

# TPB spotlight

A Quarterly e-Magazine of the Tourism Promotions Board Philippines

JULY - SEPTEMBER 2020

## TPB TRAILBLAZES

WITH ITS FIRST HYBRID B2B  
EVENT IN BOHOL



### INTO THE FUTURE:

TPB TO LAUNCH  
NEW DIGITAL  
PLATFORM

### MOTOURISMO:

A ROAD TRIP ADVENTURE

### TPB EXPANDS

ASSISTANCE SCHEME  
FOR MICE  
ORGANIZERS



# spotlight

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SPOTLIGHT is a quarterly e-magazine of the Tourism Promotions Board Philippines spearheaded by its Marketing Communications Department.

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COVER PHOTO:  
PHITEX 2020

# On The Spot



**T**his quarter's issue beams our pride in our shared success to stage PHITEX in a hybrid mode, bringing in sellers to Panglao, Bohol while optimizing our digital platform to facilitate the virtual B2B meetings, the results of which far exceeded our expectations. And I begin this Note on this positive outcome of our courageous effort to take risks, physically, health-wise and otherwise, if only to reiterate our gratitude to everybody who contributed to the success of PHITEX.

We again thank Governor Arthur Yap and the people of Bohol for their competence, compassion and warmest hospitality in the preparations and actual staging of PHITEX. I also thank and congratulate our Tourism Attaches and the TPB personnel who ably composed the Sellers and Buyers Committees ensuring good numbers of foreign buyers and seller delegates across the country.

Indeed, courageous leadership, collaboration and productive partnerships are essential to team success.

This Issue also provides a glimpse on the diverse initiatives of the TPB to optimize digital technologies as a key corporate strategy in support of our renewed vision to promote our destinations for safe and fun travel experiences. We are poised to launch the Travel Philippines progressive web app, stage MICECon virtually and also establish our online matching information system as part of our internal strategic HR systems.

These shifts affirm TPB's commitment to innovation and continuous service improvement. And should you have ideas and concrete initiatives to expand these, more importantly to better the way we serve TPB members and our tourists, we are beyond blessed to welcome those.

I enjoyed reading these pages as I did a final review of the articles because I thought it is awesome and inspiring that we have not let the pandemic steal our sense of creativity, unity and resolve to just keep going. I wish you a fun read, too, and pray you will keep going with us as we chart exciting days ahead to advance tourism.

*All Alone*  
MARIA ANTHONETTE C. VELASCO-ALLONES



**122**  
FOREIGN BUYERS  
FROM **34**  
COUNTRIES

**345**  
PHILIPPINE SELLERS  
FROM **161**  
COMPANIES

**84,946**  
VIRTUAL  
ENGAGEMENTS

**3,956**  
CONTACTS  
ESTABLISHED

**1205**  
LEADS  
GENERATED  
**70%**  
SUCCESS RATE

**PHP 42M**  
PROJECTED  
REVENUE

# TPB TRAILBLAZES WITH ITS FIRST HYBRID B2B EVENT IN BOHOL



TPB COO Maria Anthonette Velasco-Allones (2nd from left), Bohol Governor Arthur Yap (2nd from right), DOT Undersecretary for Tourism Development Benito Bengzon, Jr.(right) and DOT Assistant Secretary for Product and Market Development Verna Buensuceso (left) during the opening ceremony of PHITEX 2020 in Bellevue Panglao, Bohol with Lumad Napoanon Dancers.

The virtual platform was no small feat: PHITEX gathered 122 international buyers representing 34 countries, with 345 seller delegates from 161 companies in various tourism industry subsectors. Data revealed that 84,946 engagements were made, including 9,155 business to business (B2B) sessions.

Sixteen (16) leading tourism industry players and lawmakers were featured in discussions on strategies and innovations projected to shape the sector in the post-COVID world. In between appointments and sessions, users were engrossed in "Philippines 360" games and quizzes on Philippine arts and culture, a specially curated virtual tour of Manila, and links to Philippine tourism videos.

The change in the scenario was much welcome. After months in lockdown, who wouldn't welcome the thought of seeing the vast Philippine sky, sea and sand again?

Thus 53 delegates found themselves on a flight to Panglao, Bohol, buoyed by the leap that the tourism industry was taking to a restart: the first-ever hybrid event in the country, the Philippine Travel Exchange (PHITEX) 2020 held last 22 to 24 September 2020.

While the Tourism Promotions Board (TPB) Philippines, the marketing and promotions arm of the Department of Tourism (DOT), has been organizing PHITEX since 1996, this year, they set out to transition the biggest government-organized travel trade event to a virtual platform and actual events in Bohol. A risky decision, some might say, while the pandemic is still ongoing. Nevertheless, it was made in consideration of the tourism sector's patriotic duty to initiate efforts towards recovery.

"We pivoted this year's PHITEX to convey the message that we always mean business even as we journey on through unusual times, with not the usual challenges," stated TPB COO Maria Anthonette Velasco-Allones. "We hope that PHITEX has inspired the industry to explore all the possibilities on how we can slowly, safely, and sustainably restart tourism."



DOT Secretary Bernadette Romulo-Puyat during the closing ceremony of PHITEX 2020

As of 19 October, 3,956 contacts were established, averaging 28 contacts per seller, and 1,205 leads were generated, with a 70% success rate. Moreover, seventy six (76) bookings were secured on-site, with the total projected revenues valued at over PHP42M.

Post-tours also awaited the delegates, showcasing Bohol's new normal tourism products recalibrated under the visionary leadership of Governor Arthur Yap.



Post-tour at The Philippine Tarsier Sanctuary



One of the Philippine sellers exploring the PHITEX virtual platform while getting ready for her next B2B appointment

PHITEX indeed fulfilled what it set out to prove: that as long as health and safety protocols are followed, tourism can go on in the new normal, giving memorable experiences for tourists, jobs to tourism workers and allied industries, and a much-needed boost to the economy.

# The New Gal ON THE BLOCK

TPB Welcomes New DCOO for Corporate Affairs



Change can be daunting. Yet, staying in one's comfort zone can also impede success, and only those willing to make that bold step end up as the real winners.

