’re interacting face-to-face or virtually. We hope that we’ve provided a good platform for all participants to expand their network, discuss golden business opportunities, create new partnerships, or cement old ones”, said Tourism Secretary Berna Romulo-Puyat.



Boracay, famous for its fine white sand and turquoise waters situated in Southeast Asia, is a well-known top leisure destination. As the Philippine MICE industry bolsters its readiness efforts, MICECONNECT reflects the growing

confidence in Boracay’s capability to host incentive travel and small to medium size conferences and other corporate events in the future.

In appreciating the value of MICECONNECT, one of the buyers, Ian Laroda of Travel Warehouse Inc. noted that “MICECONNECT really paved the way to connect the businesses and the communities. It becomes a way of giving back to our tourism workers because they also benefit from business gains. It becomes a win-win relationship and I am very happy to have experienced this in MICECONNECT Boracay”.

“Apart from renewed opportunities, MICECONNECT gave us hope. As a MICE seller based in Boracay, our livelihoods were greatly affected by the pandemic. Through MICECONNECT, I realized that now is the time to bounce back and increase tourists’ confidence to travel and do business once again” Serafin Javelona of Southwest Tours Boracay also shared.



Through this, the Philippine tourism industry is looking forward to the MICE buyers paving the way for the recovery of the local MICE industry, fueled by the renewed interest in bringing local, regional and international events – not only in Boracay, but in other Philippine destinations.



TPB WEEKLY MEMBERS' CHAT FOCUSES ON NEW NORMAL TOURISM

Tourism Promotions Board (TPB) Philippines continues to support and enhance the skills of its members through its Weekly Members' Chat program whereby experts from the public and private sectors share their experiences and notable practices in their respective fields.

Emmylou Hibionada Sison of Zebedee Travel and Tours shared her experiences in the TPB Member Short Stories Series which focused on her strategies to deal with the economic impacts of the pandemic. She recalled the changes made in their work and communication setup to appropriately address the needs of affected clients and customers.

On the other hand, Grace B. Eleazar of La Bella Lifestyle Properties, Inc. shared the significance of wellness during the pandemic, emphasizing that taking care of one's health is not limited to the current situation but should be a lifetime priority.

With positive feedback from this year's Philippine Travel Exchange (PHITEX) seminar, Raf Dionisio of MAD Travel

and The Plastic Solutions sustained his advocacy on dealing with the harmful effects of plastic materials to the tourism industry. While Jonathan Petalver of Petalver Management and Consultancy Services, presented key points on pivoting businesses digitally and emphasized the importance of digital presence in today's economy.

Department of Tourism (DOT) Region VI Director Cristine C. Mansinares led the public sector on showcasing notable practices, updates, activities, provision of assistance and accreditation of tourism enterprises as vaccination drives for tourism workers, and local health and safety protocols for domestic tourism.

Meanwhile, representatives from the Tourism Infrastructure and Enterprise Zone Authority (TIEZA), Donald Maldonado, Hernando Enal, and Catherine Sta. Clara expounded on the recently signed Republic Act No. 11534 or Corporate Recovery and Tax Incentives for Enterprises (CREATE) Act which provides fiscal relief to micro, small, and medium enterprises or corporations doing business in the Philippines.

"The goal now is to drive demand. People nowadays, buyers, tourists, they have a lot of things to choose from. Get to the point that your product or your package is unique and different and it adds value."

-Jonathan Petalver
Petalver Management and Consultancy Services



"Plastic isn't bad but it's how we manage the resource usage and disposal that needs rethinking. So we need more action. Progress is priority, not perfection. The journey to zero waste is a long journey. But if everyone stopped or reduced their plastic trash by one sachet each, it would then be 100 million sachets reduced."

-Raf Dionisio,
MAD Travel and The Plastic Solution



"Know their problem and be a solution to them. That's our goal during the pandemic, we changed our online setup. We enrolled ourselves in almost every online banking gateway as a payment solution. We created an automated response to the usual questions on our Facebook page. And we set our schedules in answering online queries, making sure all queries should be answered on time. All of our services went online."

- Emmylou Hibionada Sison,
Zebedee Travel and Tours



"The first thing that I would say is that wellness is not only during COVID times, wellness is all the time of our life. This is something that we should have focused on and should have been inputted into our consciousness while we're still very young, because without health, everything else in our life will have no meaning."

- Grace B. Eleazar,
La Bella Lifestyle Properties



DOT-LA SUSTAINS MARKET VISIBILITY OF THE PHILIPPINES

Despite the negative effects of the pandemic in the tourism industry, the Department of Tourism (DOT) in Los Angeles is resolute in sustaining market visibility both in the consumer and trade markets.

"For trade, we did a lot of webinars, virtual trade shows, and participated in the recently concluded, DEMA Show," said DOT-LA Attaché Mr. Richmond Jimenez. "Meanwhile, for the consumer market, DOT-LA continues its efforts in doing travel and adventure shows, Philippine Tourism podcast in Mexico, and updating the display Philippine tourism collaterals in Philippine Embassies."

Let's take a look at the significant projects done by DOT-LA in the previous months:



1. MARKET AND PRODUCT AND RESEARCH/INTELLIGENCE

In order to gain market insights among the consumers, DOT-LA participated in key virtual events such as Expedia Virtual Insights Summit, Meltwater Webinar, Destination Analyst Webinar, and Tourism and Technology Forum.



