

TPB spotlight

A Quarterly e-Magazine of the Tourism Promotions Board Philippines

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CONNECTIONS WELLBEING INSPIRES GROWTH OF WELLNESS TOURISM IN THE PHILIPPINES

BOHOL HAILED AS PH'S FIRST
GLOBAL GEOPARK BY UNESCO

TPB, CLARK FORMALIZE TIE-UP
FOR MICECON 2024

PROMOTING PHILIPPINE MARINE
BIODIVERSITY THROUGH DIVE TOURISM

 Marc Go

spotlight

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COVER PHOTO:

In this issue, we put a spotlight on the rising tide of wellness tourism in the Philippines heralded by the first Connections Wellbeing event organized by TPB and Connections Luxury based in London.

On the Spot

The first half of the year has truly been a series of achievements for the tourism industry. With the Philippines having so much to offer, we highlight the efforts of our collaboration with the Department of Tourism, who, under the leadership of Secretary Christina Garcia Frasco, has led us to the success we celebrate today.

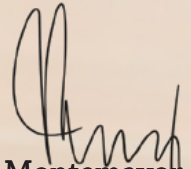
To start off, our tourist arrivals have already breached the 2 million mark! But beyond the increasing numbers, we also look at the economic impact of the quality of tourists we bring to the Philippines. Hence, we recently hosted Connections Wellbeing to warmly welcome leading agencies from all over the world to experience first hand the wonders of holistic wellness offerings in the country.

During these past months, we have showcased the Philippines as a welcoming and inclusive destination for all travelers. We expanded promotions of the country as a leisure, MICE and investment destination and reconnected with our partners in the Middle East during the Arabian Travel Mart 2023. In addition, we deepened our understanding of principles and concepts of Halal at the 8th Philippine Halal Trade and Tourism Expo 2023 in Davao, and as a testament to all our efforts, the Philippines was awarded with the Emerging Muslim-friendly Destination of the Year award (non-OIC).

As an award-winning dive destination, we continued to promote the country as an unparalleled adventure for thrill seekers. TPB actively participated at the Asia Dive Expo (ADEX) 2023, Marine Diving Fair, and Malaysia International Dive Expo (MIDE) 2023 to promote the country as a premier dive destination to diving enthusiasts.

Together with the Department of Tourism, our first half has been strengthened with the support of agencies such as the Department of National Defense (DND) and the Department of Interior and Local Government (DILG) to foster peace and safety in Mindanao and ensure it to be a viable tourism destination. Another noteworthy partnership is with the Clark Development Corporation (CDC) for the much-awaited MICECON 2024 to cement the Philippines' standing as a top MICE destination in Asia.

Indeed, it has been an eventful first half but the Tourism Promotions Board Philippines remains committed to providing travelers from all over the world with extraordinary experiences that leave an indelible mark on their hearts and souls, hoping they would #lovethephilippines as much as we do.


Maria Margarita Montemayor Nograles
Chief Operating Officer
Tourism Promotions Board Philippines

Connections Wellbeing inspires growth of wellness tourism in the Philippines

The Tourism Promotions Board (TPB) Philippines and Connections Luxury have successfully launched a bid to establish the Philippines as a luxury wellness destination in addition to its long-standing reputation for beach, dive, and leisure travel.

Held at The Farm at San Benito from 16-19 April 2023, the Tourism Promotions Board (TPB) Philippines and Connections Luxury, the international private community for trusted decision-makers in luxury travel, welcomed 40 leading agencies from markets including the UK, US, Brazil, South Africa, Australia, and Portugal to the inaugural Connections Wellbeing Philippines event. Industry leaders attended with the objective of forging long-lasting business relationships with selected luxury hotels, boutique properties, and experience providers from the destination.

Before traveling, 60% of the agencies had identified the Philippines as a new destination for their high net-worth clients. Following the event, reasons to promote the Philippines to luxury clients included its unspoiled natural beauty, Filipino hospitality, its authenticity compared to other Southeast Asian destinations, and its wellbeing opportunities. Connections Wellbeing Philippines has since boosted the confidence of agencies to sell the destination, with predicted inbound spending within the next 12 months from attending agencies rising to over US\$ 10 million; a 1,611% increase compared to projected sales prior to the event.

"We are proud to have hosted the inaugural Connections Wellbeing event. The Philippines has so much to offer as our facilities bridge Western and Eastern treatments in their holistic wellness programs," shared TPB's Chief Operating Officer Maria Margarita Montemayor Nograles.

"Beyond increasing tourism arrivals, we also look at the economic impact of the quality of tourists we bring to the Philippines. The luxury industry promises to yield strong economic results across accommodations, retail, and our food and beverage sectors," Nograles added.

Delegates also had the opportunity to discuss wellness tourism trends and the immense growth potential in the Philippines, while buyers experienced first-hand the amazing wellness offerings at The Farm at San Benito. A poll by attendees revealed that clients interested in wellness travel prioritize spa and health facilities, followed by nutrition, relaxation, and sustainability. Discussions that followed brought to light the increasing demand for customized and personalized wellness experiences. Guests seek tailored programs that address their specific health needs, preferences, and goals.

Participants emphasized the significance of collaboration amongst government organizations, luxury travel agencies, wellness resorts, and medical professionals to better educate clients on the comprehensive wellness experiences the Philippines can offer.

Post-tours was also organized by TPB for the guests on 19-22 April 2023 covering award-winning Philippine destinations such as Bohol, Cebu, El Nido, Coron, and Boracay.



About Connections Luxury:

Connections is the international private community for trusted decision-makers in luxury travel. The brand brings together the industry's most respected travel agents and suppliers throughout the year, in destinations across the world. Connections is the next generation of doing business.

Connections has pioneered the Connections Way - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted over 50 global events, giving decision-makers the opportunity to meet through memorable experiences and educational debates.

Connections Luxury is based in London and forms part of Jacobs Media Group, the global voice for the travel and hospitality industries. In 2020, Jacobs Media Group won the Queen's Award for Enterprise International Trade. Jacobs Media Group was recognized in the

2020 awards for outstanding short-term growth in overseas sales, having expanded its global business in the previous three years by over 50%.





TPB REAPS AWARDS AT THE DOT SECRETARY'S CUP 2023



The Tourism Promotions Board (TPB) had a winning field day after they won multiple awards at the Secretary's Cup 2023 sports competition organized by the Department of Tourism (DOT) in celebration of its 50th founding anniversary held at the Philippine Sports Commission (PSC) and the Quirino Grandstand from April 24 to May 5. Other officials and employees of DOT and its attached agencies also joined the event.

