

TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

APRIL 2022

TOURISM LEADERS DISCUSS DESTINATION READINESS AT WTTC



Tourism industry leaders gathered for the World Travel and Tourism Council (WTTC) Global Summit session entitled, “Destination 2030: Redefining Impactful Destinations” to discuss what destinations must do to be ready for tourism.

Destination 2030 is an index created by the WTTC and Jones Lang LaSalle Incorporated (JLL) to assess and evaluate the readiness of destinations in terms of travel and tourism growth based on 63 cities across 75 different indicators.

Renowned international broadcaster Zeinab Badawi sat down with Tourism Promotions Board (TPB) Philippines Chief Operating Officer Maria Anthonette Velasco-Allones, JLL Hotels & Hospitality Global Chief Executive Officer Gilda Perez-Alvarado, Barcelona City Councilor Xavier Marce, and Ras Al

Khaimah Tourism Development Authority Chief Executive Officer Raki Phillips to understand how destinations should view and communicate with the tourism ecosystem or evolve in a shifting world to reap the benefits of an economic sector that accounts for more than 10% of the global Gross Domestic Product (GDP).

The panelists agreed that sustainability is important, but that this should also go beyond environmental readiness to make a destination competitive in the long-run.

“There are other elements to sustainability other than the environment,” said CEO Phillips. “There’s cultural sustainability, economic sustainability. It’s so important that the actions that create sustainability also benefit the community.”

“The way forward for sustainability is one of convergence,” said COO Allones who highlighted the importance of collaboration between government and private sectors for destinations to grow as demonstrated by the Boracay rehabilitation closure that eventually benefitted not just the tourism players of the island but also its local communities.



Beyond sustainability, destinations must also achieve balance with proper planning and the right policies that should be clearly understood by and benefit the entire tourism ecosystem, according to CEO Alvarado. “It’s really all about balance at the end of the day and quality of destination. The world is reopening and all of us are competing for that share of wallet and want to make sure that tourists are coming. But we also want to make sure that the citizens who live in that town are happy to welcome those tourists,” she said.



“If we think about a long-term roadmap to 2030, we have to think of the benefit for all the stakeholders. Otherwise, why are they going to participate? Why are they going to be supportive?”

This is why tourism should be viewed more than just a leisure endeavor as it plays an important role in maintaining and improving the grand scheme of things or the socioeconomic ecosystem as emphasized by Councilor Marce.

With the release of Destination 2030 as a guide, cities are encouraged to pivot and take advantage of the opportunities to become future-proof.

“If we carry on with sustainability initiatives in a way that address the 2030 development goals set out for us, then I think we’re getting there and it should be a good journey,” said COO Allones.



The opening ceremony of the WTTTC Global Summit featured the Ryan Cayabyab Singers with the Sindaw Performing Arts Guild (top), Halili-Cruz School of Ballet (left), and the world-renowned Loboc Children’s Choir (right).

PORTRAIT OF A MAN ON FIRE



Charles Bautista takes helm as new TPB DCOO for Marketing and Promotions

*C*ineastes will attest that one of the most powerful lines in Hollywood history was delivered by the late Robin Williams who played Professor John Keating in the movie "Dead Poets Society".

His famous line, "Carpe diem, seize the day boys, make your lives extraordinary" is so iconic that it has inspired thousands all over the world to pursue their passions. But for Mr. Charles Bautista, the new Deputy Chief Operating Officer of the TPB's Marketing and Promotions sector, it's even more special: "It embodies the three values I hold dear: embracing one's passion, living in excellence and authenticity, and striving not for success but a well-lived life."

Meeting DCOO Charles for the first time can be quite intimidating given his flamboyance, not to mention his self-proclaimed "propensity for quoting Filipino film divas in my daily interaction". But it is admittedly refreshing, like adding pizzazz to the rigid profession of public service.

And his resume is impressive: 15-year background in marketing, public relations, crisis management, and business development, plus experience in helping start-up companies (including private clientele) build their brands and establish their corporate structure.

