

# TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

JANUARY 2022

## STAYING IN THE GAME: PHL TAKES CENTERSTAGE AT ATF 2022



To promote the Philippines as the preferred destination with its uniquely diverse and fun tourist attractions amidst the global pandemic, the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines highlighted the country's optimized tourism strategies at the recent ASEAN Tourism Forum (ATF) held in Preah Sihanouk, Cambodia from January 16-22, 2022.

ATF 2022 is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. This year's theme, "A Community of Peace and Shared Future," echoes the vision of tourism playing a key role to foster a unified and collaborative ASEAN.

A total of 350 participants from more than 27 countries and regions, including tourism leaders and officials, international buyers, exhibitors, media, trade visitors, and passionate travelers from the tourism industry attended the said event.

The DOT and the TPB not only showcased the Philippines as one of the fastest growing tourism destinations in Southeast Asia but also presented efforts to revive the industry and bring it back to its pre-pandemic vitality.

The DOT's Tourism Response and Recovery Programme (TRRP) covers six strategic pillars such as securing livelihood and adequate social services; sustaining business operations; building appropriate infrastructure; enhancing marketing, market, and product development; providing efficient institutional support; and launching effective strategic communications or branding campaigns.

"We are now focusing on building significant pillars to assist our tourism stakeholders; issuing comprehensive health and safety guidelines governing the operations of tourism establishments, services, and destinations; and preparing for the reopening of selected islands, provided that the tourists comply with strict health safety protocols," said TPB Chief Operating Officer Maria Anthonette Velasco-Allones.

The sectors that will implement these protocols are accommodation establishments, accredited restaurants, land transportation services, MICE venues, facilities, and island and beach destinations.



# PHILIPPINE DELEGATION IN FULL FORCE

The Philippine delegation, headed by DOT Secretary Berna Romulo-Puyat, consisted of buyers and sellers from tour companies, accommodation establishments, airlines and government agencies.

An estimated 180 virtual meetings were successfully pulled off by the participating Philippine sellers as they showcased and presented various Philippine tourism products and services and introduced new and emerging destinations to international buyers.

The Philippine tourism sector has shown resilience in light of the evolving coronavirus situation, capitalizing on its strengths – human resources, authentic tourism products and experiential travel offerings, and opportunities for strong collaboration.

“We celebrate the coming together of our ASEAN brothers and sisters and our friends across the globe after the pandemic struck us almost two years ago. The Philippines has steered through the new and better normal by updating our strategies and putting safety and hygiene as our major thrust for the coming years,” said Secretary Romulo-Puyat.

DOT and TPB also continue to discover new trends to serve the growing demand of leisure and adventure seekers. With the launch of the More Fun Awaits Campaign, the tourism sector has developed new circuits and products to cater to travelers in search of new experiences, new products, and attractions.



# SAFE TRAVELS STAMP

The Philippines was conferred the authority by the World Travel and Tourism Council (WTTC) to use and award the SafeTravels Stamp. “This is a recognition of the ability of our destinations and tourism establishments to comply with global standards that have been issued by the WTTC,” said Velasco-Allones.

Currently, the Philippines has three destinations that have been awarded the SafeTravels Stamp namely Boracay, Ilocos Norte, and Baguio. There are also 241 accommodations, establishments, hotels, accredited restaurants, and attractions that have been awarded the use of the SafeTravels Stamps. WTTC’s SafeTravels protocols follow the current World Health Organization and Centers for Disease Control and Prevention guidelines and are being regularly updated whenever new information about COVID-19 comes to light.

“All these efforts are coherently done with the DOT, our partners in the various areas, the Local Government Units, partner agencies, and stakeholders while we in the government continue to cautiously lead the reopening of the various destinations within the country,” said Velasco-Allones.





## THRIVING THROUGH TOUGH TIMES

### **Boracay Hailed as 2022's No. 2 World's Most Instagrammable Place**

Out of all the 7,641 islands in the Philippines, Boracay Island clinched the second top spot yet again on global travel site Big 7 Travel's annual 50 Most Instagrammable Places in the World for 2022.

"Teeny tiny Boracay is fast becoming the Philippines' top tourist draw – and in a country spanning 7,500 islands, that's saying a lot. From dreamy sunsets on sandy beaches to fire dances to bustling bars, the gram opportunities here are endless," the website read.



With islands of the finest white sand, crystal-clear waters, and spectacular sunsets renowned the world over, the Philippines has consistently placed in the annual top 50 since 2019 where it was listed in 43rd place. In 2020, it climbed to the 36th spot featuring Palawan. And in 2021, it ranked second just behind Tokyo, Japan.