Competing in various tournaments, TPB landed 1st place in Chess, registering with 25 points; 2nd place in Basketball and Bowling, scoring 20 points in both; 3rd place in Badminton, garnering 15 points; 5th place in Darts, harvesting 10 points; and 6th place in Volleyball, also with 10 points.

Meanwhile, in mixed-gender competitions, TPB also secured 2nd place in Women's Track and Field, with a score of 20 points; and in Table Tennis, placing 4th in Men's and 6th in both Women's and Mixed—all categories with 10 points.

DOT was hailed victorious as overall champions in this season with a total of 270 points; the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) was named 1st runner-up with 250 points, and the Philippine Retirement Authority (PRA) landed on 2nd with 220 points.

Winning athletes were awarded individual medals in a ceremony at the Central Office on June 5 led by DOT Undersecretary Ferdinand Jumapao and other officials and directors from the department including DOT Director Jovencio Zaragoza, who graced the activity with a congratulatory message emphasizing the importance of the members' display of sportsmanship in the games.

Other contending teams also present at the event were Intramuros Administration (IA), National Parks Development Committee (NPDC), and Nayong Pilipino Foundation (NPF).

The inter-agency sports competition was created to foster camaraderie among all DOT members and promote their overall health and wellness, keeping them productive and inspired to commit themselves to their work.

Aside from the tournament, the DOT also conducted the Tourism Run at the Cultural Center of the Philippines (CCP) on May 7, to encourage a greater sense of harmony and cooperation among the members as they strengthen partnerships with tourism stakeholders.



Bohol

HAILED AS PH'S FIRST GLOBAL GEOPARK BY UNESCO



The United Nations Educational, Scientific and Cultural Organization (UNESCO) officially named Bohol as the country's first global geopark, recognizing the province's natural landforms and marine resources as among the best in the world. This was announced during the 216th session of UNESCO's executive board held in Paris, France.

Bohol is now part of the prestigious list of 195 locations in 48 countries that have been designated as global geoparks by UNESCO.

"These recognitions for the Philippines on a global scale highlight our nation's unrivaled natural beauty around the globe. We heartily thank UNESCO for endorsing and including the Philippines, along with the 18 new designations, in its network of outstanding geoparks in the world. Amidst our constant efforts towards recovery, the Philippines opens its doors to tourists who aim to witness the natural beauty of our country," Tourism Promotions Board (TPB) Philippines' Chief Operating Officer Maria Margarita Montemayor Nograles said.

According to UNESCO, the island of Bohol has risen from the ocean floor over the course of 150 million years as a result of tectonic upheaval. Karstic geosites such as caves, sinkholes, and cone karst are abundant in the geopark, which is home to the well-known Chocolate Hills.

The Danaojon Double Barrier Reef, which consists of two sets of sizable offshore coral reefs created by tidal currents and coral growth, was acclaimed by the agency as one of its kind in Southeast Asia. The reef is also one of the only six known double-barrier reefs in the world.

The three-tiered Can-umantad waterfalls in Bohol, which are the highest in the province, were also recognized by UNESCO. The elevated marine terrace in the village of Loon, affectionately known by locals as the "coral garden," also received praise.

The Executive Board of UNESCO has approved the inclusion of these 18 sites in its Global Networks. Only the Philippines and New Zealand are brand-new members of this group.

The 2015 development of the UNESCO Global Geopark designation honors "geological heritage of international significance." The group emphasizes that geoparks play a vital role in benefiting local communities by preserving their significant geological treasures, engaging the public, and promoting sustainable development practices.

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<https://www.rappler.com/nation/visayas/bohol-philippines-first-unesco-global-geopark/>



It was a sea travel experience like no other at the 2GOKada Creators Cruise, the first of its kind as a festival-at-sea event where the Tourism Promotions Board (TPB) Philippines joined hundreds of influencers aboard the M.V. 2GO Masagana for a cruise in the Western Visayas region on 20-23 May 2023.

In partnership with the Department of Tourism (DOT), the three-day *sailcation* experience was packed with curated activities that allowed participants to explore the rich culture, heritage, and cuisine of Iloilo and Bacolod. It also included a musical night with Careless artists, an array of sumptuous foods, and ample amenities inspiring content creators to showcase and improve their craft.

"The Philippines is a wonderful destination to explore by sea. The country has 7,641 islands interconnected by majestic bodies of water that showcase the best of our natural wonders. Part of the travel experience in an archipelago like ours is the adventure of the open seas and exploring new shores that remind us how vast and diverse our tourism offerings are," said Maria Margarita Montemayor Nograles, TPB's Chief Operating Officer, during the grand cruise event.

"I would also like to share the quote of our President during his first State of the Nation Address, 'to foster the Filipino brand is to spark our sense of pride, and reaffirm our strong sense of identity'. We tell the world the story of what is uniquely Filipino, and who we are as Filipinos. So as we create content, and as we make these stories, let us remember to be authentic, genuine, and to promote our country with a heart, a very big heart that we have as Filipinos," Nograles added.

Careless Music PH CEO James Reid, 2GO President and CEO Frederic C. DyBuncio, DOT – Director for Office of Product 6 | June 2023



and Market Development Dr. Paulo Benito S. Tugbang, TikTok Philippines Head of Public Policy Toff Rada and Celebrity 2GO Kada Bea Binene also graced the event.

The 2GOKada Creators Cruise was the culminating activity of 2GO Travel's summer-long campaign, showcasing the beauty of sea travel to the younger generation while they explore the Philippines' destinations and Filipino culture, enabling them to help promote our country and boost local tourism and economic growth.

As the largest provider of sea travel, 2GO is committed to giving passengers an affordable, safe, and comfortable staycation experience, which TPB supports by offering more meaningful experiences when visiting the Philippines' wonderful destinations.

Through unwavering commitment and greater collaborations with travel partners like 2GO and other tourism stakeholders including social media influencers, which are great advocates of domestic tourism, TPB is looking forward to more successful travel partnership opportunities that ignite tourism growth.

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TPB PROMOTES HALAL TOURISM AT THE 8TH PHILIPPINE HALAL TRADE AND TOURISM EXPO 2023

The Tourism Promotions Board's Chief Operating Officer Maria Margarita M. Nograles called for a "welcoming and inclusive" Philippines at the opening ceremony of the 8th Philippine Halal Trade and Tourism Expo (PHTTE) 2023 at the SMX Convention Center in Davao City.

With the theme, "Harnessing the Halal Ecosystem," the three-day event that took place from May 25 to 27 promoted the Halal tourism and trade industry with the aim to increase public awareness and appreciation of Halal. Featured were over 200 Halal products and tourism-related services, with the participation of delegates from national and international agencies.