Experience aside, DCOO Charles' work ethic is also tied to his passion to serve - which led him to join the government. "My interest in government service stems from my family. My paternal grandparents were both civil servants, and my father followed their footsteps having been in government for more than 30 years under the Bureau of Immigration," he shared. "Right after Typhoon Ondoy hit the country, I felt like I had a calling to serve or contribute in one way or another. I applied in several agencies and found myself in the Bureau of Immigration's Information and Communications Section where I started as an administrative assistant to later on become a project manager."

After leaving the Bureau and honing his skills in the private sector as a consultant and a marketer with a renewed interest in bringing digital innovation to the public sector, he later on found himself joining the Center for International Trade Expositions and Missions (CITEM), the export promotions arm of the Department of Trade and Industry, where, in his words: "I was able to really see how my cumulative experience in the digital space and public relations had a place in government."

But because he always wanted to work for the TPB, a door opened that led him to the position of DCOO in March of 2022. "I have always been a storyteller and one of my favorite topics to dive into is the rich heritage of the Filipino people. I have always wanted to work for the TPB to be able to tell those stories and share them with the world," he said.

With the agency embracing digital transformation, it seems that DCOO Charles' entrance is auspicious. He recognizes that there is much work to do in the digital space and a need for "an organization-wide paradigm shift on how digital marketing can help the agency reach more people effectively and make more of an impact with our global audience."

And this is just the beginning for this young leader who, despite his career achievements so far, is still keeping the fire burning by being open to new challenges and experiences. "I was born with a heart condition and almost every year, my cardiologist, then, would always give a timeline on my life expectancy. It was only around high school that the countdown stopped. Early on, I learned how to appreciate today and every experience it brings."

We wish DCOO Charles all the best!



TPB, ABOITIZ EQUITY VENTURES INC., AND UNIONBANK TIE-UP FOR BIYAHENG DIGISKARTE

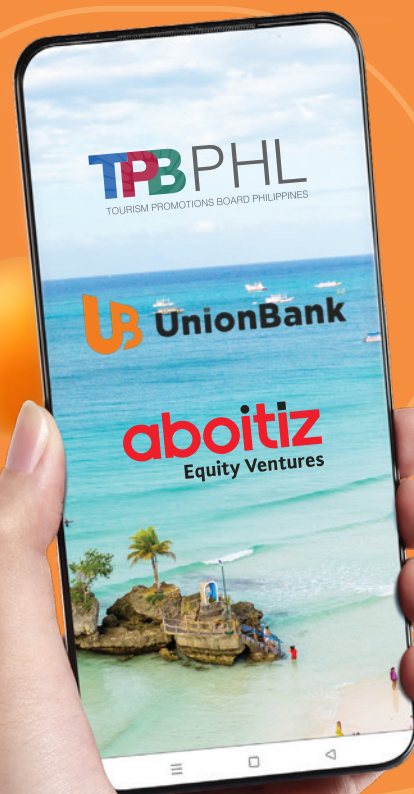
The Tourism Promotions Board (TPB) Philippines, Aboitiz Equity Ventures Inc., and Union Bank of the Philippines (UnionBank) signed a Memorandum of Understanding (MOU) to provide capacity development programs and enhance digital literacy and competencies of the TPB members and MSMEs in the tourism industry.

The signing ceremony was held on 29 March 2022 at the Conrad Manila with the presence TPB COO Maria Anthonette C. Velasco-Allones, Unionbank VP for SME and Micropreneurs Segment Head Mr. Jose Paulo R. Soliman, and Aboitiz Equity Ventures Inc. FVP for Corporate External Relations Mr. Christopher M. Camba.

Biyaheng Digiskarte: Angat Turismo Project aims to inspire innovation for a seamless revival and strengthening of the tourism industry. Guided by the principles of digital transformation, innovation, scaling up, and good governance, the project will develop the capacity of key tourism players and industry stakeholders to bounce and build back better and rise above despite the disruptions.

One of the project's highlights is "Angat Turismo Serye", a series of learning sessions and webinars that will be conducted by field experts in digital and online marketing. The UnionBank GlobalLinker, a one-stop shop digital platform that helps MSMEs to digitize and transfer their business presence online, is also one of the project's features. Participants will have access to ongoing learning, mentorship initiatives, and networking opportunities through this platform.

