

# TPB spotlight

A Quarterly e-Magazine of the Tourism Promotions Board Philippines

JANUARY - MARCH 2022

## TOURISM AWAKENS: IT'S MORE FUN WITH YOU

### BORDERS REOPEN

HIGH HOPES FOR PHILIPPINE TOURISM INDUSTRY AS THE COUNTRY WELCOMES BACK INTERNATIONAL TOURISTS

### SMARTOURISM

DOT, TPB LAUNCH VIRTUAL DESTINATION VIDEOS AND 360° VR EXPERIENTIAL TOURS

### NATURE

### AND ADVENTURE

BE CHARMED BY THE MYSTICAL SIQUIJOR ISLAND

### ITB BERLIN

FUTURE & RESILIENCE TRACK ROUNDTABLE DISCUSSION: MINIMIZING CRISES' IMPACT ON TRAVEL AND TOURISM



# spotlight

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COVER PHOTO:

In this issue, we put the spotlight on the tourism industry's resilience and high hopes as the country welcomes back international tourists with many other significant events that are expected to give a big boost to the Philippine economy. As the tourism industry finally awakens, what we've lost in the last two years could finally be regained.



# ON THE SPOT

g etting there.

We started the year on a note of hope as we reopened our borders to international tourists last February 10. This milestone for the tourism industry has been paved by our collective efforts to observe safety protocols, achieve universal vaccine coverage for tourism workers and our transient sacrifices when community lockdowns were needed.

Today, the Philippines led the way in the ASEAN region in safely reopening tourism. And sustaining this wonderful gain remains to be a collaborative work among all of us.

As we look ahead, we share the excitement with you as we roll out our hospitality carpet for the biggest event we have to date - the World Travel & Tourism Council (WTTC) 2021 Global Summit in Manila this coming April 20-22.

In this issue, we dedicated some pages to give you a glimpse of the 2021 WTTC Global Summit. We also featured valuable insights from leading women in the industry as part of our National Women's Month celebration.

Have a fun read ahead.

*Maria Anthonette C. Velasco-Allones*

MARIA ANTHONETTE C. VELASCO-ALLONES, CESO I  
Chief Operating Officer, Tourism Promotions Board - Philippines



# HIGH HOPES FOR PHILIPPINE TOURISM INDUSTRY AS THE COUNTRY WELCOMES BACK INTERNATIONAL TOURISTS

February 10 was a day of celebration. After almost two years of closure due to the Covid-19 pandemic, the borders for international tourists finally reopened. And just after a week, over 7,000 arrivals have already been recorded, indicating a positive comeback for the Philippine tourism industry.

Preparations for this much-awaited moment, however, did not happen overnight. Since the lockdown started in 2020, the Tourism Promotions Board Philippines (TPB) has never wavered from its commitment to keep the Philippines alive in the minds of foreign tourists.



It's the reason why in the past two years, its international promotion efforts have not ceased. With the assistance of the foreign offices of the Philippine Department of Tourism (DOT), the TPB supported online marketing campaigns and participated in international hybrid or virtual travel fairs and events from ITB Berlin to World Travel Market. TPB also pursued its local institutional events such as the Philippine Travel Exchange (PHITEX) and MICE Conference (MICECON) to keep the momentum alive.



Even the day before the actual reopening, the TPB released its "Virtual Destination Videos" that highlight the country's top destinations and activities as part of the "It's More Fun With You" campaign. The Domestic Department's 360° VR Experiential Tours was also unveiled to help travel agents promote tourist destinations digitally.



All these efforts paid off because a month after the grand reopening, the country recorded 41,175 foreign arrivals led by the US, Canada, UK, South Korea, and Australia, TPB's main target markets. And this is just the beginning.

The International Promotions Department is at the forefront of raising the numbers as it recalibrated its work plan for 2022. The North Asia Division, for instance, will be having more familiarization trips with foreign media and travel agents. The division will also invite influencers, key opinion leaders, and a top Japanese celebrity later in the year to visit the country.



For the Europe Division, tour operators, influencer and media familiarization trips will also resume after a two-year pause as well as partnerships with top travel publications to strengthen Philippine presence online.

With an aim to revitalize the strength and full potential of the US market's interest and increase visitor arrivals, the Americas Division, on the other hand, will promote destination circuits targeting market segments such as diving, medical tourism, nautical tourism, and nature-based tourism, among many others, in partnership with tour operators, travel agents, and airlines. The division will also be supporting the opening of the new DOT office in Canada, which is a big step in bringing the Philippines closer to the northern market.



As for the ASEAN and the Pacific Division, re-establishing Philippine presence in its five key markets (Australia, Hong Kong SAR, Singapore, Malaysia and Taiwan) is the main objective. The strategy involves working with the respective DOT foreign offices in implementing trainings for foreign travel agents, attending top travel trade and consumer fairs such as Asia Dive Expo among many, partnerships with airlines and top travel agents, and collaborating with travel trade and key opinion leaders.

And to help foreign tourists navigate the country post-pandemic, the Travel Philippines mobile application is currently being expanded to be the go-to app as soon as they arrive on our shores.



These and many other significant events, including the World Travel & Tourism Council summit in April, are expected to give a big boost not only to the Philippine tourism industry but to the country's overall economic status as well. With hard work, resilience, and collaboration, we can all remain hopeful that what we've lost in the last two years could finally be regained.





## DOT-TPB RT-PCR SUBSIDY PROGRAM EXPANDS TO CENTRAL LUZON

Qualified foreign and local travelers, including Balikbayans, flying in and out of Clark International Airport (CIA) can now avail of subsidized Real-Time Reverse Transcription Polymerase Chain Reaction (RT-PCR) test of the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines.

TPB formalized the partnership with the Bases Conversion Development Authority (BCDA) and Jose B. Lingad Memorial General Hospital Center (JBLGHC) for the RT-PCR Subsidy Program in Central Luzon during the ceremonial MOA signing held virtually last 23 February.

*“This program is part of the DOT and TPB’s efforts to promote domestic tourism with an incentive to the traveling public. Now, we will be extending the subsidy program to Central Luzon to ignite domestic travel in the region via Clark Airport to our countries’ major destinations,”* said TPB Chief Operating Officer Maria Anthonette C. Velasco-Allones.

The RT-PCR Subsidy Program in Central

Luzon will run until June 2022 and offer free RT-PCR tests for 4,400 qualified unvaccinated or partially vaccinated domestic tourists and a 50% discounted rate for 575 foreign travelers or Balikbayans.

Meanwhile, partner agencies BCDA and JBLMGH expressed their full support and cooperation for the successful implementation of the program.

*“BCDA is honored to help Philippine tourism gets back on its feet. We trust that this partnership will give air commuters peace of mind that travel through CIA is protected and safe. This program should also encourage travelers and Balikbayans to spend their hard-earned money for local tourism,”* said BCDA Officer-in-Charge Aristotle Batuhan.