"This expo hits the mark in not only highlighting the significance of Halal in trade and tourism but also serving as a platform to raise awareness and deepen our understanding of the principles and concepts of Halal," Nograles said in her speech.

TPB openly addresses the growing Halal industry in the country and recognizes the evolving Muslim travel landscape by developing Muslim-friendly travel options.

According to the Global Muslim Travel Index, younger generations of Muslims are identified as a driving factor behind the surge in Halal tourism, and are inclined to venture into leisure travels as they yearn for new destinations and worthwhile experiences from diverse cultures.

The Department of Tourism is developing a Halal tourism portfolio, making it a top priority in the National Tourism Development Plan of 2023 to 2028. Furthermore, the department implements services and amenities specifically designed to cater to Muslim travelers, thus, Nograles emphasized the importance of creating tailored Halal tourism options for their needs and preferences.

Ammar Yassir Baraguir, head of the Department of Agriculture-Halal Program Management Office, also tackled the role of the agricultural sector and their efforts in strengthening the MSMEs in the Halal value chain.

Their active participation, innovation, and growth enhance the overall economic development of the Halal industry while upholding Islamic principles at every stage from production to consumption—all these to be achieved by collaborative efforts from government agencies, LGUs, foreign and other partners of Halal industry.

The Ministry of Agriculture, Fisheries, and Agrarian Reform (MAFAR) also joined the expo in support of the Muslim Mindanao Halal Certification Board, Incorporated (MMHCBI).

The 8th PHTTE was organized and hosted by the Universal Islamic Center (UIC) and Davao City Halal Industry Development (DCHIDC).

DOT, DND, DILG collab to prioritize **MINDANAO** tourism

Collaborating for the first ever Mindanao Tourism Convergence, the Department of Tourism (DOT), Department of National Defense (DND), and Department of Interior and Local Government (DILG) expressed their commitment to foster peace and safety in Mindanao, and ensuring the region's development into a viable tourism destination for both domestic and international travelers through collaborative efforts.

A ceremonial signing was held on May 31 in Zamboanga City, where Tourism Secretary Christina Garcia Frasco, Undersecretary Angelito De Leon who represented Defense Secretary Carlito Galves, Jr., and Interior Secretary Benjamin "Benhur" Abalos, Jr. signed a Memorandum of Agreement (MOA) that strengthens their inter-agency partnership to ensure regional security and prioritize tourism department programs as part of DOT's seven-point agenda.

Aimed at promoting responsible tourism, the event served as a platform to present the Departments' plans and commitments to preserve the diverse natural and cultural heritage of the region, while also creating an inclusive environment for all visitors.



The tourism secretary laid down new projects and programs that the DOT plans to establish under her term, one of these being the Bisita, Be My Guest (BBMG) Program, an online guest incentive system for overseas Filipino workers (OFW) which was launched on May 19 in the SOCCSKSARGEN Region.

In the program mechanics, the DOT will offer raffle prizes and other incentives to overseas Filipinos residing or working abroad who will bring or invite guests to visit the country. As sponsors, they will also be provided with a travel passport which they can use to go across key destinations, get stamps, and claim a prize at the airport.

BBMG Program's launching event was graced by a crowd of 200 guests, consisting of Sultan Kudarat local officials and executives, foreign retirees, diplomats, and tourism stakeholders. They were welcomed by Governor Datu Pax Ali S. Mangudadatu at the Sultan Kudarat Provincial Capitol.



Frasco emphasized in her speech that the time has finally come for Mindanao - with its numerous wonders ranging from natural resources to its people, heritage, traditions, and cultures -- to be introduced to the world.

"It is time to put to the fore the ethereal Mindanao beauty that has sometimes been relegated to the back burner, to highlight to the world its spectacular views,



its wonderful and amazing culture as well as the warmth and love of its people. Time has come to fully promote your sites, your heritage, your culture, your people, and to reintroduce this region to the world," the tourism chief said.

She also added that the MOA signing is the national government's way to deliver a message that Mindanao will receive the support and opportunities for the tourism development it deserves.

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TPB, DOT Listening Tours in United States to Boost PH Tourism

Department of Tourism (DOT) Secretary Christina Garcia Frasco and Tourism Promotions Board (TPB) Philippines Chief Operating Officer Maria Margarita Montemayor Nograles led the Philippine delegation to the listening tours in Los Angeles, California last April 21 with the tourism stakeholders and US film makers.

The tours aimed to learn first-hand each of the participating companies' insights about the market, challenges, and the opportunities that may be explored by the DOT to further increase tourist traffic from the United States to the Philippines.

In 2022, the US clinched the top spot among the Philippines' tourism source markets with 505,089 visitor arrivals to the country. Moreover as of April 21 of this year the country already had 304,289 arrivals from the US making up 17.91% of the total international visits in the first quarter of 2023.

"I am very grateful for the US market and our airline and travel tour partners because throughout the challenges that we faced since reopening in February last year, it was the US that delivered for us and saw us through being our number one source market," DOT Sec. Frasco said.



"Recognizing the huge potential that there is and can still be for this market, as well as the future partnership that we can have in various endeavors concerning the growth of the tourism industry, we are here today to listen to you to understand truly how we would be able to uplift the Philippines' standing in the ASEAN and the world," she added.

TPB Chief Operating Officer Nograles also expressed the agency's full support to the filmmakers and producers as she announced the efforts of the agency to beef up their Meetings, Incentives, Conferences, and Exhibitions (MICE) Department.

"We have to fight to keep our stories alive. As Secretary Frasco mentioned, we have 7,641 islands in the Philippines. Each one has a community, and a unique story to tell. I leave that up to you to tell that story. We would love to take you into the Philippines, to take you around our communities, anytime you are ready we are ready," said Nograles.

TPB, the marketing arm of the DOT, is also in charge of promoting the Philippines through the foreign film markets by enticing producers and production houses to consider the Philippines as the site for their location shooting.

Other DOT officials present included Undersecretary Shahlimar Hofer Tamano, OIC Undersecretary Verna Buensuceso, Assistant Secretary Rica Bueno, and DOT Tourism Attaché Richmond Jimenez.

While on the tour, the DOT and TPB, in cooperation with the Department of Migrant Workers (DMW) launched the Bisita, Be My Guest (BBMG) Program in California. The program incentivizes our Overseas Filipino Workers (OFWs) as well as all Filipinos of legal age living abroad, to invite foreigners to visit the Philippines.



