

TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

MAY 2022

Excitement abounds for Philippine tourism at the 9th Regional Travel Fair in Sorsogon



Local tourism stakeholders were elated over the renewed interest and attention on Sorsogon and the Bicol region at the recently concluded hybrid edition of the 9th Regional Travel Fair (RTF) which ran from April 28 to May 01, 2022, at the Sorsogon Convention Center.

Organized by the Tourism Promotions Board (TPB) Philippines and the Department of Tourism (DOT), this third hybrid edition of the RTF featuring #ExcitingBicol served as a venue for tourism stakeholders to promote and sell domestic tour packages, airline tickets, accommodation, and other tourism-related products and services to the public.



"As I stand before you with huge gratitude, this is a time of renewed commitment. Your presence here is a testament to that commitment that we all hold in our hearts individually and collectively, that we will steer the recovery of tourism through," said TPB Chief Operating Officer Maria Anthonette Velasco-Allones.

The 9th RTF yielded a total estimated sales lead of Php9.9 million during the business-to-business sessions of 36 buyers and 49 sellers. It also generated 6,000 business leads and registered 983 attendees through its virtual platform.





Additionally, Php 295,000 actual sales were listed from the various local crafts and pasalubong sellers of the Department of Trade and Industry (DTI) and the featured artisans which included Masbate's Ayo Sapatos, Sorsogon's KALIPI Weavers, Tagbung Crafts, and Kapetolyo, as well as Albay's Natural Carpet Industries-NAPA and 1st Colonial – the home of the original sili ice cream.

A specially curated tourism webinar focusing on sales and marketing, Meetings, Incentives, Conferences and Exhibitions (MICE), and building a more gender-balanced, resilient, and sustainable Philippine travel industry was attended by 350 online and onsite participants.



This year's first RTF sets a milestone as the first event held at the newly-built Sorsogon Convention Center, allowing the public to learn more about the province as an exciting destination not to be missed in tourists' travel plans.

Meanwhile, Sorsogon Governor Francis "Chiz" Escudero emphasized the need to share, more than the beauty of the places, the stories of each person visiting each destination during his welcome remarks.

"Ang turismo ay hindi lang sa simpleng magagandang beach, magagandang mga edipiso, at masasarap na pagkain. Para sa akin, higit sa lahat ng iyon, ang turismo ay tungkol sa kwento na pwedeng sabihin tungkol sa isang destinasyon," said Governor Escudero.

After nearly two years of limited movement due to the coronavirus pandemic, DOT expressed its optimism at the RTF that the tourism sector is on its way to full recovery while assuring that the public's health and safety continue to be its top priority as the country resumes full tourism operations.

TPB's Regional Travel Fair has gone a long way since its first launch in 2018 but has remained true to its form to provide the public a platform to fulfill their travel dreams and spread the word about why it's still indeed more fun in the Philippines.



TPB Strengthens Solidarity With Nayong Pilipino Foundation; Donates Motor Vehicles To Augment Its Operations

The Tourism Promotions Board (TPB) Philippines made history as it turned over, for the first time, two motor vehicles that have been under its stewardship since 2013 to the Nayong Pilipino Foundation (NPF).

TPB Chief Operating Officer (COO) Maria Anthonette Velasco-Allones handed over the keys of two sedan units to NPF Executive Director Gertrudes Duran-Batocabe during the official turnover ceremony held last 26 April 2022.

Present during the ceremony were Deputy Chief Operating Officer (DCOO) for Corporate Affairs Jocelyn Patrice Deco, Commission on Audit (COA) Lead Auditor Atty. Anthony Gueta, Administrative Department Acting Head Leah Marie Sy, Procurement and General Services Division Chief Eloisa Romero, together with NPF Deputy Executive Director Atty. Jovertlee Pudan, Deputy Executive Director Joyce Ann Caigas, and Engineer John Patrick Atole.

“I am happy to share that this is the first time that the TPB transferred the ownership of its vehicles to another government agency. Through this transfer, we hope to show our solidarity with the Nayong Pilipino as we both push for the recovery of tourism in our country. We hope that these vehicles will serve Nayong Pilipino well as they have served us in the past,” Allones said.



This year, the TPB explored this type of partnership with other government agencies starting with the NPF, with another unit earmarked for the Technical Education and Skills Development Authority (TESDA).

The vehicles are intended to provide mobility amid COVID restrictions to support NPF’s frontline services and day-to-day operations.

“We sincerely appreciate how TPB reached out to us, and quickly responded to our request. We are very grateful to receive these vehicles as these will be helpful in fulfilling our duly-delegated duties and providing prompt service to the public,” said Atty. Duran-Batocabe upon receiving the keys.

The TPB and NPF are both attached agencies of the Philippine Department of Tourism (DOT). Although varying in terms of scale, both TPB and NPF aim to promote the Philippines as mandated by its respective charters.

After the turnover, the units were delisted from the inventory of TPB pursuant to the guidelines of COA that require the disposition of equipment with maintenance costs reaching 30% of its value.