*“We, at JBLMGH, are committed to provide timely and quality testing results to the clients that we will be catering. We will do our very best to provide a smooth and pleasant experience for all as we fully support this project,”* said JBLMGH Chief Il Dra. Monserrat Chichioco.

The TPB-DOT RT-PCR Subsidy Program was launched in December 2020 as part of the recovery program of the agencies with Philippine Children’s Medical Center (PCMC) and University of the Philippines - Philippine General Hospital (UPPGH) as partner health facilities. To date, the program has benefitted more than 45,100 qualified domestic tourists.

With this expansion, the TPB and DOT are optimistic that the confidence of the public to travel particularly in Regions I, II, and III will be harnessed and restored and newly revived flights from Clark to Boracay and Cebu, that brings in a total of 5,884 travelers every month, will be sustained.

To avail of the subsidized RT-PCR test, travelers must first preschedule by registering online at <https://www.tpb.gov.ph/rtpcrtravel-centralluzon/> and submitting a valid government-issued identification card, proof of hotel booking in a DOT-accredited accommodation establishment, and proof of mode of travel such as airline or bus ticket.

## STAYING IN THE GAME: PHL TAKES CENTERSTAGE AT ASEAN TOURISM FORUM 2021



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.







# The Philippines Takes Pride, Celebrates National Day at the Expo 2020 Dubai

Marking the resounding success of its participation at the Expo 2020 Dubai, the Philippines celebrated 11 February as its National Day with a series of activations highlighting and promoting tourism, culture, and investment opportunities in the country.

As the first world expo held in the Middle East, Africa, and South Asia (MEASA) region, Expo 2020 Dubai is one of the biggest global events with 192 participating countries, including the Philippines. The Department of Trade and Industry (DTI) spearheaded the country's participation as the organizing committee, together with the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines.

"My appreciation goes to the organizers for making the Philippines National Day Celebration a memorable and fun event where Filipinos in Dubai and the UAE were joined by various delegations from other countries in showcasing our cultural heritage and pride of place. As we continue to look for ways to level up our country's tourism and trade industries, our presence at the Expo 2020 Dubai proved to be worth all our efforts to keep us up in the consciousness of travelers from our source markets," said TPB COO Maria Anthonette C. Velasco-Allones.

The National Day celebration kicked off with a Philippine Business Briefing led by DTI Secretary Ramon Lopez which

gathered together investors and business decision-makers to discuss the benefits and opportunities of doing business as well as to promoting export and investment opportunities in the Philippines.

"This [event] is made for the Filipinos here in UAE, back home and all over the world. The theme Bangkita represents our overseas Filipino workers, doing their share to our society. It is certainly a joy to be part of this entire Expo Dubai 2020 as a way of our support to the UAE government for its great care to the Filipinos staying, living and working here," said DTI Secretary Lopez.

Ramping up the day, a flag raising was held at the Philippine Pavilion followed by a festive parade at the Avenue of Nations and cultural performances at the Al Wasl Plaza.

Highlighting the Philippines – UAE strong relations and keen friendship that have persisted for nearly five decades, the colors of the Philippine flag lighted the world's biggest 360-degree projection at the expo site. The dome was filled with Pinoy pride, through an original production, Daluyong ng Diwa (Tides of Our Soul), with exceptional content created to complement the essence and design of the Philippines Pavilion: Bangkita.

To conclude the Philippines National Day, TPB and DOT hosted a dinner reception at the Club 2020 Expo Site,



attended by around 200 foreign diplomats, expo pavilion directors, Philippine delegation, UAE trade and tourism partners, Dubai-based media and cabinet members.

Moreover, in support of the country's participation in Expo 2020 Dubai, DTI, through DOT and TPB, organized a Philippine Food Festival, a three-month long business and cultural event that celebrated the Philippine culinary culture. With the end goal of promoting the Philippines as the preferred tourism destination through the celebration of Filipino Halal Cuisine, the event successfully encouraged the international participants and foreign visitors of Expo 2020 Dubai to mainstream Filipino food in their home countries and create collaborative opportunities that will immerse their fellow citizens in Philippine culinary culture.

Meanwhile, President Rodrigo Roa Duterte expressed his congratulations to the UAE for the successful staging of the Expo 2020 Dubai and to the Philippine Organizing Committee for its noteworthy participation. "I am proud of our participation to the Expo 2020 Dubai. We are proud of our nation. Please continue to do well and to bring honor to our nation. We still have many things to do as we build a better Philippines and a better world. We assure that your government is committed to do everything for our people, our kababayans," said President Duterte.

The country's participation in the Expo 2020 Dubai is in line with the commitment of the DOT, TPB, and DTI to promote the best of Philippine tourism, trade, and investments. The country's pavilion is open for public viewing until March 2022. For more information about the expo, visit the official website [www.expo2020dubai.com](http://www.expo2020dubai.com).







# DOT, TPB BUILD UP SMARTOURISM: LAUNCH VIRTUAL DESTINATION VIDEOS AND 360 VR EXPERIENTIAL TOURS

To build up and strengthen programs on SmarTourism, the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines launched, on February 9, Virtual Destination Videos and 360° VR Experiential Tours highlighting the country's top tourist spots and attractions.

SmarTourism is one of the key strategic directions of TPB that aims to integrate innovation and digitalization through strengthening the digital tourism platforms, ensuring data-driven planning, and expanding other tools for promotions and marketing.

"The most distinct driver of change that has happened in any industry is the massive shift towards digitalization and innovation. The virtual tours are a product of our drive to be better and do better amid the trying times. It's not only a teaser for our foreign guests so they can get a good glimpse of our country in the new normal; it's also a gift to our kababayans and OFWs who have been wanting to come home. And it's a way to experience the Philippines vicariously and a guide to making every minute of your travel experience count," said TPB Chief Operating Officer Maria Anthonette C. Velasco-Allones.

The Virtual Destination Videos support TPB's marketing programs on domestic welcome-back and global tourism through the "It's More Fun With You" campaign. Spearheaded by DOT, the campaign invites tourists to look forward to and once again enjoy safe travel after the long break amidst the travel ban. The campaign tonality blends the fun and excitement indicative of Philippine tourism with the warmth and longing of our destinations and travelers to be reunited.

The virtual videos showcase the best-of-the-best in Boracay, Palawan, Baguio/Cordillera, Manila, Pampanga/Zambales, Pangasinan/La Union, Ilocos Norte/Ilocos Sur, Bohol, Cebu, Bukidnon/Camiguin/Cagayan de Oro, Iloilo/Guimaras, Davao, Batangas, Tarlac/ Bataan, and various UNESCO World Heritage Sites.