TPB PROMOTED PH IN ARABIAN TRAVEL MARKET 2023



The Tourism Promotions Board (TPB) Philippines participated once again in the Arabian Travel Market (ATM) 2023, the leading global event for inbound and outbound travel industry in the Middle East on 01-04 May 2023 at DWTC, Dubai, UAE.

This year's ATM carried the theme, "Working Towards Net Zero", which explores cutting-edge and environmentally friendly travel trends and identifies the potential strategies for growth within specific sectors in the industry.

"The ATM 2023 was an opportunity for us to increase our connection in the Middle East and its neighboring countries. It was a chance for us to step up our efforts in getting tourists from this region so they may discover all the wonderful destinations in the country. The abundance of our OFWs in this region provided many possibilities for Middle Easterners to learn more about the Philippines and its must-visit attractions," said TPB Chief Operating Officer Maria Margarita Montemayor Nograles.

Exhibiting at the ATM 2023, the Philippines intended to expand the promotions of the country as a leisure, MICE, and investment destination, reconnect with its partners in the Middle East, and develop sales leads and commercial connections with consumers from the Middle East. It has since then yielded a projected revenue amounting to PHP914M.

The Philippine delegation was headed by Department of Tourism (DOT) Undersecretary Shereen Gail Uy-Pamintuan, TPB Chief Operating Officer Nograles, together with DOT Region III, Philippine Retirement Authority, and lawmaker representatives from Batangas, Bohol, Cebu, Quezon City, and Surigao del Norte. Various stakeholders from the private sector joined the event such as Annset Holidays, Inc., Atlantis Hotel, Atmosphere Resort and Spa, Blue Horizons Travel and Tours, Cebu Pacific Air, CTPH Lifestyle and Travel Services, Divaishnavi International Inc., Earth Explorers, JLT Travel and Tours, Okada Manila, Philippine Airlines, Pink Lily Travel & Tours Inc., The Lind Boracay, Ties That Travel, Travelite Travel and Tours and Via.com.



Philippine Embassy in Korea Showcases Filipino Food to Korean Media

For Filipino Food Month and in keeping with this year's theme, "*Pagkaing Sariling Atin, Mahalin at Pagyamanin*", Philippine Ambassador to Korea Theresa Dizon-De Vega hosted a dinner attended by members of leading English and Korean-language media outfits to showcase Filipino food.

Shrimp sinigang (Filipino sour soup), chicken inasal (specially marinated grilled chicken), and sisig (chopped sizzling pork cheeks with a spicy and sour dressing) were among the night's favorite dishes, with media guests saying that these dishes will appeal to the Korean palette based on their unique and appealing taste. Guests likewise enjoyed the Philippines' famous San Miguel beer and were very impressed with the Filipino-style lechon belly roll.

As the Philippines supplies fresh okra to the Korean market, the menu showcased different ways of preparing this vitamin-rich vegetable such as okra kimchi and okra in soy sauce, serving as side dishes for dinner.

Highlighting the rich history of Filipino cuisine and Philippine produce, Ambassador De Vega told the media that food has always played an important part in Philippine culture in connecting people and bridging differences. She likewise shared that each region in the Philippines boasts its own rich food culture and agricultural products.

Chef Belgium Villanueva, a Filipino chef based in South Korea, prepared a sumptuous dinner of Filipino dishes with a contemporary twist. The menu included vegetable lumpia and pork sisig served in wonton cups, green papaya salad (atchara), shrimp sinigang, chicken inasal with green mango

salsa, Filipino-style roasted pork belly roll, and halo-halo with handmade ube ice cream and turon for dessert. Guests also enjoyed Philippine tropical juice drinks and fresh Philippine fruits such as ripe mango and pineapple.

To show that Filipino food can easily be recreated at home, guests were also provided with QR codes of the dinner's recipes, along with a digital directory of where to buy Filipino products and ingredients. Philippine products used during the dinner are also available in most leading grocery stores in South Korea such as E-mart, Homeplus, and Lotte Mart, and online through Coupang and G-Market.

Filipino food promotion is a key priority of the Philippine Embassy in Seoul for this year. Also present during the dinner were members of the Philippine Food and Culture Promotions Program in South Korea (FOCUS Philippines), Third Secretary and Vice Consul Reisha L. Olavario of the Political and Economic Section of the Philippine Embassy, Tourism Director Ma. Corazon Jorda-Apo, Commercial Counselor Jose Ma Dinsay, and Agriculture Attaché Ma. Alilia Maghirang.

FOCUS Philippines is a joint project of the Philippine Embassy in Seoul, in collaboration with the Philippine Department of Tourism in Korea, the Philippine Trade and Investment Centre in Seoul, the Philippine Agriculture Office in Seoul, and the Migrant Workers Office designed to promote Filipino food, food products, and agricultural products in Korea.

SOURCE: DOT - KOREA



PROMOTING PHILIPPINE MARINE BIODIVERSITY THROUGH DIVE TOURISM

There's more to the Philippines than the alluring islands and stunning beaches it is globally known for. Underneath its pristine blue waters is a rich marine biodiversity. No wonder people from around the world travel to this tropical paradise to plunge into its deep waters and marvel at its underwater wonders.

The impressive Philippine marine biodiversity has led to the boom of dive tourism in the country. In 2022, the Philippines bagged the title World's Leading Dive Destination at the 29th World Travel Awards. Its dive portfolio made the country deserving of a four-year winning streak for the much-coveted title. It bested the world's famous diving destinations such as Fiji, the Great Barrier Reef in Australia, Maldives, and Azores Island.

The Philippines Seas is an underwater cinema that offers a feast for the eyes and an unparalleled adventure for thrill seekers. From shipwreck diving in Coron, Palawan to getting up close and personal with the Thresher Sharks of Malapascua, Cebu, there are a lot of treasures under the Philippine waters, waiting to be discovered by diving enthusiasts.

In the Philippines, tourists can also witness the beauty of The Coral Triangle, a marine area in the Pacific Ocean labeled as the Amazon of the Sea. The heart of this marine sanctuary sits in the southwestern part of Puerto Princesa, Palawan. It is home to the famous Tubbataha Reefs Natural Park, where divers can encounter whales, sharks, dolphins, turtles, the Napoleon wrasse, more than 360 species of coral, and around 700 species of fish.

Banking on the country's marine biodiversity, the Tourism Promotions Board (TPB) Philippines continuously promotes the country as a premier diving destination. Recognizing the impact dive tourism has on the overall tourist experience in the Philippines, TPB participated in various events to showcase the country's diving offerings.