Digiskarte :Angat Turismo

FIRST SERIES OF BIYAHENG DIGISKARTE HELPS TPB MEMBERS ESTABLISH PRESENCE ONLINE



In its commitment to provide its members training programs to strengthen their marketing capabilities, the Tourism Promotions Board (TPB) partnered with UnionBank of the Philippines (UBP) and Aboitiz Equity Ventures (AEV) to organize the “Biyaheng Digiskarte: Angat Turismo”, a webinar series to help the TPB Members and its stakeholders in growing their businesses.

The “Biyaheng Digiskarte: Angat Turismo” program commenced with a three-part series focusing on capacity building on establishing one’s digital presence online last April 06, 2022 in TPB’s virtual training and learning session program, “TPB Members’ Chat”. Guest speaker Ms. Faye Arellano-Martinez, President of AQAAdvertising, Inc., gave a discourse on “Building Up Your Brand” and emphasized the importance of branding in the travel and tourism sector.



“Branding is not only about giving a name and color to a product or place. It is the sum of multiple elements all converging into one narrative which we call the brand.”

Faye Arellano-Martinez
President, AQAAdvertising, Inc.



“What is important as a marketing communicator is to understand different contexts - how have people changed. By doing that, the challenge for us is how we can repurpose our content so that we talk their language based on their needs and what they are looking for; what their expectations are.”

Donald Patrick-Lim
COO, DITO CME
Chief Innovation Officer, Udenna Corp.



“It really makes more sense to do your business online nowadays, especially as we’re heading towards a post-pandemic lifestyle where almost every business transaction is digital.”

Ms. Regina Tuason
GlobalLinker, UnionBank

Advancing the previous session topic brand building, the second speaker Mr. Donald Patrick Lim, Chief Operations Officer of Udenna Corp., gave a presentation on “Crafting Compelling Content” on 04 May 2022. He discussed the difference between content and context in devising the messages and how these can be used in creating business communications that appeal to the businesses’ audience or market.

Lastly, Ms. Regina Tuason, GlobalLinker from UnionBank, shared the ins and outs of “Setting Up Your Online Store”. Her discussion emphasized on the basics of expanding one’s business online by putting up an online store or maintaining social media pages.

The “Biyaheng Digiskarte: Angat Turismo” program will continue with a second series featuring sessions on Capturing Your Target Market until September 2022.





WEAVING THROUGH SCENIC SORSOGON

Whenever one thinks of Sorsogon, the gentle giant whale sharks of Donsol first come to mind. However, upon further exploration, you will learn that the province offers a plethora of delights that include beautiful beaches, heritage towns, and other natural gems such as waterfalls, quaint lakes, firefly-laden rivers, and sleepy volcanoes.

From the rich flora and fauna, colorful culture and traditions, plateful of delicious local cuisines, and to everything that ticks every intrepid traveler's checklist, it's no wonder each time a visitor departs Sorsogon, a piece of their heart is left behind.

The province's "things to do" list is chock-full of exciting adventures. Swimming with the "butandings" in Donsol will introduce visitors to the mesmerizing underwater world. A trek to Bulusan Volcano will have wanderers on the lookout for colorful bird species. And frolicking on the white sandy beaches lapped with turquoise-colored waters in Matnog, also home to the Juag Fish Sanctuary where a variety of sea creatures can be seen up-close, will have beachgoers come back for more.

For heritage and history enthusiasts, the Spanish colonial houses in Juban provide a dash of throwback vibe to the simple life a century ago.

A few towns away in Barcelona, additional history can be found in the ruins of the old Spanish Gobernadorcillo.

The wave-riding buccaneers shall find the swell they're looking for in the waters of Rizal Beach in Gubat town. This underrated surfing town facing the Pacific Ocean is now becoming a favorite even among surfers from different parts of the globe.

One cannot leave Sorsogon without experiencing the tranquility of Lake Bulusan. Kayaking in the middle of the lake with only the chirping sounds of nature is the perfect moment to listen to your own thoughts.

All of these and more can be experienced in Sorsogon.

The Bicol region isn't hash-tagged #ExcitingBicol for nothing because the provinces it covers such as Sorsogon fully live up to its billing — offering travelers nothing but exhilarating and pleasant destinations.



JUNE 2022

Calendar of Events

JUNE
11

Proudly Philippines:
Food and Travel Fair
Vancouver, Canada
Virtual

JUNE
15-16

Incentive
Travel, Conventions,
Meetings China
Virtual

JUNE
24-26

29th Travel Tour Expo (TTE)
SMX Convention
Center, Pasay City

JUNE
25-27

Malaysia International Travel
Mart (MITM)
Johor, Malaysia

JUNE
28-29

Philippine Faith and
Heritage Tourism
(Pilgrims Tour)
Bulacan and Pampanga

SAVE THE DATE

16 - 18 NOVEMBER 2022

DAVAO CITY, PHILIPPINES



M.I.C.E. CON 2022
PHILIPPINE M.I.C.E. CONFERENCE
MEETINGS . INCENTIVE TRAVEL . CONVENTIONS . EXHIBITIONS

THE BIGGEST M.I.C.E. EVENT IN THE COUNTRY