For Ms. Jocelyn Patrice "Jing" Lolarga Deco, TPB's new Deputy Chief Operating Officer for Corporate Affairs, the change she permitted to take place in her life was affirmed by her desire to do more as a public servant. This stems from her family background, especially from her grandparents, Angel and Salud Geslani, who viewed public service as more than a job. "They lived their lives where service to others is most rewarding and seeing others eased of their burden is more fulfilling," she said.

After graduating from the University of the Philippines, DCOO Deco worked as a clerk/secretary for the Cordillera Executive Board then eventually transferred to the Professional Regulation Commission Baguio Office. In 2006, she joined the Civil Service Commission and worked under the Examination, Recruitment and Placement Office until her recent appointment at TPB where she aims to push the agency forward through Operational Streamlining, Organization Wellness, Financial Resilience, and Customer Focus.

"I have always wanted to venture out and be an implementer of special projects that would make a difference in terms of

showcasing our culture – and no better sector than Tourism. It is not merely about sights or the R&R that comes with it, but the education and memories that one gains on people, food and culture that make tourism so enriching. Tourism will always be the backbone of our country's economy and I can only hope that this new venture of mine will be felt in this sector."

Despite the ill effects of COVID-19, DCOO Deco remains resilient in her pursuit to help TPB and the tourism sector in general surpass the looming challenges by being proactive, versatile, positive and innovative even in times of uncertainty.

"It is simply not just service that motivates me, it is my family. More than ever, I now need to do more, give more and strive more in this service for them and their future. I don't think anyone of us will ever be the same again after this pandemic. We learned to be more caring and mindful of others not just because we need to survive but we now know that we have the moral obligation to do our share in making other people's lives better."

DCOO Deco cites Lao Tzu's quote, "a good traveler has no fixed plans, and is not intent on arriving," and looks forward to the journey of exploring, learning and thriving together in service of TPB.

## TPB'S "NEW" SAFETY TEAM INTENSIFIES WORKPLACE MEASURES AGAINST COVID-19

Philippine companies and government agencies have been facing an enormous challenge in striking a balance between business continuity and workforce safety as the coronavirus pandemic continues to run rampant in the country. The TPB was not spared from this quandary, but as the nation enters the second half of the year in various states of quarantine, the agency took the reins in its COVID response by strengthening its workplace protocols on mitigating the spread of the virus and creating its own COVID-19 Safety Team.

Spearheaded by the Office of the Deputy Chief Operating Officer - Corporate Affairs, the Safety Team's focus is to review existing health and safety protocols, recommend

improvements thereto, and assist in its implementation. The team is also tasked with championing safety practices and enacting interventions in case of probable exposure and positive cases in the organization.

Given the uncertainty regarding the lasting impact of COVID-19, the Safety Team is working on workplace controls and strategies that are sufficiently flexible to adapt to the evolving guidelines issued by the Inter-Agency Task Force on Emerging Infectious Diseases (IATF-EID) and the national government.

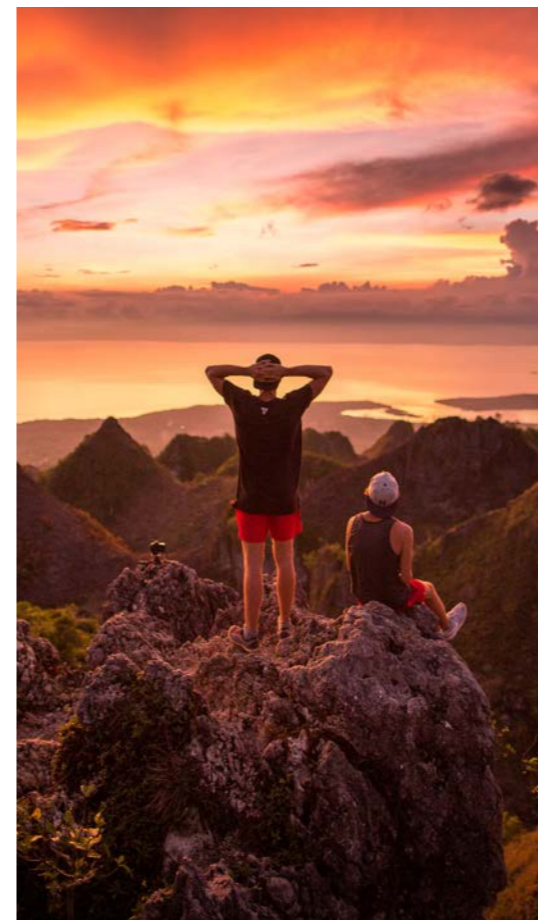
Some of the latest additions to these measures include the enhanced Daily Health Monitoring compliance tool, set-up of an internal contact tracing



system and the implementation of a skeleton workforce that meets the Travel Access Pass clearance requirement.

TPB remains steadfast in its priority of ensuring personnel safety and mitigating the possible spread of COVID-19 while striving to deliver its mandate especially in the coming months.

## TPB JOINS WTTC CALL TO SAVE TOURISM SECTOR



The Tourism Promotions Board (TPB) echoes the urgent appeal made by the World Travel and Tourism Council (WTTC) to heads of state and leaders of G7 countries (Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States) as well as Australia, South Korea, and Spain for international collaboration to save the travel and tourism sector.

WTTC said that despite the sector's importance to the local and global economies, there is no clear or internationally coordinated effort to protect the industry and recover the millions of jobs already impacted by the COVID-19 pandemic.

TPB Chief Operating Officer (COO) Atty. Maria Anthonette C. Velasco-Allones backs WTTC's call with support from more than 120 signatories, including business leaders of major airlines, top international hotel groups, and major tour operators and travel companies. "Crippling international travel

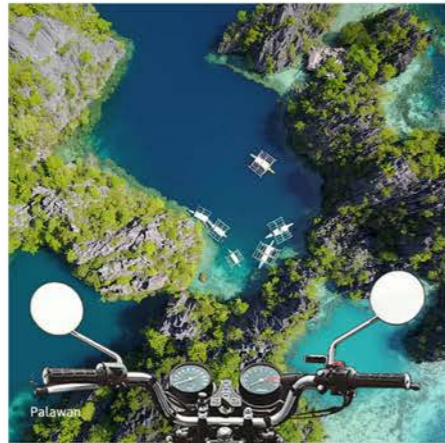
restrictions and blanket quarantine arrangements will only accelerate job losses around the world. State leaders must take action to save the global economy and support the recovery of hundreds of millions of jobs, otherwise, damage to the sector and overall economy could be irreversible," said Allones.