Every year, TPB joins the Asia Dive Expo (ADEX), the largest and longest-running dive consumer and trade show in Asia. This year, the Tubbataha Reef Natural Park, Puerto Galera, Apo Reef Natural Park, Coron's wreck diving and sea cow encounter, Romblon's underwater macro photography, and Marinduque's unique diving spots were put in the spotlight at the Philippine Pavilion. TPB also featured in its ADEX 2023 pavilion more than 22 dive resorts, airlines, and dive liveaboards offering selling dive packages and multi-destination dive trips.

TPB also participated in the Marine Diving Fair (MDF) held on April 7-9, 2023 at the Sunshine City Convention Center in Tokyo, Japan. This annual dive show is one of the largest dive resorts and consumer fairs focusing on scuba diving and other water sports activities. The event gathered more than 200 national organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators, and other tourism-related establishments from over 65 countries annually. During the MDF 2023, TPB promoted the Philippines as a broad resort destination for "post-Corona" travel. Likewise, it also held the Philippine Diving Seminar over two days. Each session was attended by 150 participants.

Additionally, TPB also exhibited at the Malaysia International Dive Expo (MIDE) 2023 held from May 26-28 at the Malaysia International Trade and Exhibition Center (MITEC) in Kuala Lumpur, Malaysia. TPB gathered eleven (11) Philippine dive resort operators and dive agents to promote their services. During the event, TPB introduced the Philippines as a dive destination to more than 12,000 dive enthusiasts that attended the said event.

Through these marketing activities, TPB continues its mission of promoting the Philippines as a world-class tourism destination, highlighting the country's diverse dive portfolio. Exploring the country's marine ecosystems is a unique experience that will entice more adventure-hungry tourists to visit the Philippines.



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TPB, Clark Formalize Tie-up for MICECON 2024



Having won the bid to host the MICECON 2024 at the Clark Freeport Zone in Pampanga, Clark Development Corporation (CDC) formally sealed its partnership with the Tourism Promotions Board (TPB) Philippines through the signing of a Memorandum of Agreement (MOA) to stage the largest gathering of Meetings, Incentive Travel, Conventions, and Exhibitions (MICE) professionals in the country next year.

The ceremony was led by TPB Chief Operating Officer Maria Margarita

Montemayor Nograles and CDC President & Chief Executive Officer Agnes VST Devanadera. Other key officials, including TPB Deputy COO for Corporate Affairs Atty. Vince Manuel and CDC Vice President for Business Development and Enhancement Group Atty. Noelle Mina Meneses joined them.

As Clark Freeport Zone prepares to host the conference for the second time since 2014, MICECON 2024 will provide the opportunity for Clark and adjacent destinations in Pampanga and Tarlac to showcase

once again their history, culture, and heritage to local and foreign MICE participants. The conference is likewise envisioned to usher in new investments and business opportunities that will contribute significantly to the city's economic growth.

The Clark Freeport Zone is set to highlight its strengths as a first-rate destination catering to corporate events and conferences of all types, with modern facilities, natural and modern attractions that sits at the heart of growing markets in Asia



Pacific, making it conducive for corporate events, conferences, and business investments. There is a growing array of global hotel chains that cater to the requirements of the industry, conveniently accessible to industrial and technological parks within the zone, and the newly-built Clark International Airport (CIA) the fastest growing airport in the Philippines and is seen to serve as the next premier international gateway of the country.

With its dynamic effort to be the country's first smart, resilient, and sustainable city, Clark Freeport Zone will soon open the Malolos-Clark Railway in 2025 which will streamline travel between Metro Clark and nearby provinces to Manila and vice versa via high-speed train. This will not only cut regular commuting time but it will also contribute to lowering greenhouse gas emissions by more than 60,000 tons annually.

Atty. Devanadera thanked the TPB for choosing Clark Freeport Zone as the host destination of MICECON 2024 as she expressed optimism about hosting the event.

"We are thrilled to have been given the opportunity to showcase the unique features, rich culture, and state-of-the-art facilities of the Clark

Freeport Zone and its adjacent destinations. MICECON 2024 will undoubtedly help solidify our position as a premier and sought-after destination for investments and business events in the Asia Pacific region. We look forward to demonstrating the warmth and genuine hospitality of Metro Clark, and to delivering attendees with an unforgettable MICECON experience," she said.

"Holding the conference next year will further cement the Philippines' standing as a top destination for business events in Asia. With stunning natural landscapes, iconic and historical destinations, modern infrastructure, and the image of the

province of Pampanga as the country's culinary capital, we will be able to draw in more tourists and investments, and contribute to the reinvigoration and revitalization of the tourism industry," said TPB COO Nograles.

To be held on July 10 to 12, 2024, MICECON 2024 is a must-attend event to discover and experience the wonders of Metro Clark, network with business counterparts, keep abreast with industry trends, and further hone professional skills which are all geared towards making the Philippines a more globally competitive force.



Philippines

wins Emerging Muslim-friendly Destination of the Year Award

The Philippines has been awarded as the Emerging Muslim-friendly Destination of the Year at the prestigious Halal in Travel Global Summit 2023 on June 1 in Singapore, Tourism Secretary Christina Frasco announced.

The Halal in Travel Global Summit 2023 recognizes destinations, organizations, companies, and individuals who have made a significant impact on the Muslim lifestyle travel segment.

The Emerging Muslim-friendly Destination of the Year (non-OIC) award is given to recipient destinations that cater to the unique needs and preferences of Muslim travelers.

The Muslim travel market is foreseen to significantly propel the tourism industry's growth with projections that Muslim traveler arrivals will reach 140 million in 2023 and in succeeding years could reach 230 million with estimated expenditures of USD225 Billion by 2028.

"This award is an affirmation of our collaborative efforts towards positioning the Philippines as a preferred destination for Muslim travelers, and strategically developing our Halal Tourism portfolio across our regions. This global recognition also opens up enormous opportunities for our country to introduce our rich and diverse culture and heritage evident in our Muslim communities, and our immensely beautiful destinations, including Mindanao," Secretary Frasco said.

According to Secretary Frasco, the Department of Tourism has focused on developing the country's halal tourism portfolio ensuring, among others, its prioritization in the National Tourism Development Plan (NTDP) 2023-2028.

The DOT has also implemented a wide range of services and amenities designed to cater to Muslim travelers. These include the conduct of a comprehensive inventory of Halal-certified dining options and the pursuit of increased Halal accreditations for tourism enterprises across the country, as well as the conduct of Halal Awareness Orientations with Tourism Stakeholders, and information dissemination with tourism enterprises on the values, beliefs, and practices of Muslim-travelers.