Biyaheng Digiskarte is just one of the projects under the TPB Membership Program that aims to promote, advocate, and represent its members' interests for the benefit and sustainability of the tourism sector. Be part of the TPB Membership Program by checking out <https://membership.tpb.gov.ph>



Philippines Creating New MICE Opportunities at AIME 2022

The Philippines, through the Tourism Promotions Board (TPB) Philippines and the Department of Tourism in Sydney, participated in this year's hybrid edition of the Asia-Pacific Incentives and Meetings Event (AIME) held last March 21 to April 01 at the Melbourne Convention and Exhibition Center and through an online platform.

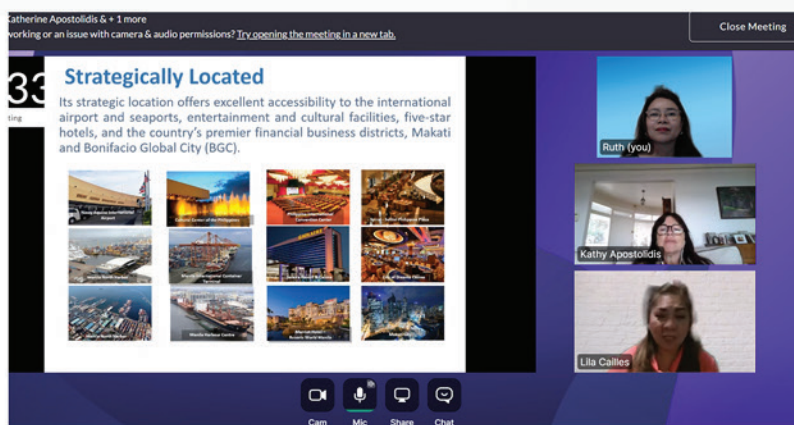
After a two-year hiatus, Australia's AIME is back in a hybrid setup, serving as an avenue for industry decision-makers to connect, exchange ideas, and create business opportunities with more than 340 MICE planners and practitioners from across Asia Pacific, Europe and US.

The event kicked off with a series of education sessions that connected delegates from across the world to a day of innovative knowledge sharing and community building.

Around 20 private sector companies from hotels, resorts, Destination Management Companies (DMCs), and conference centers comprised the Philippine contingent. To date, 104 sales leads were listed and are expected to bring business to the Philippines in the next two years.

"This event is a major step forward in reviving the country's tourism industry, generating sales leads to the Philippines. This is also part of TPB's efforts to position the Philippines as an ideal MICE destination," said TPB Chief Operating Officer Maria Anthonette C. Velasco-Allones.

As the largest MICE trade show in Australia, AIME 2022 is the first international trade show hosted in Melbourne since the Australian borders reopened. New tourism products and services were showcased by more than 200 exhibitors from Japan, the Philippines, Hong Kong, Singapore, New Zealand, South Africa and more.



The Magic Continues at Enchanted Kingdom

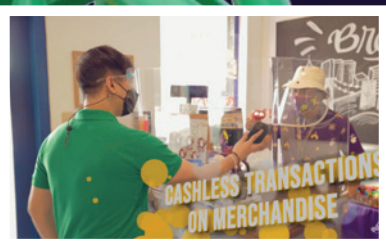
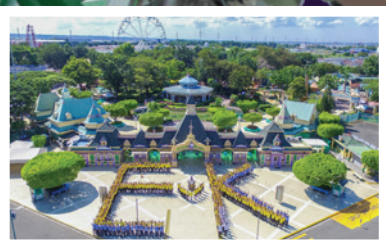
Just hours away from Manila, Sta. Rosa, Laguna's world-class theme park Enchanted Kingdom (EK) is a staple for those who want a quick trip away from the metro. With its variety of exciting activities, thrilling rides and fantastic shows, it is a favorite playground for both the young and young-at-heart.

However, like most businesses in the tourism industry, the Enchanted Kingdom suffered the devastating effects of the COVID-19 pandemic. During its pandemic closure, the EK Management prioritized the welfare of its employees or its cast members who are at the core of their business in their recovery responses and coping mechanisms. All EK cast members are fully vaccinated against COVID-19, flu and pneumonia. They were provided with cash assistance, leave credits were allowed to be availed in advance and non-cash assistance in the form of various food items were given from time to time. The EK Management also remained vigilant in monitoring government "ayuda" programs and the DOLE and SSS/DOF/BIR assistance programs and ensured their cast members were able to avail of such.