The WTTC appeal identifies four measures that need concerted international action: the mandatory wearing of masks, extensive rapid testing and contact tracing, quarantine for COVID-positive tests only, and standardizing global protocols.

"This is not a binary solution or a choice between health on the one hand, and jobs, the economy, and travel on the other," said WTTC President and Chief Executive Officer Gloria Guevara. "We can make strong progress on all these fronts if we follow the expert advice from science and learn from the past and positive experiences of others."

# MOTOURISMO

## A ROAD TRIP ADVENTURE



Every year, motorcycle riders in the Philippines continue to increase. This growth means an opportunity for another potential market that will help boost tourism.

Starting this November 2020, the Tourism Promotions Board (TPB) will bring another exciting adventure on wheels. Through its partnership with the Department of Tourism (DOT) and various motorcycle clubs and associations in the Philippines, the Moto Tourism (Motourismo) Caravan will feature the country's main island groupings – Luzon, Visayas, and Mindanao.

This event will be both an on-road and off-road ride through the Philippines' remote areas of tourism interest. Riders will not only have a chance to test out their motorcycles but also immerse themselves through their short stay with the local communities.

The first phase of the Motourismo Caravan will kick-off in North Luzon. This loop is divided into two (2) categories. The Epic category will travel to the whole north Luzon covering the distance of 1,408KMS for six days and five nights (6D/5N). This will start from Manila, going to Baler in Aurora, Tuguegarao, Pagudpud in Ilocos Norte, Candon

City in Ilocos Sur, down to Alaminos in Pangasinan and back to Manila. The Micro category will cover either Laguna Lake or Batangas-Cavite loop, which will only take a day.

The second phase is set to happen in Eastern Visayas with only one category – Epic. This loop will cover a distance of 1,408KMS in which the rider will spend 6D/5N starting in Tacloban City in Leyte, followed by Biliran Island in Biliran, Maasin City in Southern Leyte, Borongan City in Eastern Samar, Calbayog City in Samar, and finishing in Tacloban City. The last phase will be the Mindanao East Coast Loop traveling the distance of 1,719KMS beginning in Cagayan de Oro in Misamis Oriental, Koronadal City in South Cotabato, Tagum in Davao del Norte, Mati in Davao Oriental, Bislig in Surigao del Sur, Surigao City in Surigao del Norte and ending in Cagayan de Oro City.

Through the Motourismo Caravan, Philippine tourism is expected to slowly bounce back. The promotion of the country by tapping motorcycle riders as ambassadors can encourage local travel and help in gradually rebuilding the country's tourism industry, which at present, is adversely affected due to the pandemic.

## Into the Future: TPB to launch new digital platform

Digital technology has never been more significant today as the world faces the coronavirus disease (COVID-19) pandemic. With social distancing measures and lockdowns imposed, the need to utilize tools that easily provide updates, disseminate information, and encourage no-contact transactions is crucial to help mitigate the virus' impact.

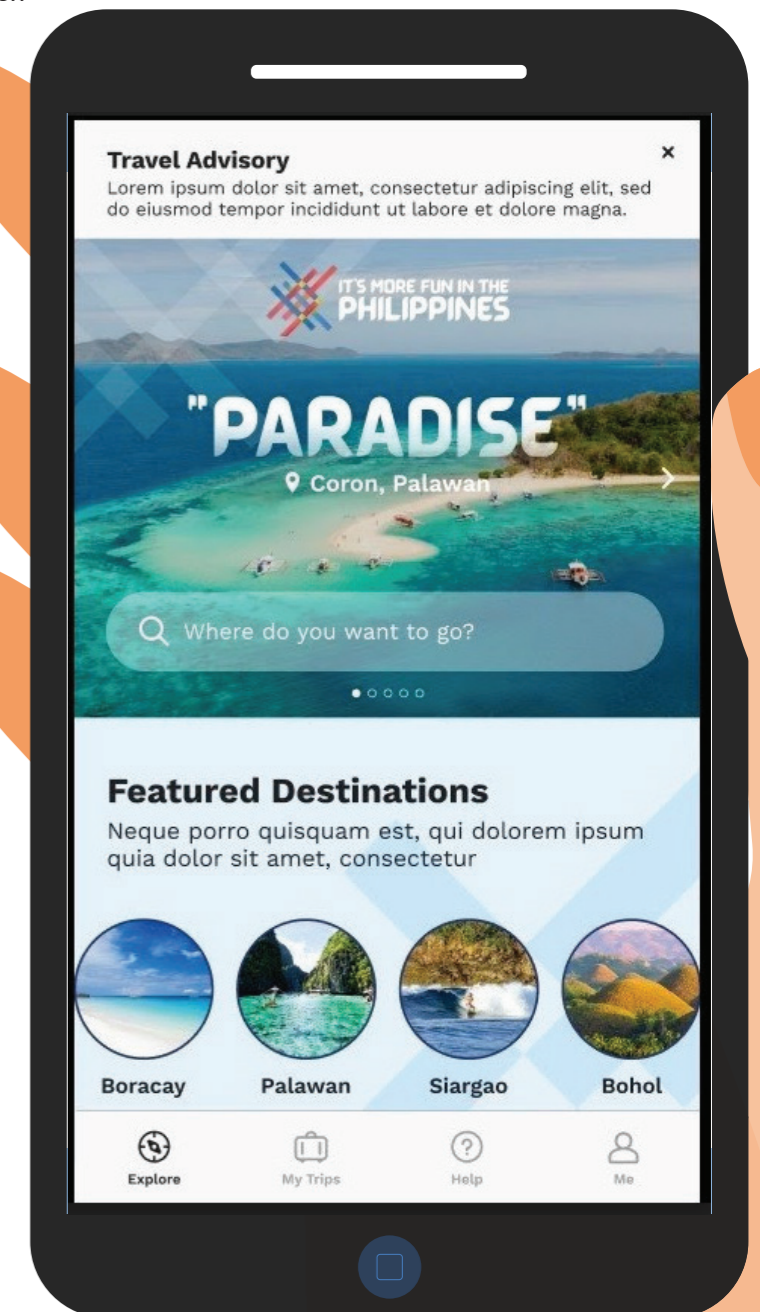
This need compelled the TPB to partner with HIMO Global Inc., a provider of technology solutions and platforms, for the release of a progressive web application (PWA) promoting Philippine tourism to strengthen the digital promotional efforts of the country, encourage local travel, and entice foreign tourists to visit in the future.