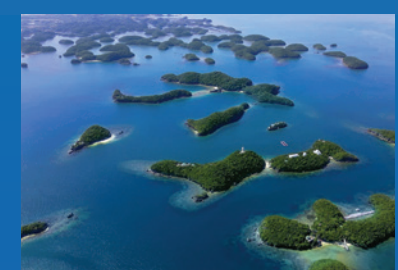


Meanwhile, viewers are treated from the comforts of their homes to a full spectrum of all the tourist spots and activities one can find in the regions of Ilocos and CALABARZON with a web-based 360° virtual reality tour which is accessible via [www.tpb.pctech.com.ph/map](http://www.tpb.pctech.com.ph/map).

This web-based 360° virtual reality tour also serves as a marketing tool of the regions to the broader travel industry that will allow travel agents to promote Philippine tourist destinations digitally, and at the same time, enhance and improve their destination knowledge.

"Technology plays an essential role in promoting destinations, attractions, and activities here in our country. By leveraging on it, we have found new opportunities amid the crisis and new ways to tell the world that, hey, the Philippines is alive and well, worthy to see and explore, and remains as beautiful and fun as ever! We are proud that as we finally reopen to the world, we have this in store for all of you to experience," said DOT Secretary Bernadette Romulo-Puyat during the event.

Furthermore, with the country reopening to foreign tourists, the TPB Virtual Tours also serve to spark the general public's interest so that they may be able to rethink and include the Philippines in their "revenge travel" plans in the long run.



# WTTTC announces speakers for its 21st Global Summit in the Philippines

20yr old Indonesian activist Melati Wijsen to address delegates and distinguished guests.  
WTTTC Global Summit set to aid the recovery of the region

London, UK: The World Travel & Tourism Council (WTTTC) unveils its speakers for its upcoming Global Summit in Manila, which includes Indonesian/Dutch activist Melati Wijsen.

At just 12 years old, activist Melati Wijsen founded Bye Bye Plastics – a global movement powered by youths around the world to end the use of plastic bags, and in 2018 alongside her sister, was named one of the "World's most influential teens" by Time magazine.

Taking place in Manila, Philippines from 20-22 April, the global tourism body's highly anticipated 21st Global Summit is the most influential Travel & Tourism event in the calendar.

Industry leaders will gather with more than 20 government representatives in Manila, to continue aligning efforts to support the sector's recovery and move beyond to a safer, more resilient, inclusive, and sustainable future.

South Korean politician Ban Ki-Moon who served as the eighth Secretary-General of the United Nations between 2007 and 2016, will also address delegates virtually at this prestigious event.

Also taking to the stage at the Global Summit will be the Tourism Ministers from around the world including Spain, Saudi Arabia, South Africa, Thailand, Japan, Maldives, and Barbados amongst others.

Julia Simpson, WTTTC President & CEO, said: "We are delighted to have such influential speakers already confirmed for our Global Summit in Manila.

Melati is an inspiration to us all. A real changemaker, who from such a young age, has been instrumental in raising awareness of the damage caused by plastic and has inspired young people around the world to lead change.

"After more than two years, the region is perfectly positioned to post the losses caused by the pandemic. WTTTC's Global Summit will act as a catalyst to drive forward the recovery of a sector that is critical for both the economy and jobs."

Bernadette Romulo-Puyat, Philippine Tourism Secretary, said: "Preparations are underway to ensure the success of WTTTC's Global Summit in Manila, which serves as the light at the end of tunnel following a long period of darkness for global tourism.

"It is heartening that these inspiring individuals have joined our efforts to bring the industry onward to full recovery" Puyat added.

Other notable speakers taking to the stage during the Global Summit will be international business leaders such as Arnold Donald, President & CEO Carnival Corporation and Chairman at WTTTC; Craig Smith, Group President International Division Marriott International; Maria Anthonette Velasco-Allones, COO Tourism Promotion Board Philippines; Federico Gonzalez, CEO Radisson; Hermione Joye, Head of APAC for Travel at Google Inc, and Greg O'Hara, Founder and Senior Managing Director Certares and Vice Charman at WTTTC.

A hybrid event, WTTTC's Global Summit will also feature Kelly Craighead, President & CEO CLIA; Jane Sun, CEO Trip.com, Ariane

Gorin, President Expedia for Business; and Darrell Wade, Chairman Intrepid Group; amongst others.

More speakers will be announced over the coming weeks.

The WTTTC Global Summit is taking place in the Philippines at a time when the country and the region begins to recover from the pandemic and will showcase the importance of Travel & Tourism in the region.

WTTTC's recent research shows the forecast for the Asia Pacific region could be its Travel & Tourism sector approaching pre-pandemic levels this year.

According to the research, the sector's contribution to the region's GDP could reach USD 2.9 trillion, near pre-pandemic levels, while employment could reach over 190 million jobs, surpassing 2019 figures and providing an additional five million jobs to the sector.

To reach close to pre-pandemic levels this year, WTTTC says governments across the region and around the world must continue focusing on the vaccine and booster rollout - allowing fully vaccinated travellers to move freely without the need for testing.

The WTTTC Global Summit in Manila is sponsored by Resorts World Manila, Global Rescue, Okada Manila, Hilton Manila, Turkish Airlines, Cebu Pacific Air, Etihad Airways, Philippine Airlines, Tourism Promotion Board Philippines, Tieza, SSI Group, UBE Express, Inc., Nissan Philippines, Inc., and Xpansiv.

To view the latest speaker list in full, please click [here wtttc.org](http://www.wtttc.org)





## ITB BERLIN FUTURE & RESILIENCE TRACK ROUNDTABLE DISCUSSION:

# MINIMIZING CRISES' IMPACT ON TRAVEL AND TOURISM

The ITB Berlin Virtual Convention from March 8-10, 2022 could not have come at a better time: just as the almost two-year Covid-19 pandemic is about to end and the Ukraine-Russia crisis is taking over and shifting the world's focus to an inevitable world war.

Perhaps, a saving grace is needed at this crucial point in human history and what the ITB represents is a unified world that not only actively responds to change but also seeks to create a better tomorrow.

This was evident during one of its programs, the ITB Future & Resilience Track, which put a spotlight on digitalization, sustainability, and resilience as the main drivers of success for the global travel and tourism industry notwithstanding its volatile environment.

Tourism Promotions Board Chief Operating Officer Maria Anthonette C. Velasco-Allones, along with Tourism Jamaica Minister Hon. Edmund Bartlett and Greece Tourism Minister, Hon. Vassilis Kikilias, led the roundtable discussion entitled, "From Covid to Climate Crisis and Ukraine, Are Policies in Place to Minimize Crises' Impact on Travel and Tourism?" to discuss the significance of these factors.

The Philippines, according to the COO, has throughout the years, faced some of the toughest challenges due to its geographic location. But it is these trials that have led the nation to formulate strong risk mitigation methods and preparedness-planning. And because "Bayanihan" is an innate response, each member of the community, from the grassroots level all the way to the national government, is well aware of all the important duties one has to be responsible for.