Recognizing global trends and preferences of Muslim travelers, Secretary Frasco said that the Department of Tourism has also continued to pursue its sustainable tourism development initiatives, and recently inked a significant agreement with

global health and wellness tourism leader Agora to position the Philippines towards providing quality medical and wellness tourism offerings, especially to the Middle Eastern market.

It will be recalled that early this year, the Department of Tourism organized the very first Mindanao Tourism Expo. This was followed by the successful MICECON in Davao jointly organized by the DOT, Tourism Promotions Board, and the private sector, and City of Davao. Secretary Frasco also recently led the Mindanao Tourism Convergence held in Zamboanga City in collaboration with the Department of Interior and Local Government (DILG) and the Department of National Defense (DND).

Undersecretary Myra Paz Valderrosa-Abubakar accepted the award on behalf of the Department of Tourism and CrescentRating and HalalTrip, for recognizing the efforts of the Philippine government and tourism stakeholders.

"We hope to continue the great stride on tourism promotion and economic boost in our country for our Muslim brothers and sisters who are arriving in the Philippines and who are surely welcome to visit and explore our more than 7,000 islands with majestic white sand beaches and warm people," Undersecretary Abubakar said.

Source: DOT-OPAA



PHILIPPINES' INTERNATIONAL VISITOR ARRIVALS BREACH 2M

The Philippines breached the 2 million mark in international arrivals surpassing the baseline target of the Department for the year 2022.

Tourism Secretary Christina Garcia Frasco announced the good news in a forum in Makati City earlier today.

Citing the latest data from the Department of Tourism (DOT), Secretary Frasco said the country recorded 2,002,304 international visitor arrivals from January 1 to May 12, 2023, already exceeding the entire year's target for 2022 of 1.7 million foreign visitors.

"Notwithstanding our challenges and difficulties that our country has faced, a pandemic and the various calamities that come into our shores the good news is that this has done nothing to break the Filipino spirit or to diminish the beauty of the Philippines," Frasco said.

"Because of the priority given for Philippine tourism by the Marcos Administration, we're very optimistic for the prospects of our country in terms of being a tourism powerhouse in Asia anchored on the strength of our Filipino culture as well as the

values of sustainability, resilience, and global competitiveness. We are at the cusp of the massive success of tourism in the Philippines. You can feel it, you can hear it, you can see it, it's our time Philippines, it's our time to become Asia's leading tourism powerhouse, and with your help, we can achieve just that," Frasco said.

South Korea delivered almost a quarter of the total number of visitors for the Philippines with 487,502 (24.35%) followed by the United States of America in the second spot with 352,894 (17.62%); Australia with 102,494 (5.12%); Canada with 98,593 (4.92%), Japan with 97,329 (4.86%) to complete the top 5 source markets.

Rounding out the top 10 are China (75,043), Taiwan (62,654), the United Kingdom (62,291), Singapore (53,359), and Malaysia (36,789).

Citing the same report, DOT recorded Php 168.52 billion in inbound visitor receipts from January to April 2023. This is 782.59 percent higher than the Php 19,093,427,035.59 in tourism revenues generated in the same period last year.

SOURCE: DOT-OPAA



FIRST PHILIPPINE HOP-ON HOP-OFF TOURS LAUNCHED



The first ever Philippine hop-on hop-off bus tours was launched by the Department of Tourism (DOT) as it gathered industry stakeholders for the kick-off of the tours on 28 May 2023.

The Philippines Hop-On Hop-Off seeks to provide tourists—particularly group travelers and fully independent individual travelers (FITs)—with convenience and flexibility on when and how they will tour a destination through a seamless, contactless transport and tour booking system.

Delivering her speech at the Activity Area of Ayala Malls Glorietta, Secretary Christina Garcia Frasco noted that the bus tour's pilot launch in Makati marks an exciting time for the tourism industry, as the DOT aims to bring the project to other key destinations around the Philippines.



"Post-pandemic trends of travel have continued to evolve. People search for experiences that go beyond adventure, fun, and they search for meaning. And that is why the (Philippines) Hop-On Hop-Off tours give opportunities for our tourists not only to be reminded of the spirit of modernity and innovation that Makati has always been known for, but also to get to know the soul of your city that lies in your hidden gems, in your museums, in the many stops that are covered by this tour that will allow our tourists—domestic and international alike—to get to know the people of Makati, to get to know your rich history, culture, and heritage," Secretary Frasco said.

"This is an effort that we wish to replicate in all the other areas in Metro Manila [and the Philippines] and this is just the beginning. Under the administration of President Ferdinand 'Bongbong' Marcos, Jr., he has prioritized tourism development and that means a whole-of-government approach towards the transformation of the tourism industry, focusing not only on the promotion of our country, which we are continuing to do vigorously around the world, but also more importantly, to give our country a fighting chance at standing shoulder to shoulder with our ASEAN neighbors, addressing the essential pillars of tourism—infrastructure, connectivity, digitalization, innovation, and all these other essential modes of development that will finally give the Philippines an opportunity to become the tourism powerhouse that it can be," she added, as she lauded the City of Makati, the DOT's National Capital Region (NCR) Office, together with private and public tourism stakeholders in Metro Manila for their collective efforts to make the project possible.

Upon full implementation of the Philippines Hop-On Hop-Off in Makati, tourists can take the bus to designated stops within the city to enjoy its best spots and activities following suggested itineraries curated by the DOT-NCR team per stop, with the option to avail of private and guided tours. The HOHO tour will cost around Php 1,000 per person.

The project, which takes inspiration from world-class hop-on hop-off buses in cities such as Abu Dhabi, Argentina, London, Madrid, New York, and Singapore, among others, will feature a dedicated website with all essential information, a reloadable EMV-capable card, and complete the tourist experience, a mobile app for booking tours, making cashless payments, GPS networked-bus arrival monitoring and video guides, as well as information on hotels, food, and tourism merchants.

Meanwhile, preparations are already underway for the launch of the Philippines HOHO project in the cultural hub of Manila next. Both the Makati and Manila Hubs of the Philippines Hop-On Hop-Off program will become fully operational after the grand launch slated sometime in June this year.