Known as "Travel Philippines," this technology is similar to a website but contains features of a native application (think Spotify or Netflix). It can be saved as an icon on the phone interface for users to easily access travel information, create itineraries, bookmark destinations, and earn travel deals. It is also free and can be used offline or in bandwidth-limited areas.

The first phase of the project includes basic travel information and health and safety protocols for the new normal featuring the following destinations: Boracay, Bohol, Baguio, Palawan and Metro Manila. The second phase will include more destinations ready for domestic tourism as well as travel deals and a chatbot.

Expansion of the application is likely to happen as TPB aims to make the PWA a digital "one-stop shop" for Philippine tourism with the inclusion of payment gateways and other features that will guide potential consumers in their Philippine journey from start to finish.

Check out Travel Philippines at: [app.philippines.travel](http://app.philippines.travel)



## CANCELLED EVENTS

### TPB-INITIATED EVENTS

	DATE
Philippine Business Mission to (PBM) to Taiwan (Taichung, Tainan and Taipei, Taiwan)	23 – 26 March 2020
Philippine Business Mission to (PBM) to North China (Xi'an and Chengdu, China)	30 – 31 March 2020
Philippine Business Mission to (PBM) to Japan (Osaka, Nagoya and Tokyo, Japan)	01 May 2020
Philippine Business Mission to (PBM) to Korea (Seoul, Korea)	09 June 2020
Philippine Business Mission to (PBM) to Southern China (Guangzhou, Fuzhou and Hefei, China)	05 – 11 July 2020

### TPB-PARTICIPATED EVENTS

	DATE
Korean Underwater Sports Expo (Seoul, Korea)	27 February – 01 March 2020
Internationale Tourismus Borse (ITB) Berlin (Berlin, Germany)	04 – 08 March 2020
Nagoya Travel Fair (Nagoya, Japan)	13 – 15 March 2020
China Outbound Travel & Tourism Market (COTTM) (Beijing, China)	01 – 03 April 2020
Outdoor Adventure & Travel Show (Montreal, Canada)	03 – 05 April 2020
WTTC Annual Global Summit (Cancun, Mexico)	21 – 23 April 2020
Malaysian Association of Tour and Travel Agents (MATTA) Travel Fair (Kuala Lumpur, Malaysia)	01 – 03 May 2020
Outdoor Adventure & Travel Show (Calgary, Canada)	02 – 03 May 2020
IMEX Frankfurt (Frankfurt, Germany)	12 – 14 May 2020
ITB China (Shanghai, China)	13 – 15 May 2020
Blue Ocean / Diving Fest Kansai (Osaka, Japan)	16 – 17 May 2020
Seoul International Industry Fair (SITIF) (Seoul, Korea)	21 – 24 May 2020
Tour and Travel Exchange (Arizona, USA)	04 – 07 June 2020
Kansai International Travel Fair (Osaka, Japan)	06 – 07 June 2020
Hanatour International Travel Show 2020 (Seoul, South Korea)	06 – 09 June 2020
Malaysia International Travel Mart (MITM) (Kuala Lumpur, Malaysia)	04-05, 10-12 July 2020
Diving and Resort Travel (DRT) Expo Shanghai (Shanghai, China)	16 – 19 July 2020
Virtuoso Travel Week (Las Vegas, Nevada)	08 – 14 August 2020
IBTM Americas (Mexico City, Mexico)	25 – 26 Aug. 2020 (Virtual)
IMEX America (Nevada, USA)	15–17 September 2020
Asia Dive Expo (ADEX) Singapore (Singapore, Singapore)	16-18 October 2020
Internationale Tourismus-Borse (ITB) Asia (Singapore, Singapore)	21 – 23 October 2020
Dive Birmingham (UK)	24 – 25 October 2020
Diving Equipment and Marketing Association (DEMA) Show (Louisiana, USA)	04 – 07 November 2020
International Tourism and Travel Show (ITTS) (Montreal, Canada)	06 - 08 November 2020
United States Tour Operators Association (USTOA) Annual Convention and Marketplace (Maryland, USA)	01 – 03 December 2020
Malaysia International Diving Expo (MIDE) 2020 (Kuala Lumpur, Malaysia)	04 – 06 December 2020

## POSTPONED EVENTS

### TPB-INITIATED EVENTS

	DATE	NEW DATE
Online Tourism Marketing Educational Seminar (online)		December 2020
Sustainable Community-based Tourism for the Indigenous Peoples (Validation)	15 – 19 June 2020	12, 14 & 16 October 2020
6th Regional Travel Fair (virtual edition)	21 – 25 September 2020	October to November 2020
Philippine Tourism Destination Inventory (Baguio & La Union, Bukidnon, Samar & Leyte)	02 – 06 April 2020	06-09, 17-21, 28-31 October 2020
Philippine Tourism Destination Inventory (Bohol & Siquijor, Cam Sur & Cam Norte, Coron & El Nido)		05-08, 15-18, 26-29 November 2020
Motorcycle Tourism Caravan (MOTORISM)		28 November - 02 December 2020, 06 - 11 March 2021
MICECONline 2020	14–16 October 2020	26-30 October 2020
Digital Marketing Seminar with Localized B2B		16 & 18 September 2020
Free Virtual Seminars on Adversity Quotient (AQ) Advantage		07, 14, and 21 October 2020
Motivational and Inspirational Leadership Webinars		November 2020