This year, three Asian destinations placed in the top 10 with Ha Long Bay, Vietnam grabbing the 10th spot; Boracay, Philippines for 2nd; and Singapore in 1st place.

The Most Instagrammable Places in the World list, which is now on its fourth year, is generated based on a comprehensive scoring system that analyzes the number of hashtags per destination, sample survey results of Big 7 Media's 1.5 million-strong audience, and their global editorial team. The annual hashtag tally of the top 50 destinations were ranked in order of their visual allure and popularity on social media.



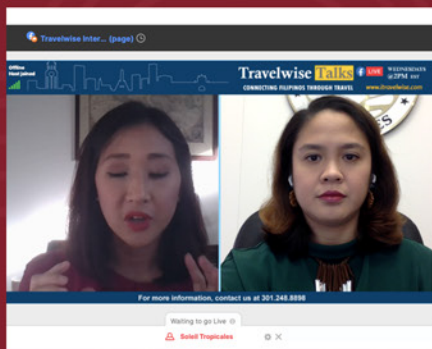


# EXCITING TIMES AHEAD FOR DOT-SAN FRANCISCO



## 1 Consumer Travel Fairs (1st to 2nd Quarter of 2022)

Participation in some of the US' biggest consumer fairs such as The Morris Columbus Travel Show, The Outdoor Adventure and Travel Show, and The Travel & Adventure Show Series will definitely connect the Philippines to a large number of travel enthusiasts who are potential visitors of the country.



## 2 Travel Trade and Consumer Activations (2nd to 3rd Quarter of 2022)

In April, Philippine Cuisine will be highlighted in time for Filipino Food Month in Portland, Oregon, and Canada. DOT-San Francisco's partner tour operators will also launch and promote Culinary Tour Packages to the Philippines throughout the campaign.

In the 3rd Quarter, DOT-San Francisco will be able to update and grow its database of travel advisors and pre-qualified travelers through its membership in Signature Travel Network (STN). Furthermore, all three (3) DOT US offices will organize a series of familiarization trips targeting travel trade and media to let them experience first-hand the fun and safe travel in the Philippines.

Also, DOT-San Francisco will continue the Asia Now Campaign to sustain its partnership with Canadian travel agents and tour operators.

## 3 Joint Marketing and Promotions and Tactical Campaign (Year-round)

Joint marketing promotions with identified travel trade partners namely Avanti Destinations, Caradonna Dive Adventures, Royal Scenic in Canada, and Canadian Geographic will help reach the mainstream market through multiple marketing platforms (digital and traditional) and maximize the exposure and increase interest of the market to the Philippines. Niche markets such as divers, adventurers, and sports enthusiasts will also be tapped.

Moreover, the Philippine Specialist E-Training Program will continue this 2022 to heighten product awareness among the travel trade about Philippine Tourism products and destinations. The said program will be designed to help US-based travel agents and tour operators to learn and retain information in fun and interactive ways.

For more updates about the marketing efforts of the DOT overseas office in the US and Canada, you may visit [www.philippinetourismusa.com](http://www.philippinetourismusa.com) and [www.philippinetourism.co](http://www.philippinetourism.co), or you may check out Philippine Department of Tourism USA on Facebook.





# FOSTERING RESILIENCE IN ADVERSITY

As the tourism industry turned to a new chapter in its New Normal journey, the Tourism Promotions Board (TPB) welcomed the New Year with renewed determination in providing the TPB Members learning opportunities through its Weekly Chat program.

Highlighting the Weekly Chat sessions for the month of January, TPB invited World Bank Senior Disaster Risk Management Specialist Atty. Lesley Jeanne Y. Cordero for a timely presentation on Disaster and Crisis-Proofing Tourism Destinations in the Philippines which expounded on the catastrophe-risk models for Siargao, Bohol, Siquijor, and Palawan as well as The World Bank's mitigation agenda and contingency plans for disasters such as typhoons and earthquakes.

For the Best Practices in Response to the Pandemic, Ms. Tet Romualdo of the Linden Suites and Ms. Joy De Mesa of the Robinsons Hotels and Resorts recounted how their respective organizations remained resilient in weathering the effects of the pandemic.

Ms. Romualdo of the Linden Suites reported on their Strategic Framework on Business Sustainability and Profitability, which included the financial, process, customer, and people aspects of their business. Ms. De Mesa, on the other hand, presented their New Normal business practices rooted in their three-point strategy of Reunite, Propel, and Bounce Back.