12 | March 2022



ITB Berlin Convention 2022: Future & Resilience

This whole-nation / inclusive approach, in addition to leveraging technology and furthering the sustainable agenda, has allowed the Philippines to become a strengthened and more resilient nation to mitigate any crisis that comes its way.

Moreover, the COO highlighted how Filipinos in general are able to see a glimmer of hope in every disaster or economic setback. She recounted the story of the boatperson she met in El Nido, Palawan who observed that the pandemic may have lessened tourist arrivals but brought the underwater environment back to life, which is a sign of a promising future.

Crisis provides opportunities as Minister Bartlett said. But this silver lining is not just about overcoming obstacles; it's also about the strength of the human spirit. And with the story of the boatperson shared by the COO in a global platform like ITB Berlin, we are reminded of how humanity can always rise from the ashes.

# CLIPPER RACE RESUMES CIRCUMNAVIGATION VOYAGE AT SUBIC BAY



Officials of the Tourism Promotions Board (TPB) Philippines led by COO Maria Anthonette Velasco-Allones and the Subic Bay Metropolitan Authority (SBMA) sent off over 260 race crew and competitors last March 20, 2022 at the Subic Yacht Club to officially restart the Clipper Round the World Yacht Race.

Also known as "Clipper Race", the biennial event takes paying amateur crews on one or more legs to circumnavigate the globe in 11 specially-designed identical yachts owned by Clipper Ventures.

The current race, which is on its 12th edition, was originally slated for 2019-2020 but was postponed due to the breakout of the COVID-19 pandemic. Participants and crew had to return home during the lockdown, but the eleven strong fleet of Clipper 70s have remained in Subic since March 2020.

The Clipper Race organizers eventually secured a special permit from the Inter-Agency Task Force (IATF) for the Management of Emerging and Infectious Diseases to resume the 2019-20 edition. They also sought a partnership with the Department of Tourism (DOT) and the TPB to finalize the entry and logistical requirements and health protocols for the event.

In support of the Clipper Race and to promote the Philippines' prime ports and sailing routes, the TPB provided RT-PCR tests as well as transportation and quarantine accommodations for the event organizers and participants.

Preventative COVID-19 measures implemented by the local government of Subic Bay were adhered to by the race crew, staff, and the concerned local community to ensure the safe and successful restart of the race. Health protocols, which involved a quarantine and testing program upon the arrival of participants in the country and for the duration of their stay in Subic Bay as well as the remainder of the circumnavigation activities, were also observed.

The Clipper Race fleet will be sailing from Subic Bay, crossing the North Pacific Ocean, to Seattle, USA where they are estimated to arrive around mid-April 2022.







# THE PHILIPPINES REOPENS, READIES FOR GLOBAL MICE

The Southeast Asian country welcomes MICE organizers back to its tropical shores

The Meetings, Incentives, Conventions, and Exhibition/Events (MICE) sector is poised to resume its full activities, fostering regional collaboration towards economic growth now that borders have reopened across the globe. As for the Philippine MICE sector, it's more than ready to cater to your business + leisure events.

Uniquely positioned at the crossroads of international trade and commerce in the Asia Pacific, the Philippines has one of the most relaxed entry regulations in the region, making it a viable destination to organize international gatherings and special events.

This year's World Travel & Tourism Council (WTTC) Global Summit hosted by the country is a perfect opportunity to demonstrate its commitment towards health and safety and environmental sustainability practices in handling face-to-face and hybrid MICE events in the new normal.

The Philippines has always banked on its global appeal in terms of offering high-quality venues, first-class hotels, and facilities throughout the country that are accessible and cost-effective— both key decision factors for the choice of MICE destinations. Complementing these are the country's warm weather, legendary hospitality, rich cultural heritage, and a diverse option of tourism activities in its 7,641 islands.

The country's capital city is home to the Philippine International Convention Center (PICC), and SMX Mall of Asia complex which integrates corporate, lifestyle activities, and key financial institutions. Other leading MICE locations include Bohol, Boracay, Cebu, Davao, Iloilo, Palawan, and Vigan, proving that the Philippines, with its excellent business and travel incentives, is an attractive choice for MICE planners and organizers.

Today, the Philippines bolsters its MICE readiness efforts to create an authentic travel experience that will make each guest's business trip a fun and memorable one. Through its attached agency, the Tourism Promotions Board (TPB) Philippines, the country's Department of Tourism rebuilds its momentum in the MICE sector with an enhanced incentive program to all MICE stakeholders.