### TPB-PARTICIPATED EVENTS

	DATE	NEW DATE
Arabian Travel Mart (Dubai, UAE)	19 – 22 April 2020	16 – 19 May 2021
Marine Diving Fair (Tokyo, Japan)	03 – 05 April 2020	21 – 23 August 2020
Taipei Tourism Expo (Taipei, Taiwan)	15 – 18 May 2020	28 – 31 August 2020
S.O.S September Online Sale by HSMA		15 - 30 September 2020
IT&CM Asia (Bangkok, Thailand)	22 – 24 September 2020	16-20 November 2020
Go Philippines, Soar High! (GPS)		October 2020
Luxperience Virtual Event 2020 (Australia)		13 – 16 October 2020
Taichung International Travel Fair (Taichung, Taiwan)	03 – 06 July 2020	23 – 26 October 2020
PHILTOA's 1st Digital Bucket List Travel and Tour Exchange (DBTTEX)		25 - 27 October 2020
6th HSMA Virtus Awards		December 2020
31st Philippine Travel Mart (PTM)		04-06 December 2020
Kaohsiung International Travel Fair (Kaohsiung, Taiwan)	10 – 13 July 2020	18 – 21 December 2020
Hokkaido Overseas Travel Fair (Hokkaido, Japan)	3 <sup>rd</sup> / 4 <sup>th</sup> Quarter of 2020	1 <sup>st</sup> Quarter of 2021
Philippines' Participation to Expo 2020 Dubai (Dubai, UAE)	20 October 2020 - 10 April 2021	01 October 2021 - 31 March 2022

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# TPB EXPANDS ITS ASSISTANCE SCHEME FOR MICE ORGANIZERS

The Tourism Promotions Board (TPB) is expanding its offer of assistance to organizers of MICE (meetings, incentive travel, conventions and exhibitions) events. The new scheme, coined as the "Enhanced MICE Plus Program" is TPB's response to the current situation and needs of the MICE industry.

The MICE industry is recognized for its unique contributions which significantly impact the economy. This sector boosts the country's socioeconomic development as it

stimulates trade, investment, tourism and entertainment. It facilitates knowledge and technology transfer; builds a positive image for the country; promotes cultural exchange and global understanding which foster regional collaboration.

Until such time that the coronavirus (COVID-19) pandemic situation is over, the MICE industry will continue to face risk and uncertainty. Since its outbreak in early 2020, this pandemic has had widespread impact on the world's economic development and business activities.

To help in the recovery of MICE businesses, the program will prioritize not only international events that generate foreign visitors but will likewise provide equal treatment to domestic MICE accounts. Moreover, since the current situation restricts physical events and mass gathering, virtual and hybrid events relevant to the MICE industry may avail assistance from the TPB.

Aside from the usual support being provided, MICE organizers may benefit from the TPB's new forms of assistance: event technology solutions, virtual event platform, care kits and support for venue rental, among others.

Events that are qualified in the program include the following: meetings, conferences/conventions, exhibitions/trade shows, incentive travel groups, bid to host regional and international MICE events, corporate events and virtual variations of these.

MICE organizers in need of assistance under the "Enhanced MICE Plus Program" may visit the TPB website at [tpb.gov.ph](http://tpb.gov.ph) to know more about the details or email the TPB-MICE Department at [mice@tpb.gov.ph](mailto:mice@tpb.gov.ph).



#SAFETRAVELS

Photo by: WTTC

Photo by: WTTC

## WTTC LAUNCHES INSURANCE GUIDELINES FOR TRAVEL AND TOURISM SECTOR

The World Travel & Tourism Council (WTTC) has unveiled its Insurance Guidelines to rebuild global consumer confidence to help encourage the return of travelling.

is vital for travelers to have peace of mind and confidence to travel and it is now more important than ever to create confidence for consumers travelling in the 'new normal' of COVID-19".

The guidelines are designed to drive the return of safe, healthy and responsible travel and ensure the insurance sector is fit for purpose to operate for travelers in the 'new normal' of the COVID-19 world.

Robin Ingle, MSH Ingle International, Travel Navigator and Novus Health CEO, said: "The survival and growth of Travel & Tourism is important in many ways, particularly for the global economy and for promoting cross-cultural understanding transcending borders. The COVID-19 global pandemic has made governments, travelers, and the Travel & Tourism industry across the world experience how deeply integrated and interdependent we are with each other".

Insurance is a vital part of the Travel & Tourism experience, providing peace of mind and risk mitigation to consumers, suppliers, and organizations across the Travel & Tourism sector.

"Insurance protects and supports the operations of these stakeholders and thus plays a key part in the successful transition of the industry into the 'new normal'. WTTC and its insurance, risk management and travel assistance members have worked closely to develop guidelines and an FAQ to address insurance-related issues and considerations."

These new guidelines were compiled based on input from leading companies, many of which have partnered with trusted experts in public health and governments to support safe, healthy, and responsible travels.

The guidelines aim to promote consistent standards across all relevant functions with an increased focus on health and safety, in line with what travelers need and expect.

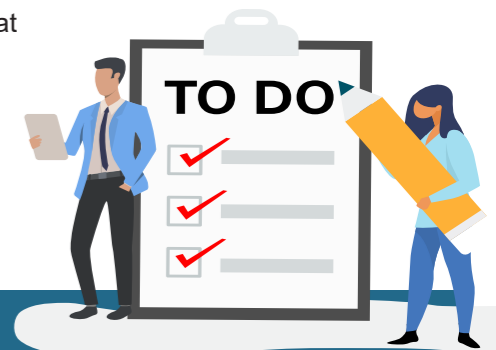
They provide practical insights and guidelines around insurance for the Travel & Tourism private sector to equip them with the knowledge of risks, what insurance coverage they need to look for, and how to attain appropriate coverage for their needs.

Beth Godlin, President, Aon Affinity Travel Practice, and member of the WTTC Task Force said: "The benefits that Travel Insurance and Assistance products offer have always been an important part of the travel experience. The current global pandemic has directly affected companies in this industry who in turn have developed ways that these products can support the industry and travelers as

Gloria Guevara, WTTC President & CEO, said: "Insurance  
12 | September 2020

we return to travel." Detailed discussions took place with key stakeholders and organizations to ensure maximum buy-in, alignment and practical implementation, to set clear expectations of what travelers may experience.

WTTC divided the new guidance into four pillars including operational and staff preparedness; ensuring a safe experience; rebuilding trust and confidence; innovation; and implementing enabling policies.