SOURCE: DOT-OPAA

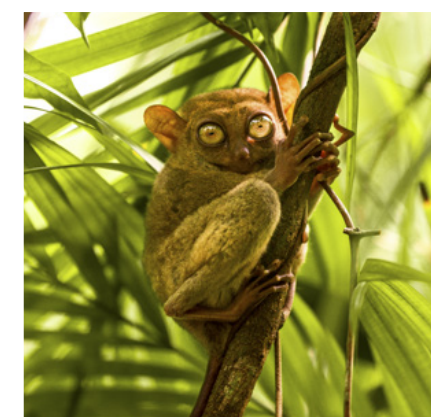
Bohol

PHILIPPINES' FIRST GLOBAL GEOPARK BY UNESCO

Bohol island, home to the renowned Chocolate Hills and awarded as one of the top diving destinations in the world, was declared by UNESCO as the Philippines' first global geopark.

UNESCO defines Global Geoparks as "single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education, and sustainable development."

With this, Bohol is now part of the prestigious list of 195 locations in 48 countries that have been designated as global geoparks by UNESCO. Only the Philippines and New Zealand are brand-new members of this group. See more of what Bohol has to offer.



Embarking on a Transformative Journey:

Exploring the Intersection of Travel and Personal Growth

The transformative power of travel is well-known, as it offers a unique opportunity to break free from routine, broaden our horizons, and embark on a journey of self-discovery. The enchanting world of transformative travel within the tourism industry combines the joys of exploration with the profound personal growth that comes from stepping outside our comfort zones.

Unlocking New Perspectives

Traveling to unfamiliar destinations allows us to immerse ourselves in diverse cultures, traditions, and landscapes. This exposure to different ways of life opens our minds, broadens our perspectives, and challenges our preconceived notions. As we interact with locals and engage in meaningful conversations, we gain a deeper understanding of the world and our place in it. Through this process, we undergo a transformative shift in our worldview, nurturing empathy, tolerance, and a heightened sense of global interconnectedness.



and witness the fragility of our planet firsthand, we develop a deep appreciation for the interconnectedness of all living beings. Sustainable tourism practices, such as supporting local communities, reducing our carbon footprint, and promoting ethical wildlife encounters, enable us to travel with a purpose, contributing positively to the destinations we visit. This conscious approach to travel not only transforms us as individuals but also empowers us to become responsible global citizens.



Adventure as Catalyst

Adventure tourism, with its adrenaline-pumping activities and thrilling escapades, catalyzes personal growth. Whether it's hiking through rugged terrains, conquering fears through extreme sports, or engaging in wilderness expeditions, these experiences push us beyond our limits and ignite our inner courage. By embracing adventure, we tap into our hidden reservoirs of strength and resilience, building confidence and self-belief that transcends our travel experiences and permeates into our daily lives.



Sustainability and Conscious Travel

A transformative journey within the tourism industry also involves conscious travel choices that prioritize sustainability and environmental stewardship. As we connect with nature

Integration and Reflection

To fully harness the transformative potential of our travel experiences, integration, and reflection play vital roles. By taking the time to process our adventures, we can extract valuable insights, contemplate personal growth, and set intentions for the future. Journaling, participating in workshops or retreats, and seeking out mentors within the tourism industry can help us integrate our transformative experiences into our daily lives.

A transformative journey within the tourism industry goes beyond mere sightseeing; it becomes a transformative tapestry of self-discovery, cultural immersion, and environmental consciousness. By venturing into new territories, engaging in adventure, and embracing sustainability, we unlock the transformative power of travel, allowing it to shape us into more empathetic, aware, and fulfilled individuals.

Arjay Lipat
President/General Manager
Jaytravelmania Travel and Tours



The View From Masbate: Island Hopping Through This Vastly Underrated Province

By Marky Ramone Go | Published on Business Mirror

After getting a glimpse of the province last year when I visited Ticao Island for a couple of days, I immediately found Masbate as underrated. Recently, I returned for a more extensive journey that took me to the mainland of Masbate, Burias Island and at Ticao.

Masbate Mainland

To emphasize Masbate's connectivity to other islands, we arrived and departed the province not on a plane, but on a ferry and passenger boat. Following a brief journalistic coverage of the Capiztahan event in Roxas City, we sailed from Culasi Port in Roxas to reach Balud, Masbate in three hours.

Named from the almost extinct Pink-bellied imperial pigeon, Balud is located on the southwestern tip of Masbate. One of its two barangays, a small island called Jintotolo became our first stop.

A tiny community celebrating the town's fiesta welcomed us with a simple feast. This was followed by a short hike to the Jintotolo Lighthouse, which was built in the 1890's. The lighthouse, one of the Philippines's 23 remaining Spanish-era sea watchtowers, stands at about 50 feet tall atop a hill and overlooks a beautiful channel where the wrecks of two Japanese ships from

World War II—the cruiser Kinu and the destroyer Uranami—rests at the bottom.

The next day finds us driving through Masbate's picturesque countryside, past vast cattle ranches and farms before stopping briefly at Lumawig River Adventure Park for a floating lunch through a mangrove forest.

The rest of our mainland Masbate jaunt had us visiting a farmstead, a hillside retreat and a bevy of breathtaking natural wonders. These includes the crescent shaped Guinlobngan Island off the coastal town of Cawayan, Isla Florencia, with its coconut tree-lined canopy, was ideal for an island lunch, the 2.8-kilometer Kurokabayo sandbar, a spellbinding man-made lagoon in Matayum, a long white sand beach in Aroroy, the heritage Balay ni Bayot house, and Balangingi Island in Pio V. Corpuz on the eastern part of Masbate.



📍 Buntod Reef Marine Sanctuary Sandbar

Ticao Island

My second time on Ticao Island worked like a charm. This time, I was able to explore one of the island's quaint communities on foot before we drove off via a gorgeous route bookended by a magical sunset on one end and the azure ocean on the other.

I also get to revisit Halea Nature Park and Catandayagan Falls, two of the Philippines's most impressive natural attractions.

Halea is located on San Miguel Island, one of two islands on the northern tip of. Here, one can enjoy a peaceful beach bumming moment as well as go snorkeling and swim with dozens of baby sharks that frequents the cove. Ticao Island is also home to a rare waterfall. The 100-feet plus Catandayagan Falls is one of only around 40 waterfalls in the world that directly debouche into the ocean.

This trip also introduced me to the island's other attractions that I missed out on my earlier visit. There's the 244.72-hectare Bongsanglay Natural Park that is home to a dense mangrove forest, including three rare Sonneratia tree species that give it a distinct status, as well as maze of marshes.

Our last day on Ticao Island was capped by a stopover at Buntod Reef Marine Sanctuary Sandbar on our way back to Masbate mainland. This marine sanctuary is managed by the SAMAPUSI (Samahan ng Mangingisda ng Puro-Sinalikway), an organization made up primarily of former "blast fishermen" now turned "reef rangers."