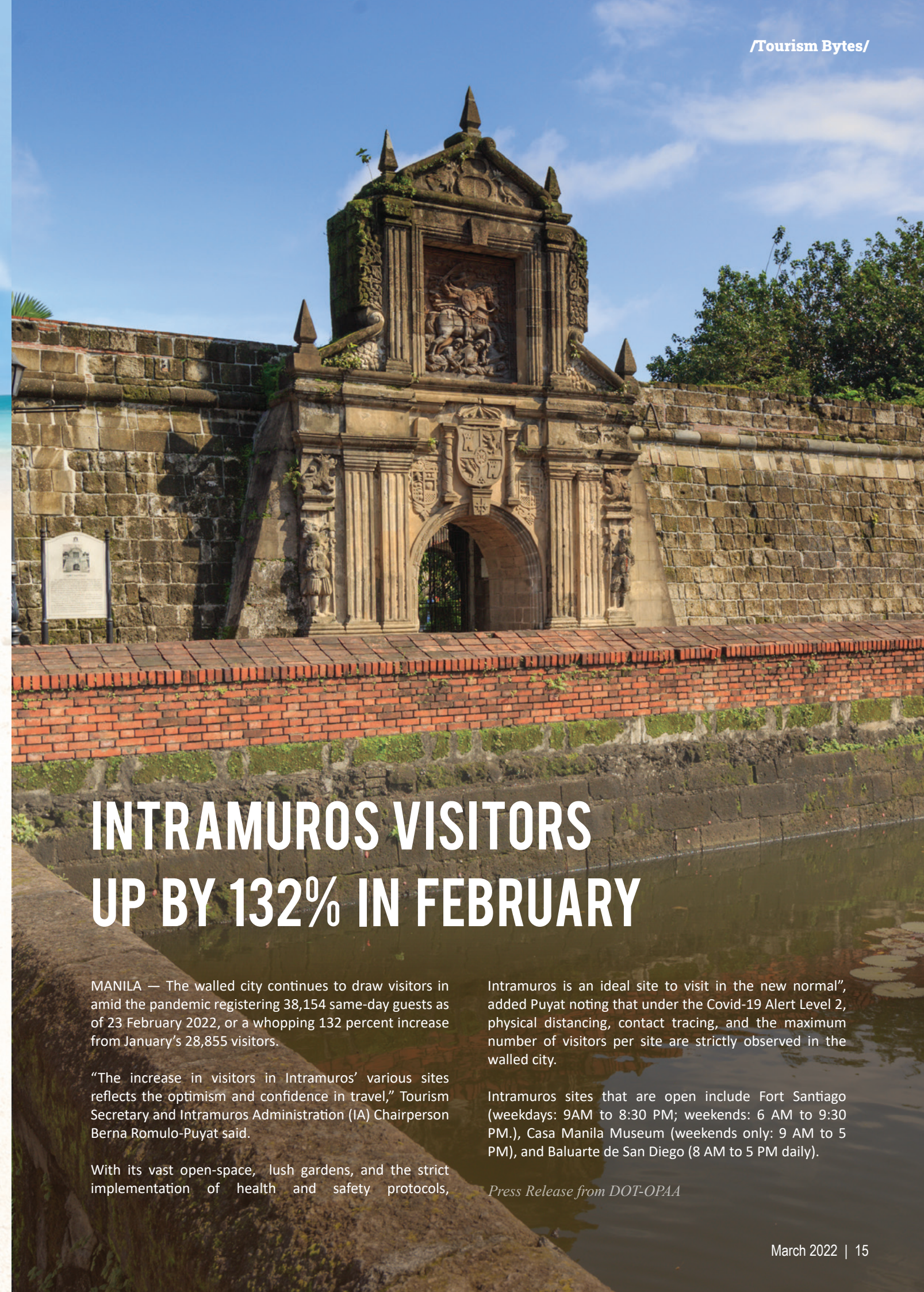
## The TPB MICE Plus Program

The enhanced MICE Plus Program is a set of incentives and privileges that the TPB offers to boost the industry by encouraging local and foreign MICE organizers to bring events to the Philippines.

Through the program, the TPB offers its expertise through a wide range of services and business solutions to assist organizers for every MICE category: Meetings and Conventions; Incentive Program Groups; Exhibitions; and physical, hybrid, or virtual events. Additionally, bid preparations, liaison services, attendance promotions, and site inspections can be easily coordinated.

Eligible to apply are local and foreign MICE planners from private corporations/entities, MICE or business events, associations, academic institutions, National Government Agencies (NGA), Government-Owned and Controlled Corporations (GOCC), Government Financial Institutions (GFI), Local Government Units (LGU), and Non-Government Organizations (NGO).

MICE organizers in need of event support or assistance under TPB's MICE Plus Program can send inquiries to [mice@tpb.gov.ph](mailto:mice@tpb.gov.ph) or visit <https://www.tpb.gov.ph/enhanced-mice-plus-program/> for more information.



# INTRAMUROS VISITORS UP BY 132% IN FEBRUARY

MANILA — The walled city continues to draw visitors in amid the pandemic registering 38,154 same-day guests as of 23 February 2022, or a whopping 132 percent increase from January's 28,855 visitors.

"The increase in visitors in Intramuros' various sites reflects the optimism and confidence in travel," Tourism Secretary and Intramuros Administration (IA) Chairperson Berna Romulo-Puyat said.

With its vast open-space, lush gardens, and the strict implementation of health and safety protocols,

Intramuros is an ideal site to visit in the new normal", added Puyat noting that under the Covid-19 Alert Level 2, physical distancing, contact tracing, and the maximum number of visitors per site are strictly observed in the walled city.

Intramuros sites that are open include Fort Santiago (weekdays: 9AM to 8:30 PM; weekends: 6 AM to 9:30 PM.), Casa Manila Museum (weekends only: 9 AM to 5 PM), and Baluarte de San Diego (8 AM to 5 PM daily).

*Press Release from DOT-OPAA*



# INTRAMUROS SITES & MUSEUMS FOR VISITORS

Credit: Intramuros Administration

as of March 10, 2022

## INTRAMUROS SITES GUIDELINES

	FORT SANTIAGO	CASA MANILA MUSEUM	BALUARTE DE SAN DIEGO
Operating Hours	<b>SAT - SUN</b> 6:00AM - 9:30PM last entry   8:00PM  <b>MON - FRI</b> 9:00AM - 8:30PM last entry   7:00PM	<b>SAT - SUN</b> 9:00AM - 5:00PM  <b>MON - FRI</b> Closed	<b>OPEN DAILY</b> 8:00AM - 5:00PM last entry   4:00PM
Entrance Fee	PHP75   Regular PHP50   Discounted*	PHP75   Regular PHP50   Discounted*	PHP75   Regular PHP50   Discounted*
Payment Options	Cash, PayMaya	Cash, PayMaya	Cash, PayMaya

\* Discounted covers the following: Senior citizens, students, children (ages 17 and below), persons with disabilities, and government employees. IDs are required.

## INTRAMUROS FARE MATRIX

as of March 2022

'CALESA' TOUR RATE Horse Drawn Carriage 'Tartanilla'		
MAXIMUM OF SIX (6) PASSENGERS Hangang Anim na Pasahero	REGULAR	DISCOUNTED Only applies if one or both passengers either Students, Senior Citizens, or Persons with Disabilities
	php 1000	php 800
	FOR EVERY ONE (1) HOUR OF TOUR** KADA ISANG ORAS NG TOUR	

\* **GROUP** means that all six (6) passengers must be classified as such - either six students, six senior citizens, or six PWDs. Ang isang GRUPO ay kinakailangan na ang lahat ng anim na pasahero ay puro estudyante, senior citizens, o PWDs.

\*\* **The Kutsero (Calesa Driver) must advise you that the One Hour period of tour has lapsed.** He may not charge for exceeding time without your permission. Kailangang sabihan kayo ng pedicab driver na umabot na ang tour sa isang oras, hindi nila kayo maaaring singilin ng karagdagan kung hindi niyo pinahintulutan.

**ANY ABUSE OF HEREIN RULES OR BAD BEHAVIOR MAY BE REPORTED TO THE INTRAMUROS ADMINISTRATION AT:** UPCDD at (02) 8527-2811 / 8527-0420 or e-mail us at urban@intramuros.gov.ph / administrator@intramuros.gov.ph

## GUIDELINES FOR THE PUBLIC

VISITORS ADMISSION GUIDELINES		
reminders	AGE	<div>OUTDOOR SITES FORT SANTIAGO &amp; BALUARTE DE SAN DIEGO</div> <div>INDOOR SITES IMAKE HISTORY FORTRESS, CASA MANILA MUSEUM, &amp; THE DUNGEONS</div>
	17 & below*	<div>VACCINATED &amp; UNVACCINATED</div> <div>VACCINATED &amp; UNVACCINATED</div>
	18 & up	<div>VACCINATED &amp; UNVACCINATED</div> <div>VACCINATED ONLY</div>
	*Children ages seventees (17) and below shall not be required to present proof of full vaccination status.	