### Highlights of recommendations announced today include:

- All organizations to provide risk management plans, including how they aim to combat COVID-19, to insurers
- Insurers to create blanket insurance and crisis management coverage to give comfort to customers
- Organizations to make sure their plans are thorough, practical, and simple to follow
- Ensure there is enhanced awareness of the terms and conditions, restrictions, and coverage limits of insurance products/policies
- All staff to be informed of protective measures being taken, which include insurance products that will cover them
- Insurers to provide a minimum base of mandatory coverage for risks posed by COVID-19
- Insurers to ensure audits identify and plug gaps in and source the right partners and providers to ensure appropriate coverage
- Educate travelers who are unfamiliar with the risk they could be exposed to and what coverage to look for.

WTTC recently unveiled its Safe Travels protocols for hospitality, outdoor retail, airports, airlines, tour operators, convention centers, meetings and events, which were widely endorsed and supported by top CEOs and business leaders globally.

return of 'Safe Travels' and enable the Travel & Tourism sector to reopen for business.

Backed by the United Nations World Tourism Organization (UNWTO), the new protocols recognize businesses and governments worldwide which have adopted them to rebuild confidence among consumers, encourage the

According to WTTC's 2020 Economic Impact Report, during 2019, Travel & Tourism was responsible for one in 10 jobs (330 million total), making a 10.3% contribution to global GDP and generating one in four of all new jobs.

Source: World Travel and Tourism Council



## DOT Assures Tourist Stakeholders of All-out Support for Slow Reopening

The Department of Tourism (DOT) is pulling out all the stops to ensure that health and safety measures are in place in the country's tourist destinations and to reassure all stakeholders of government support as the industry prepares to slowly reopen.

"The DOT continues to outline plans of action and protocols at every tourist site in the country, particularly, the premier destinations of Palawan, Boracay, Bohol, Davao and Baguio City," Secretary Bernadette Romulo-Puyat said.

The Transforming Communities towards Resilient, Inclusive, and Sustainable Destinations or TouRIST, Puyat's flagship project in partnership with the Asian Development Bank (ADB), will restore three key tourism sites and provide technical assistance for emergency health services in El Nido, Palawan.

Coron, on the other hand, will benefit from the DOT-ADB collaboration with the restoration of four tourism sites, drainage improvements, social enterprise support and livelihood development, and most importantly, technical assistance.

Phase one of the ADB loan program will cost \$50 million in time for implementation early next year, the tourism chief said.

Bohol, another prime destination under the TouRIST program, is expected to receive a \$62 million funding from the World Bank by the first quarter of 2021, Puyat said.

The amount will fund local economic development initiatives like the Assistance to Reinvigorate Tourism (ART) Value Chain, the Palengke Program, and tourism sites enhancement and management and enhancement of hygiene preparedness in tourist sites.

Both World Bank and ADB will provide loans and technical assistance to develop and manage the tourist destinations in a sustainable, resilient, and inclusive manner. The TouRist project will also provide assistance to the islands of Siargao and Siquijor.

Siargao will be assisted with hygiene preparedness of tourist sites, among others, while solar-powered street lights will be funded for the SAFER Siquijor Project.

Meanwhile, Puyat noted the turnover of essential medical equipment to ensure the readiness of Boracay Island to handle COVID-related concerns.

Similar to the efforts exerted in Boracay, the DOT is actively coordinating with the private sector for the turn-over of RT-PCR Machines and an RNA extractor to the Davao LGU. This will be used in the COVID-19 Laboratory at the Francisco Bangoy International Airport.

For Baguio City, the DOT, through its attached agency, the Tourism Promotions Board (TPB), will allocate P7.2 million to fund five rebranding projects, including the Visitors Management System Application— a multi-platform digital system that will manage and monitor tourist arrivals in the city and promote "new normal" protocols and practices.

The tourism chief noted the release of various new normal guidelines by the DOT and said that "We can never be too prepared and ready for the slow but sure tourism restart. Health and safety still remain the utmost priority, not just of the tourists and tourism workers, but also of the locals at every destination."

Source: Philippine Department of Tourism



# PALAWAN

## TAGGED AS WORLD'S BEST ISLAND



We definitely have the world's best.

Cloaked in sugar-fine sand and strewn with massive limestone cliffs against the clear waters, Palawan is genuinely one of the most picturesque destinations in the world.

In fact, Palawan has been hailed once again as the world's best island in Travel + Leisure's (T+L) World's Best Awards 2020, topping the list with a score of 94.83.

"Though it's difficult to reach from many parts of the world, once travelers get there, they can dive in World War II wrecks, explore old-growth rain forests, and paddle one of the world's longest subterranean rivers in Puerto Princesa," described T+L writer Sara Clemence.

Palawan had previously held the title in 2013, 2016, and 2017.

The World's Best Awards reflects the survey results from hundreds of thousands of the magazine's readers who rated island-destinations according to activities and sights, natural attractions and beaches, food, friendliness, and overall value.

The list included, among others, Maui in Hawaii, Bali in Indonesia, the Great Barrier Reef Islands in Australia, and Bora-Bora in French Polynesia.

Conde Nast Traveller also recognized El Nido's Hidden Beach as one of The 30 Best Beaches in the World.