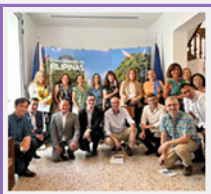
2. TRADE DEVELOPMENT AND SUPPORT

To foster good relationships, DOT-LA presented and participated in product presentations, webinars, and B2B networking meetings in numerous events, one of which is the Diving Equipment and Marketing Association Show (DEMA) 2021 in Las Vegas.



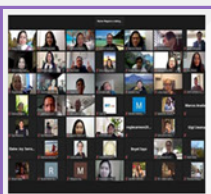
3. MARKETING AND PROMOTION ACTIVITIES

The organization recognizes the importance of engaging with media partners through presentations, meetings, and events such as the filming of Discovery Network in the Philippines.



4. SUPPORT PH EMBASSIES, PH CONSULATE GENERAL, AND FILIPINO COMMUNITY

Alongside its commitment to the realization of its goal, DOT LA also fosters good relationships with its affiliates. For instance, they implemented and supported different activities and events of the various Philippine Embassies and Philippine Consulates General under PDOT LA's areas of jurisdiction. Meanwhile, to encourage participation among Filipinos, DOT-LA also supports initiatives of the Filipino community such as the Miss Filipinas International and Miss Filipinas Teen International Pageant.



5. DOT HEAD OFFICE AND THE TOURISM PROMOTIONS BOARD (TPB) PARTICIPATION

DOT-LA actively participates and attends webinars and meetings organized by the DOT and TPB such as the TPB Member's Weekly Chat, DOT Planning and Budgeting Workshop, and DOT Overseas Offices Meeting on TPB Matters.

WHAT'S NEXT?



The Philippine Consulate General Los Angeles Planning Meetings aims to align the Philippines Consulate General Los Angeles with its attached agencies under the "One Country Team Approach (OCTA).



The "Virtual Regional Philippine Business Mission and Tradeshow to The Americas: CANADA, USA, and LATAM" replaces the physical business mission in influencing US and Latin American tour operators to include the Philippines in their tour offerings.



The "Virtual MICE Regional Philippine Business Mission and Tradeshow to The Americas: CANADA, USA, and LATAM" replaces the IMEX and is expected to maintain Philippine presence in the North and Latin American markets to optimize promotions for the American MICE buyers.



The "Travel and Adventure Shows 2022 Series" in Los Angeles and Dallas aims to reinforce the market presence of the Philippines in the US as a premier tourist destination for the American travelers.



The "Joint Promotional Partnership with Untapped Tour Operators in the West Coast and Hawaii" will help the promotion of the Philippines to a wider range of American mainstream travel agents and tour operators.

HAVE A SAFE TRIP, PINAS

DESTINATIONS TO ENJOY ON YOUR CHRISTMAS HOLIDAY BREAK



📍 Sand Dunes, Ilocos Norte



📍 Batchoy, Iloilo



📍 Dakak, Zamboanga



📍 Giant Lantern, Pampanga

It's the most wonderful time of the year!

What better way to spend the holiday season than being with the people you love in some of the best destinations in the country.

Now that numerous local tourist spots are reopening, you are guaranteed to see a long list of destinations you've missed after almost two years of being stuck at home. Here are some of the best places we recommend for an unforgettable holiday season:

YOUR HOLIDAY HOME IN ILOCOS

One of the best things about the holidays is a great and warm family time. Ilocos offers some of the best activities that can make this bond even more special. Snapping photos along the cobbled streets of Vigan, visiting historical churches, riding through the sand dunes of Paoay, and relaxing in the blue waters of Pagudpud are just some of the things you can indulge in with your family up North.

HOLIDAY FOOD TRIP IN ILOILO

Similar to Ilocos, Iloilo is famous for its historical churches but the holiday experience here is more than a pilgrimage. Iloilo is also known for serving its famous batchoy, pancit molo, and fried ibos with a cup of tablea hot chocolate. Now that is a holiday feast to savor!

ZAMBOANGA DEL NORTE'S HOLIDAY HAVENS

Want a postcard-perfect family photo?

Dakak in Zamboanga del Norte might just be your luxurious yet relaxing getaway! Bask in some of the country's picturesque beaches, go on a day trip to the Rizal Park and Shrine in Dapitan, or embark on one of the 34 sites of the Magellan-Elcano Expedition Philippine route.

LIGHT UP A PAROL IN PAMPANGA

A visit to Pampanga is a visual treat of Christmas lanterns or parols lining the streets of San Fernando, also known as the "Christmas Capital of the Philippines".

The province also has numerous old churches decorated with beautiful depictions of the Nativity Scene (the belen) that you can visit with your family for Misa de Gallo or "Simbang Gabi".

If you simply prefer to stay in Manila while still enjoying the holiday spirit, book a staycation in one of Department of Tourism (DOT)-accredited establishments.

Family bonding doesn't necessarily mean you have to hit the road. A warm and cozy bed while binge-watching your favorite holiday-themed movies with your family may be all that you need to make those bells jingle and experience that winter wonderland.

Just remember to follow health and safety protocols and be in the loop of the latest travel updates and advisories by downloading the Travel Philippines App on your mobile phones. Don't forget to boost your immune system – the key to perfect holidays.

IT'S MORE FUN WITH YOU THIS HOLIDAY SEASON!

2021 DECEMBER CALENDAR OF EVENTS



OPENED DESTINATIONS