## INTRAMUROS FARE MATRIX

as of March 2022

PEDICAB RATE One to two pasengers only   Isa hangang dalawang pasahero lamang		
REGULAR TRIP PER PASSENGER	INTRAMUROS TOUR	
	REGULAR	DISCOUNTED Only applies if one or both passengers either Students, Senior Citizens, or Persons with Disabilities
php 20	php 400	php 320
	FOR EVERY ONE (1) HOUR OF TOUR** KADA ISANG ORAS NG TOUR	

**\* The discount applies regardless if the Pedicab is carrying 1 or 2 tourists. Ang diskuwento ay maaring gamitin ng turista kahit na siya ay solo o kaya ay dalawa sila.**

**\*\* The passenger may not be forced to pay for two if the trip didn't start from a designated terminal. Hindi maaring pilitin ang pasahero na magbayad ng dalawa kung hindi isinakay galing sa takdang terminal.\***

**\*\* The Pedicab Driver must advise you that the One (1) hour period of tour has lapsed. He may not charge for the exceeding time without your permission. Kailangang sabihan kayo ng pedicab driver na umabot na ang tour sa isang oras, hindi nila kayo maaring singilin ng karagdagan kung hindi niyo pinahintulutan.**

**ANY ABUSE OF HEREIN RULES OR BAD BEHAVIOR MAY BE REPORTED TO THE INTRAMUROS ADMINISTRATION AT:**  
UPCDD at (02) 8527-2811 / 8527-0420 or e-mail us at urban@intramuros.gov.ph / administrator@intramuros.gov.ph.

## NOTICE TO THE PUBLIC

**SPEED LIMIT, NO HELMET AND NO OPEN PIPE IN INTRAMUROS**  
In a joint resolution by the Intramuros Administration, the Philippine National Police, and Brgys. 654, 655, 657, and 658 the following **takes effect immediately:**

announcements

1. **SPEED LIMIT OF 30KPH** for all kinds of vehicles must be observed.

2. **NO HELMET** - The mandatory removal of helmet by the motorcycle driver including the backrider upon entering the gates of Intramuros. The motorcycle driver and backrider may wear their helmet after passing the gates.

3. **NO OPEN PIPE/MUFFLER** for motorcycles with engine displacement lower than 400c.



# DOT BARES HIGHER TOURIST INFLUX SINCE REOPENING

**MANILA** - The Department of Tourism (DOT) revealed increased tourist arrivals in the first ten days following the move to reopen the country's borders to such on 10 February 2022.

Data from One Health Pass (OHP) showed a total of 21,974 inbound tourist arrivals in different airports across the country. These are composed of 10,074 Balikbayans and 11,900 foreign tourists who arrived from 10 to 19 February 2022.

Tourism Secretary Berna Romulo-Puyat expressed her optimism with the latest figures, noting her optimism for much better outcome in the succeeding months.

"The recent influx of tourists reflect foreign tourists' enthusiasm towards visiting our country, which in turn will accelerate the revival of our tourism industry," Puyat stressed.

"We at the DOT continue to be optimistic that this trend will be sustained and will support, not only the tourism industry but also, the recovery and growth of our economy," she added.

\*Tourists from the United States of America (USA) make up the largest chunk of foreign tourists during the ten-day period with 5,516 arrivals; this is followed by 1,366 from Canada; 918 from United Kingdom; 891 from Australia; 859 from South Korea; 572 from Vietnam; 459 from Japan; and 447 from Germany. Puyat also disclosed that the COVID-19 vaccine certificates of Egypt, Maldives, Palau, Albania, Estonia, Greece, Malta, and Uruguay shall also be accepted as proofs of vaccination required upon entry to the Philippines.

The 8 countries were in addition to the previously approved 12 countries based on Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID) Resolution No. 162.

For a full list of countries whose national vaccination certificated the Philippines recognizes so far, visit <https://visitor.tourism.gov.ph/vaxcert/>

INTERNATIONAL  
ARRIVAL



Meanwhile, as of 18 February 2022, a total of 325,271 individuals or 93% of the Department's nationwide target of 354,309 tourism workers have been fully vaccinated against COVID-19. Of this, 19.26% have already received their booster shots.

"The health and safety of both visitors and hosts remain our biggest priority as we open our borders to fully vaccinated tourists. This reopening is made possible by the high vaccination and booster rate of workers in tourism-related industries," Puyat said.

CREDITS TO DOT-OPAA for this press release



## BE CHARMED BY THE MYSTICAL Siquijor Island

*Nature and adventure combined in the Philippines' third smallest province known for its tales of witchcraft and love potions.*



**W**hen you look at the word cloud for Siquijor Island, you'll encounter words such as spells, love potions, amulets, encantos, healers, and all sorts of terms pertaining to magic. Such is the image of this small, remote Visayan province also known as the Island of Fire discovered by the Spanish conquistadors in 1565.

But beyond the folklores and archaic churches, the six-municipality province is packed with natural wonders and scenic attractions perfect for tourists seeking outdoor adventures free from populated crowds.

If you're up for some adventure, you have a lot of options to do on the island. Spelunk 800 meters of Cantabon Cave featuring shallow to waist-deep waters. Swing like Tarzan and jump at the turquoise waters of Cambugahay Falls. Jump the 20-meter cliff at Salagdoong Beach. See the 360-degree panoramic view of the whole island by climbing Siquijor's highest peak in Mt. Bandilaan. Swim in the white sands and clear waters of Paliton Beach, one of the province's marine protected areas. Or simply beach-bumming along the coconut tree-lined shoreline while watching the sunset is already an enchanting activity in itself.

Meanwhile, if you're up for some chill exploration of this mystical island, you're spoilt for choice too. See the rural charm of St. Francis of Assisi Church built in 1774. Marvel at St. Isidore Church's original design especially its preserved hardwood floors, mostly intact since its establishment in 1884. Opposite the church is the Lazi Convent, one of the oldest existing convents in Asia. It measures 42 meters by 38 meters and currently houses the Siquijor Heritage Museum. Have a look at several stunning butterfly species in the Siquijor Butterfly Garden. Take your merienda at the Triad Coffee Shop. Dip your toes in the cold spring waters of the 400-year enchanted Balete Tree. Buy an amulet for protection or love potions for luck. Experience "Tuob" and the unique Siquijor hilot, or traditional massage, in Balay Pahauli.

Now that travel restrictions are starting to ease, a magical adventure awaits you on the island of Siquijor.



# DESTINATION REDISCOVERIES:

## Philippine Airlines marks 81st anniversary with renewed commitment, partners with TPB Philippines to boost tourism revival



Philippine Airlines (PAL) marks its 81st anniversary with a stronger commitment to fly forward as a renewed flag carrier, better positioned to bring passengers to more exciting destinations locally and globally as the world opens up for tourism once again.