Likewise, the theme park underwent major overhaul in their operation systems to comply with health and safety requirements for its reopening. Signages and markings to indicate the proper physical distancing and handwashing stations were put up on various locations in the premises, temperature checks and contact tracing forms were implemented upon entry, and acrylic partitions were installed in restaurants and merchandise shops. A number of cast members were "Safety Wizards" to remind guests about health and safety protocols. The park capacity was also reduced to maintain proper distancing and prevent overcrowding.

Overcoming challenges and uncertainties the last two years, Enchanted Kingdom is now open with renewed hope of welcoming back its patrons and visitors. Fully-vaccinated guests and minors accompanied by fully-vaccinated adults (18 years old and up) will be allowed to enter indoor attractions and dining establishments. Vaccination cards or certificates must be presented as proof upon entry.

Relive the Magic of Enchanted Kingdom! Enchanted Kingdom is open from Friday-Sunday, 11AM - 8PM or check their website for information on their schedule.





#ONCEAGAINZAMPEN:

Fun adventures abound in the Zamboanga Peninsula

When people think about Zamboanga Peninsula, the first thing to come to mind is being the Philippines' gateway to the BIMP EAGA or Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area. But more than being a gateway, the region presents an amalgamation of many cultures, a mingling of Western, Spanish, and indigenous influences in its architecture, tradition, and people.

Spanning 17,000 square kilometers of land in Mindanao, Zam Pen is composed of three provinces (Zamboanga del Norte, Zamboanga Sibugay, and Zamboanga del Sur) and five cities (Dapitan, Dipolog, Pagadian, Zamboanga, and Isabela) that offer unique tourism experiences to its visitors. The region serves the freshest seafood and Halal cuisine, showcases the culture-laden and modernized designs of Habi or handwoven products by the Kumala and Yakan tribes, and has many adventure destinations ready to make your summer vacation more fun. Here are some of them:

- No visit to Zamboanga is complete without eating its famed Curacha crabs
- Have a sumptuous lunch after a good frolic in the pink sands of Sta. Cruz Islands
- Ride a golf cart for a scenic tour in Dakak
- Play paintball with your gang after a thrilling ATV ride at the FMV Adventure Park
- Sail the iconic, colorful Vintas of Zamboanga
- Take a dip in the Eriberta Cold Springs
- Know more about Philippine hero Jose Rizal with a heritage tour in Dapitan



Calendar of Events

28 Apr
to
2 May

Sustainable Community-based Tourism (SCBT)
Buhi, Camarines Sur

28 Apr
to
1 May

9th Regional Travel Fair (RTF)
Sorsogon

30 Apr
to
1 May

Travel and Adventure Show
*Colorado Convention Center,
Denver, Colorado*

MAY

9-12

Arabian Travel Market (ATM) 2022 (Live)
*Dubai World Trade Centre, Sheikh Zayed Rd -
Trade Centre - Trade Centre 2 - Dubai -
United Arab Emirates*

MAY

11-14

Philippine Faith and Heritage Tourism (Pilgrims Tour)
Cebu-Bohol

MAY

15-16

Blue Ocean Diving Fest Kansai 2022
Osaka, Japan

MAY

17-18

Arabian Travel Market (ATM) 2022 (Virtual)
*Dubai World Trade Centre, Sheikh Zayed Rd -
Trade Centre - Trade Centre 2 - Dubai -
United Arab Emirates*

MAY

21-22

Blue Ocean Diving Fes Kansai 2022
Kansai, Japan

MAY

21-22

Travel and Adventure Show (SF Bay Area)
*Santa Clara Convention Center,
Santa Clara, California*

MAY

23-25

Philippine Faith and Heritage Tourism (Pilgrims Tour)
CALABARZON

MAY

24-26

Incentive Travel & Conventions, Meetings China (IT&CMC)
(B2B and onsite exhibition)
Venue: TBA

MAY

27-29

Malaysia International Dive Expo 2022
*Kuala Lumpur, Federal Territory of
Kuala Lumpur, Malaysia*

31 May
to
2 Jun

IMEX Frankfurt
Frankfurt, Germany

MAY
2022