As the sun slowly sets into the horizon and the sky bursts with a reddish glow, I was reminded of how beautiful the world is, specifically this part of the planet, as excitement surged through me at the prospect of what beauty looms in our next island destination: Burias Island.



📍 Catandayagan Falls



📍 Halea Nature Park

Burias Island

A sleeper ferry transported us from midnight in Masbate mainland to waking up to a sunrise in Burias Island. This final phase of our 11-day trip to Masbate solidified my opinion of the province as having the most potential to become a major tourism draw in the Philippines.

After a stuffed breakfast, we hit the ground running by hopping into a double-decked boat and proceeded to our island-hopping tour visiting Burias' three popular islands of Animasola, Tinalisayan and Sombrero.

The secluded Animasola island off the coast of San Pascual in Burias Island is a sight of pristine beauty, despite its haunting name "Animasola," which in Catholic tradition portrays a "lonely soul" trapped in purgatory. Thanks to its jagged cliffs, powdery white sand, and brilliant blue waters, it transports travelers to a paradisiacal time and place.

Next up was Tinalisayan. After flying my drone for 10 minutes, I quickly packed it up to take a dip at the island's turquoise-colored waters to enjoy another magical moment in the sun. I would have stayed on the water longer to get more sun-tanned if not for the call of sumptuous boodle feast awaiting us on our boat.

On our way to Sombrero Island, we passed by other islands such as Virgin Island and the fascinating rocky islet called Templo Island, which has a crucifix perched on top of its rock-strewn base.

Sombrero Island was the perfect capstone to yet another fantastic day. Named as such because of the odd shape of the island's islet tip, which resembles a sombrero. Sombrero Island, is characterized by an expansive sandbar marking its perimeter leading to the main island lush with greens and home to a few small resorts, and on its tip, the notable hat-shaped rock formation.



📍 Tinalisayan Island

Definitely not my last Masbate Rodeo

As an agricultural hub, Masbate province is dotted with ranches that are home to tens of thousands of cattle and horses. Masbate's rodeo culture developed in this environment. Most of us would be forgiven for assuming that Masbate's "cowboy culture" was ripped from the American wild west playbook, but further research suggests Masbate's and the American's rodeo culture can be traced back to the Mexican Vaqueros.

To celebrate the province's Rodeo tradition, the Rodeo Masbateño Festival is held every month of April to showcase the province's cattle and livestock industry as well as some game horsemanship.

Masbate has more than simply its natural wonders, such as its stunning islands and picture-perfect scenery; it also boasts a rich culture and a culinary scene that will make you gain weight willingly. Who couldn't say no to gigantic crabs, heavyweight fish, tiger prawns and a heaping helping of scallops? Definitely nobody. I think it is safe to say that this trip won't be my last rodeo in Masbate.



Rodeo performers



CELEBRATING DIVERSITY AND INCLUSION WITH #PRIDEMONTH 2023

T rue to its commitment to creating a diverse and inclusive workplace, where all its employees feel welcomed, valued, and free to express themselves, the Tourism Promotions Board (TPB) Philippines recognizes the celebration of the LGBTQIA+ community this Pride Month as an opportunity to promote gender equality and inclusion in the Philippines and other countries.

Known as a tipping point for the Gay Liberation Movement in the United States, Pride Month is celebrated annually in June to honor the 1969 Stonewall Uprising in Manhattan, which marks the beginning of a movement to outlaw discriminatory laws and practices against LGBT Americans.

TPB celebrates Pride Month with fun and engaging activities like the Friday: Pride-day participation of TPB personnel with exciting games and prizes, creating meaningful connections with love and high respect with each other, and the Rainbow-themed Fridays, showing support for LGBTQ rights by wearing multicolored clothing every Friday to symbolize diversity and inclusion of the community. Both events were set on June 2, 9, 16, 23, and 30. Attending virtual meetings or events with a PRIDE-themed Zoom background for the remote and hybrid teams is also part of the Pride Month activity.



24 June 2023



CALENDAR OF EVENTS

3rd Quarter 2023

JULY

Marketing and Promotions of Newly Developed Tourism Circuits
July 2023

Philippine MICE Cities
11-13 July 2023
Zamboanga

11th Regional Travel Fair
21-23 July 2023
Cebu

Marketing Enhancement on CBT Phase 3
24-28 July 2023
Argao, Cebu (TBC)

WORLDCHIEFS Asian Presidents Forum
30 July – 06 August
Pasay City, Metro Manila

Malaysia International Travel Mart
28-30 July 2023
Kuala Lumpur, Malaysia

BBMG Launch
UAE (TBC)

AUGUST

Marketing Enhancement on CBT Phase 3
14-18 August 2023,
Davao (TBC)

TPB Members' Familiarization Tours
3rd Quarter of 2023
National Capital Region

TPB Membership Seminar
3rd Quarter of 2023
Boracay

TPB Members' Chat
3rd Quarter of 2023

India Roadshow
7-11 August 2023
Delhi, Kolkata, Chennai, & Mumbai

M&C Asia Connections 2023
15-16 August 2023
Singapore

Domestic Tourism Invitational Program
3rd Week of August
Western Visayas – Bicol

Philippine Motorcycle Tourism Regional Ride in Western Visayas
August
Iloilo City

Domestic Tourism Invitational Program
29 August–02 September 2023
Romblon

SEPTEMBER

MATTA International Travel Fair
1st week of September 2023
Kuala Lumpur, Malaysia

BBMG Launch in Singapore
September 2023

PMT Region VI
01-02 September 2023,
Iloilo City

34th Philippine Travel Mart
01-03 September 2023
SMX Convention Center, Manila

Marketing Enhancement on CBT Phase 3
15-19 September 2023
Ilocos Sur

Interdive Friedrichshafen 2023
21-24 September 2023
Messe Friedrichshafen, Germany

Philippine Travel Exchange
19-21 September 2023
Cebu

Tourism Marketing Educational Seminar
17-22 September 2023
Cagayan Valley

Domestic Tourism Invitational Program
25-29 September 2023
National Capital Region

Incentive Travel and Conventions Meetings (IT&CM) Asia 2023
26-28 September 2023
Bangkok, Thailand



TPB PHL
TOURISM PROMOTIONS BOARD PHILIPPINES



TOURISM PROMOTIONS BOARD PHILIPPINES
REGIONAL TRAVEL FAIR

SAVE THE DATE

21-23 JULY 2023

CEBU CITY

**2023
PHITEX**

PHILIPPINE TRAVEL EXCHANGE

19 - 21 September 2023

CEBU, PHILIPPINES



LAUNCH

SAVE THE DATE

27 JULY 2023 | MANILA