To revive wanderlust and confidence in traveling, PAL will be working closely with the Tourism Promotions Board (TPB) Philippines, the marketing and promotions arms of the Department of Tourism (DOT), in assuring travelers that the tourism industry is ready to welcome them and is well equipped with all the needed safety measures and health protocols.

As part of its anniversary celebration, PAL and TPB organized an 8-day familiarization tour with a group of media and social influencers to rediscover well-loved island destinations - Boracay, Aklan; Cebu City and Coron, Palawan. The tour puts a spotlight on TPB recommended attractions, activities, and experiences that echo how #itsmorefuninthePhilippines and #ItsMoreFunWithYou.

In Boracay, the tour was highlighted by an up-close and personal experience of the world-famous Philippine sunset via a relaxing cruise, while in Cebu, the group toured scenic spots along Transcentral Highway. In Coron, participants will be captivated by its majestic islands, cerulean waters, and limestone cliffs.

"With more than half of the population vaccinated and mobility restrictions have eased, we aim to highlight that we can all enjoy fun and safe travels once again. We believe that there is pent-up demand for leisure trips and the summer months have always been a peak season.

The fam tour is but a sneak peek of the fun experiences those local tourists can explore when they visit around the Philippines," expressed TPB Chief Operating Officer Maria Anthonette C. Velasco-Allones.

Meanwhile, PAL Vice President for Marketing, Ria C. Domingo said "We're very happy to celebrate PAL's 81st Anniversary and showcase that we have emerged as a renewed airline that can fly passengers to the best destinations in the country and the world. Kudos to DOT-TPB for supporting this initiative."

On top of the fam tour, PAL will also be showcasing Philippine tourism destination videos in the in-flight entertainment of international flights, promoting the country to a global audience.

Domingo furthered that more collaborations from PAL and DOT can also be expected. "As the world reopens, we will bring our A-game as we can expect a tough competition between countries for tourists. Together with DOT, TPB, and other tourism stakeholders, we will invest in intensive campaigns and promotions attracting visitors to fly to and around the archipelago for unique and indelible travel memories."

PAL has already started to introduce more than 1,500 additional flights- an expansion of more than 52% systemwide and a clear vote of confidence in the strength of the economic rebound and the revival of leisure tourism and business travel. With this, PAL expects its Manila hub can potentially reach pre-COVID 19 levels by April this year.

At 81, PAL is younger, stronger, and bent on continuing its service to the country as the national flag carrier.



"I'm so grateful for being part of the recently-concluded Destination Rediscoveries by PAL x TPB PH because I was able to reignite my love for travel and saw the beautiful Philippine Islands with childlike curiosity once again. The TPB team was so organized and took such good care of us while making us feel safe to travel again. The itinerary they came up with was so well-thought of, it was the perfect mix of culture, food and rest & relaxation. I'm hoping for more trips with them and I already miss everyone I traveled with! 💜"

Bea Constantino  
Fashion Stylist



"After two years locked at home, the recently concluded TPB x PAL tour showed me that our country still has so much to offer. I wish to thank the organizers of this trip for truly showing us the best in all the spots that we covered. I wish everyone in this country could have the chance to see Boracay, Cebu, and Coron the same way I did."

Joseph Emmanuel Garcia  
Art and Leisure Reporter  
Business World



"I would do this trip 10 times over as it will always be a beautiful experience that I will never forget in my lifetime. I was fortunate to have experienced the Philippines and created amazing memories at its best - during this post pandemic stage and now, it's time for you to create memories and experience it yourself as well. "

Reph Bangsil  
Influencer



Being on a recent trip with PAL & TPB has opened my eyes to the fact that tourism is definitely opening up again. It made me so happy that after such a long time, a lot of people are finally able to appreciate the beauty that is the Philippines. I was able to visit Boracay, Cebu and Coron. In a span of 8 days, we experienced so many unforgettable moments filled with beautiful sceneries, amazing food and even better company. I can't wait for everyone to experience the same (safely, of course). Thank you to PAL & TPB for making our trip so safe and smooth. The future is definitely open again. May everyone awaken their passion for travel! See you on the next trip.

Ashley Sandrine Yap  
Influencer



"Touring Boracay, Cebu, and Palawan for eight days will definitely be an experience that I'll treasure forever. Apart from making great memories with new friends, seeing the Philippines open again in its full glory became a reminder of how beautiful the Philippines really is. I look forward to having more of these trips for myself and for others now that the country has opened again for tourists around the world. It will surely also be a core memory for them like it became one for me. Indeed, it's more fun in the Philippines. Thank you again, TPB and PAL! "

Franchesca Viernes  
Junior Content Producer, GMA Network Inc.



"I honestly thought that I've seen everything Boracay, Cebu and Coron has to offer—mammoth limestone formations, powder-like white sand beaches. But traveling is a humbling experience—it reminds you that you will never fully know the history of a place or understand its culture no matter how many times you've been there. There are countless stories to be heard, every visit is always a unique experience. What I loved most about the familiarization tour of the Tourism Promotions Board and Philippine Airlines was getting to meet the tourism workers and locals who opened their homes to visitors like myself. I also witnessed in this trip how destinations like Boracay are constantly reinventing and adjusting themselves to their current circumstances, and also the drive of Cebuanos to continue bouncing back even after a global health crisis or devastation from Typhoon Odette."

Nikka Valenzuela  
Lifestyle Journalist, Philippine Daily Inquirer



## ACEA as a Hot Spot Resort in Central Luzon

**P**alm-lined premiere private beach property that will complete your tropical getaway with memorable pursuits, ACEA Subic Beach Resort, situated in a lush field and breezy oceanfront has it all. Plus, have the best view of the majestic Mt. Cinco Picos.

Fun adventures, relaxing activities, exploration of an unparalleled sense of leisure with rejuvenating offerings await the guests. Go-getters are invited into limitless play, water activities, alfresco bar and dining, notable accommodations, and momentous celebrations.

### Rooms



Designed in savoir-faire, guests can enjoy the best kind of relaxation yet. Bask in the calm that the panoramic view of the vast sea or picturesque garden brings.

Featuring our sea view rooms, guests can capture the splendor of the sea in full bird's eye view on a more expansive private balcony. Delight in the tranquility that you deserve through our spacious and nature-hugging expanses. Each room is fully equipped to accommodate all needs. Listen to the music that the waves make, and feel your thoughts collected.

### Wine & Dine



Salt Bar + Restaurant offers an array of delectable world-class cuisines and refreshing blends and brews. Apart from a buffet fare, an excellent à la carte menu is also served. Diners can

enjoy a lofty vantage at the alfresco area, captivated by the ocean scene.

The Sunset Bar by Salt is the closest you can get to a Miami beach vibe. Snacks, cocktails, beer, and spirits are served just the way you want it as you chill in paradise. Here's to drinking to your heart's content!