*"The goal is to change mindsets and build a culture of preparedness – to help communities, governments and stakeholders anticipate the impacts of disasters and prepare to respond and recover even before disasters happen."*

-- Atty. Lesley Jeanne Y. Cordero  
The World Bank



*"We should create from the crisis where we are now into an opportunity. So with that, we have to modify our marketing strategies and improve the sales experience. But more than ever, we also see how important digital marketing is in our business."*

-- Ms. Joy De Mesa  
Robinsons Hotels and Resorts



*"It has not been an easy road to say the least. It was a constant change, fueled by the need to survive without casualty in this proverbial storm. But we continue to evolve as the need arises and it appears that we can continually adapt to change. If there is a lesson to be learned from the previous year, it is that we can surmount difficulties as a team with an open mind and open heart."*

-- Ms. Tet Romualdo  
The Linden Suites

# HAVE A SAFE TRIP, PINAS

## STARTING THE NEW YEAR WELL: NATURAL WAYS TO BOOST YOUR IMMUNE SYSTEM BEFORE TRAVELING

We are all excited to travel this year. We can't wait to see the world and welcome new experiences. It's fun and exciting, but it can also be taxing.

Did you know that every time we fly, changes happen in our body that can weaken our immune system? Apart from the long travel hours, change in weather can also trigger illnesses.

To stay healthy and well while on the road, boosting the immune system is essential. By now, you may have read countless of articles on how to do this, but here's a list of what we believe are quite important for an enjoyably healthy trip:

### Vitamin D is key

The sun is one of the greatest gifts of our universe, but most of us tend to forget its importance. Since we've been forced to lock ourselves in, we have received less of its essential nutrient: Vitamin D. Not only does Vitamin D keep our

bones strong; it's also known to combat diseases, including Covid-19. If you can get it directly from the sun, stay outdoors for 10-15 minutes starting 11 in the morning. Just make sure to download Vitamin D monitoring apps for guidance so that your sun exposure remains safe and burn-free. Vitamin D can also be found in foods like salmon or spinach.

### Water is life

The great Hollywood actress Audrey Hepburn once said, "Water is life, and clean water means health." And she was on point because drinking at least two liters of water every single day is key to good health. Though you can count in coffee (hooray!), pure clean water is still best, especially for your kidneys.

### Give yourself a HOG (Honey, Onion, Ginger/Garlic)

Honey, when taken right (which means pure, raw - wildflower, organic, and unfiltered - must not be heated), improves blood sugar and heart health.

Onion is not only a source of vitamins and minerals, it also contains quercetin, an antioxidant used by some doctors as part of a prophylaxis treatment for Covid-19. Ginger is good for sore throat, cough, and digestive health.

And finally, garlic, which is anti-inflammatory, manages cholesterol levels and helps destroy viruses.

But these are just "SOME" of the benefits. Just imagine knowing the rest.

Last but not the least, **GET ENOUGH SLEEP**. This couldn't be emphasized

more. Because no matter how much we take care of our bodies while awake, we will still get sick if we don't get enough sleep. Doctors recommend getting at least six hours of good sleep daily. While some people take melatonin supplements, which is also known for its anti-inflammatory effects, take advantage of the fact that our bodies produce melatonin naturally, so make sure to avoid looking at your phone before bedtime.

While we recommend these natural approaches, it's also best to consult your "trusted doctor" first to help you decide what's best for your body considering your current health condition and even your weight. So don't be afraid to say "hello" to your trusted partner in health once in a while.

Are you ready to travel? Prepare yourself well as you would for battle so you can enjoy every minute of it. Here's to hoping that we see you on the road this year!





# 2022 FEBRUARY CALENDAR OF EVENTS

EVERY WEDNESDAY

## WEEKLY MEMBERS' CHAT

04 FEBRUARY 2022

## TPB TOWNHALL MEETING

VIRTUAL

20 FEBRUARY 2022

## PARAW REGATTA FESTIVAL

ILOILO CITY

29 JANUARY TO 05 FEBRUARY

## PHILIPPINE TOURISM INFLUENCERS PROGRAM PANAY ISLAND

12 FEBRUARY 2022

## EXPO 2020 DUBAI PHILIPPINE NATIONAL DAY

DUBAI, UAE

21 TO 25 FEBRUARY 2022

## MARKETING ENHANCEMENT TOURISM WORKSHOP IN SCBT SITES

SURIGAO DEL SUR