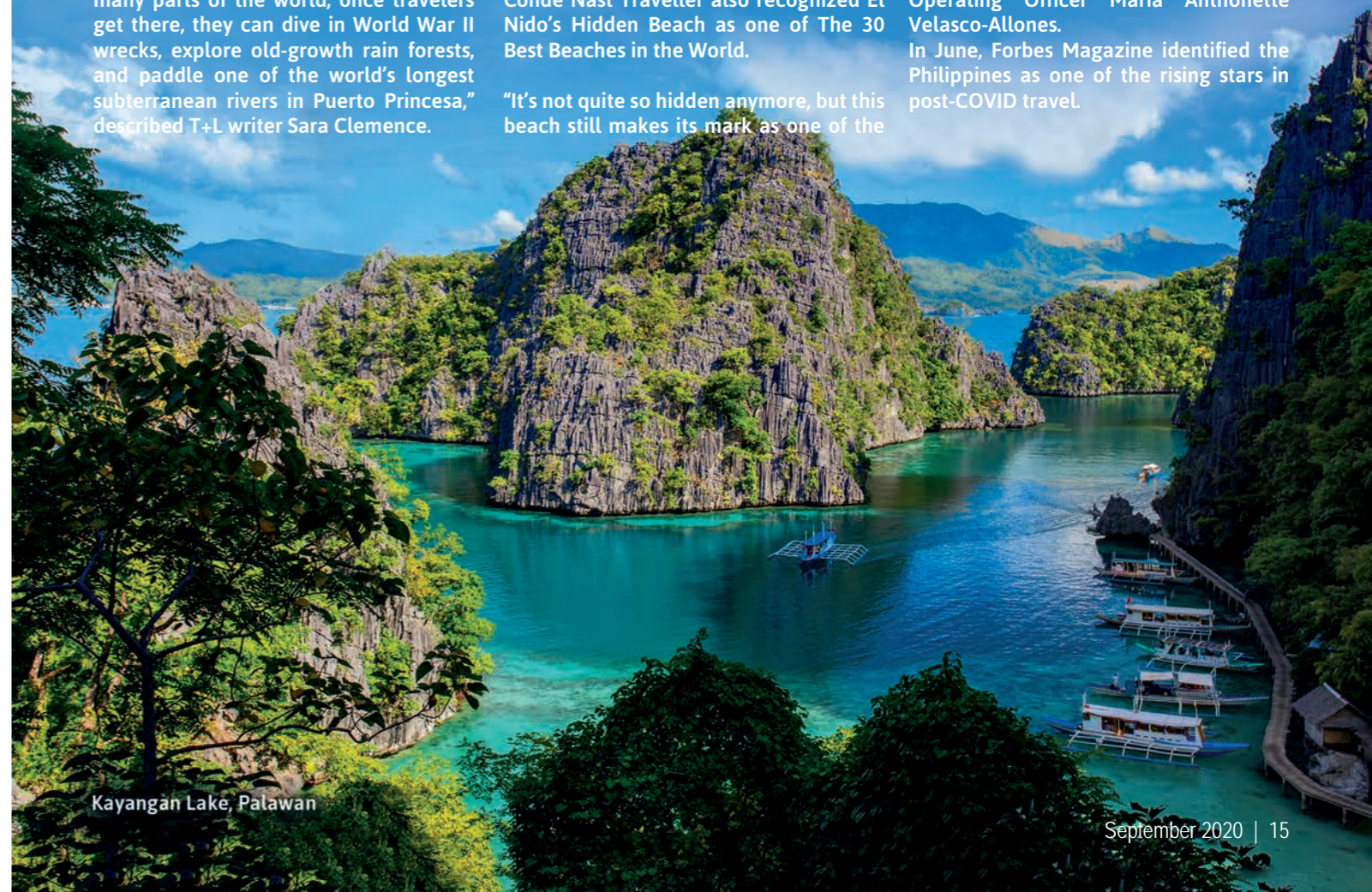
"It's not quite so hidden anymore, but this beach still makes its mark as one of the

world's best," wrote Condé Nast Traveller writer Lizzie Pook.

The Tourism Promotions Board (TPB) welcomes the citations from the renowned international travel magazines.

"Though travel has halted with the COVID-19 pandemic, we are grateful for the global recognition of Palawan as truly a world-class destination. We look forward to opening Palawan to international travelers and experience not only the enchanting views, but the island's unique assets like gastronomy, culture, and the people," said TPB Chief Operating Officer Maria Anthonette Velasco-Allones.

In June, Forbes Magazine identified the Philippines as one of the rising stars in post-COVID travel.



Kayangan Lake, Palawan





## FOR M.I.C.E. ORGANIZERS Employee and Office Management



Fill out a **Health Declaration Form**



**Body temperature screening** before reporting for duty



Provide **PPEs** to employees on duty



Regular briefing and updates on **health and safety protocols** for employees



Display of **Health and Safety protocols** in visible areas



Regular **cleaning and disinfection** of office premises

### Venue Handling

- Observe **Maximum Venue Limit** per room
- Formulate an **Emergency Preparedness Plan**
- Require the **Venue Operator** to:
  - Submit a complete **Safety and Sanitation Plan**
  - Follow **1 meter physical distancing** in arranging seats
  - Designate **isolation rooms/areas** for persons feeling ill during the event
  - Have an **Emergency Response Team** on standby during events



- Mandatory briefing** on COVID-related emergencies and measures
- Conduct **paperless meetings** and encourage use of online shared documents and notes
- Maximize **use of technology** for speeches and presentations
- Limit use of, and sanitize, **shared objects** (e.g. scripts, props, pens, radio, etc.)
- Sanitize **microphones and lapel mics** regularly
- Keep **contact tracing information** of all participants for at least one month, subject to the provisions of the Data Privacy Act of 2012.

### Guest Handling



Require guests to fill out a **Health Declaration Form**



**Mandatory body temperature screening** at entrances



Strictly implement **no face mask, no entry policy**



Encourage **cashless payment** for all transactions



Use **scanners, QR codes**, pre-registration for a seamless access of guests at entry points



Discourage use of **plastic badges**



Install appropriate **markers and signages in registration areas** and designate **express lane** for senior citizens, PWDs and pregnant women

## FOR M.I.C.E. VENUES AND FACILITIES Employee Management



Require employees to fill out a **Health Declaration Form**



**Body temperature screening** before reporting for duty



Provide **PPEs** to employees on duty



Regular briefing and updates on **health and safety protocols** for employees



Display of **Health and Safety protocols** in visible areas

### Physical Distancing Measures

- Provide **floor markings, directional signage, and demarcation lines** in aisles, hallways and other common areas
- Ensure **proper physical distancing** by using barriers, stanchions, or similar implements
- Room **seating arrangement** shall be as follows:



**Conference and breakout rooms** one to two meters distance between seats



**Theater-style setup - a checkerboard setup** so that no one is seated behind someone else



**U-shaped and hollow square setups** a maximum of two people at each 6-ft table

- Meal tables** shall be set at a distance of **two-meters apart**. Limit the **number of guests per table** to ensure **one-meter distance**
- Aisles shall be set at a **minimum of two meters**
- Maintain one-meter distance** between tables, seats, and seat rows in waiting areas and lounges. If seats are fixed, alternate seats shall be marked out