### Sea. Sun. Sand.



We aim to ensure visitors with amusement-packed activities. We invest in serving unequalled ventures suited for both grown-ups and youngsters.

Guests can explore our recreational spots, reinvigorate at the spa, access our fully furnished gym, plunge into a wide variety of sea adventures, or fancy a lovely walk along the shore and nature tracks. Plus, it houses the biggest infinity pool in Central Luzon as though an extension of the sea water overlooking Mt. Cinco Picos.

### Turtle Haven



With the cleanest of Subic-Zambales waters, ACEA has grown the badge of the most favorite turtle hatchling haven and release. Since January of 2022, we have released over a

thousand hatchlings to date.



As a woman, how can you make tourism more fun?

"As an executive chef catering to the world of hospitality enterprise, my very business model is to be of great contribution to the industry's catalyst - of making tourism more fun." ACEA Subic Beach Resort's Executive Chef, Erlinda Junio said.

"As a vanguard of this goal, I ensure to always adjust, conceptualize, redesign and re-engineer the direction of curating my cuisines to keep thriving," she added.

## As A Woman, How Can You Make Tourism More Fun?

In support of National Women's Month last March, this issue puts a spotlight on the women of the tourism industry and their thoughts on how they make travel and tourism more fun in the new normal. Read on to see what they have to share.

As a woman engaged in the tourism business, I make all travels a superb and memorable experience. With tailored-fit/customized quality tours that value each of our guests' time and money, attention to detail is a must. The secret to making it more fun is treating each guest as Very Very Important Persons/Pals (VVIPs). It is building trust and friendship and maintaining the highest professional service standards that's key to making tourism more fun!

With the pandemic making it the worst to hit the global tourism industry, it is important to value our freedom to travel. Go while you can, explore and discover where you can, spend time with people who matter to you most, have fun, appreciate and thank God for what He has abundantly blessed us with – Life and Nature at its best!



**LORNA LONGNO**

*Owner*

Amazing Trails Travel Co. Ltd.

As a woman, I can make tourism fun by making sure that our companies have promos and marketing materials that are in line with what the public wants to see. Women listen, women are well aware of the current situation, so we are using this innate caring nature of women to show our customers that we care. As an example, during the pandemic and with the rising price of fuel, we made sure to extend our promo rates to help out the tourists in our area.



**EUNICE JIMENEZ**

*President*

MECA-J Rent A Car Bacolod

Reinvigorating the Philippine meetings, incentives, conferences and exhibitions (MICE) industry is key to making tourism more fun in the country. With my expertise and TeamAsia's decades-long experience, we can help revive the MICE industry and attract international organizers to host events here, bringing in delegates from across the globe and more opportunities to showcase the beauty of the Philippines and the amazing and hospitable people that we are.

For 30 years, TeamAsia has been a partner agency of the Philippine MICE industry in mounting next-level events that uplift the economy, especially as we inch closer to recovery and welcome the post-pandemic era.



**MARIA MONTSERRAT "MONETTE" ITURRALDE-HAMLIN**

*President and Founder  
TeamAsia*

The pandemic has heightened the consciousness of travelers in looking for a safe and unique vacation focused around transformative experiences by achieving optimum health and holistic well-being while creating a positive impact to the community and the environment. I've witnessed the change in people's perspective during this time. Working at The Farm at San Benito has deepened my understanding and appreciation in Regenerative Tourism & Conscious Travel which we have been advocating for 20 years now.

I would like to appeal to the empowered women in the travel and hospitality industry to align with these values and be a catalyst for change. I believe it adds meaning, purpose, and more FUN to leisure travel if we implement these important factors to make a positive change in the lives of many.



**JENNIFER SANVICTORES**  
*Director of Sales and Marketing  
The Farm at San Benito*



# TPB MEMBERS INVADE



What an exciting way to start 2022! Just in time for the reopening of the Philippine borders, the Domestic Promotions Department of the TPB, through its membership program, conducted a familiarization tour in Coron, Palawan.

The familiarization tour catered to 20 members with a main goal of promoting and marketing the destination to regain public confidence to travel domestically following the government's safety guidelines and protocols in the new normal.

Here are some of the highlights of the tour:



## WE Make CHANGE Work for Women: TPB Promotes Inclusive and Sustainable Development for Women's Month

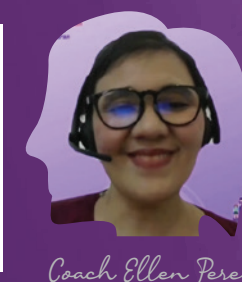
For the culminating year of the Philippine Commission on Women's six-year theme "WE Make CHANGE Work for Women," the Tourism Promotions Board Philippines (TPB) celebrated the National Women's Month Celebration (NWMC) with a well-rounded set of activities focusing on NWMC's 2022 subtheme "Agenda ng Kababaihan, Tungo sa Kaunlaran" and the International Women's Day theme, "Gender equality today for a sustainable tomorrow."

TPB's Gender and Development Focal Point System (GFPS) started the multi-faceted activities by encouraging its personnel to wear purple clothing on all Tuesdays of March 2022 in compliance with the Philippine Commission on Women's (PCW) Memorandum Circular No. 2022-01 declaring every Tuesday of March 2022 as "Purple Tuesday." The "Purple Tuesday" is an advocacy campaign showing solidarity in advancing women's rights and gender equality, breaking gender stereotypes, and stopping gender-based violence and discrimination against women. In addition, the TPB personnel were also encouraged to use the Women's Month theme Zoom background during online meetings and events.

TPB also affirmed and recognized women's valuable role in society and that inclusive and sustainable development is only possible when gender equality becomes obtainable. Therefore, following this year's International Women's Day theme, "Gender equality today for a sustainable tomorrow," the TPB GFPS invited Ms. Audrey M. Tangonan, President and CEO of Sinaya Cup Philippines, to be the Resource Person for the March ThinkTalk E-Learning Session. The session provided an opportunity for TPB employees to learn more about menstrual health and help break stereotypes and reservations revolving around it.

Capping off TPB's celebration of Women's Month was the recently concluded half-day online forum entitled "Kumusta Ka Na, Juana?" held on 28 March 2022 via Zoom where Commissioner Rachel Anne Herrera of the Climate Change Commission and Coach Ellen Perez of the Competad Training and Professional Development Services discussed how climate change and mental health can affect the social, political, and economic aspects of the lives of every Filipina.

The forum was joined by 102 online participants, including TPB employees as well as other participants invited from the Department of Tourism (DOT) and DOT-attached agencies such as Duty-Free Philippines Corporation, Tourism Infrastructure and Enterprise Zone Authority, Philippine Retirement Authority, Intramuros Administration, National Parks Development Committee, and Nayong Pilipino.







IT'S MORE FUN IN THE  
PHILIPPINES

# Discover why it **SOUNDS** **MORE FUN** IN THE **PHILIPPINES**



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