## FOR M.I.C.E. VENUES AND FACILITIES Sanitation, Disinfection, and Ventilation Measures



- Must have: **sanitizing mats and drying pads** in all entrances
- Provide at least **one sanitizing area** for attendee's vehicles and large equipment
- Designate **loading and unloading bay areas** following proper physical distancing
- Assign **queueing / waiting areas**
- Devise and **strictly implement** delivery schedules on use of loading / unloading bays
- Limit **elevator capacity to 50%** and assign an operator per lift
- Set-up **barriers (acrylic/plastic/plexi glass)** at help desks, **F&B outlets, and other counters**
- Frequent **sanitation and disinfection** of high-touch surfaces
- Ensure functionality** of toilet fixtures at all times
- Provide and **replenish regularly liquid soaps, paper towels, tissue paper** in restrooms
- Provide enough **foot pedal or sensor-operated trash bins** within the venue
- Provide a separate **trash bin for used PPEs**
- Use DOH / WHO-prescribed sanitation and disinfection solutions** in deep cleaning the venue before and after use

## FOR M.I.C.E. SUPPLIERS General Hygiene and Safety Protocols for Suppliers



Fill out a **Health Declaration Form** prior to entering the venue



Submit to **body temperature screening**



**Wear face masks with filters**. Other PPEs shall also be worn as necessary depending on the scope of work



Practice **regular handwashing with soap and water or 70% solution alcohol/alcohol-based sanitizers** before and after handling food, supply materials or equipment



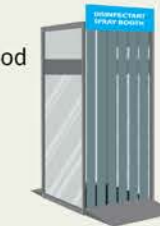
Always observe **preventive measures while working** such as respiratory etiquette, hand hygiene, physical distancing and contactless greeting



All **disposable cleaning materials** used by the suppliers shall be disposed after each use in a **properly sealed container/bag**

### Food and Beverage Service Providers and Caterers

- Disinfect and sanitize all catering equipment and dining paraphernalia** prior to being brought to the event venue
- Food, beverage, and tableware **must be stored and covered properly**
- Safe **food temperature** must be observed
- Use of **clean and suitable utensils (tongs, scoops, spatulas, spoons and forks)** to handle and serve food
- No Buffet set-up and self-service**
- Pre-packed individual meals and drinks** are recommended
- Pre-ordering meals during registration** is highly advisable



### Supply Handling

- Sanitize all equipment and materials** before unloading at the venue
- Customized booth** shall be 70% complete before ingress to minimize working time inside the venue
- Observe **proper physical distancing** in designated staging, queueing or waiting areas
- Immediately **pull out all empty crates and containers** from the venue



### Exhibition Booth Set-up

- Exhibit lay-out to have wider aisles** than usual:
  - Three meters** for two-way traffic
  - Two meters** for one-way traffic
- No two adjacent booths** shall directly face each other
- Minimum of 3m x 3m booth size** to consider proper physical distancing
- Exhibitors are limited to a maximum of two persons** to accommodate one guest per 9sqm booth at a time
- Product displays to have a **minimum distance of 1.82 meters apart** to adhere to **physical distancing** between guests and exhibitors

# DOT RECEIVES SAFETRAVELS STAMP FROM WORLD TOURISM BODY

The World Travel and Tourism Council (WTTC) has given the Department of Tourism (DOT) a SafeTravels Stamp in recognition of its adoption of “health and hygiene global standardized protocols” that will ensure safe travel during the COVID-19 pandemic.



SafeTravels is the stamp of approval given by the international organization to certify compliance with its global health standards to allow for safe travels.

Tourism Secretary Bernadette Romulo-Puyat said the DOT shall continue to uphold sustainability and safety in its programs and projects geared toward the tourism industry’s recovery.

“The Department has also intensified the accreditation of establishments, continuing thorough inspection and assessment, to ensure that only those accredited with the Department of Tourism, and issued with a Certificate of Authority to Operate, are allowed to open and receive guests. These efforts made us confident to pursue our application to use WTTC’s Safe Stamp, compelling us to align with WTTC’s health, safety and hygiene global standardized protocols. This will further restore tourist confidence and serve as an assurance to our guests that it is safe to travel in the Philippines. The way forward to our



recovery is marked by strengthened partnerships with the private sector, our stakeholders and with other national government agencies,” she said during the recent WTTC Members Task Force Call.



The WTTC is an international organization representing leaders of the global travel and tourism industry, which accounts for 10 percent of the global gross domestic product and employment.

As a user of the stamp, the DOT will have the opportunity to assume the role of a SafeTravels ambassador to the stakeholders, advocating the implementation and full compliance of protocols.

Eligible companies such as hotels, airlines, restaurants, tour operators, attractions, transportation and airports will use the stamp as a guarantee that they conform to health and safety protocols required by the WTTC.

“The DOT is one with the global tourism industry in prioritizing health and safety of travelers. In support of this shared advocacy, we will constantly improve our protocols, to make sure that our stakeholders, communities, and workers in the

Philippines that rely on tourism can resume their livelihood safely once travel restrictions are eased,” Puyat said.

The DOT earlier released “new normal” health and safety protocols for hotels, resorts, other accommodation establishments, restaurants, tourist land transport services, beach and island destinations and meetings, incentives, conventions, and exhibitions (MICE) facilities and organizers.

Puyat added that travelers also have a shared responsibility in the process of keeping tourism in the Philippines safe.

“The concept of responsible traveling should no longer be limited to keeping our destinations and attractions clean and preserved. In the new normal, travelers will have a bigger role to play. The success of health and safety measures will rely also on their cooperation,” she added.

*Source: Philippine Department of Tourism*





## DOT PREPS FOR SAFE REOPENING OF DESTINATIONS, EXPLORES NEW TOURISM CIRCUITS

The Department of Tourism (DOT), consistent with the President's direction, has been engaging with the local governments, other national government agencies and local tourism stakeholders for the gradual reopening of the sector while underscoring the strict compliance of health and safety protocols.

Earlier this year, the DOT rolled-out two digital applications, Safe Pass and Eat-In Express, to help DOT-accredited establishments and restaurants reopen with contactless operations for free. Through the Tourism Promotions Board (TPB), the DOT funded Baguio City's Visitor Information and Travel Assistance (V.I.S.I.T.A.), a multi-platform digital monitoring application to help with border control and contact tracing.

Moreover, the various Regional Offices of the Department have identified several tourism circuits that can be activated in light of the new normal. These tourism circuits shall also have both new and recalibrated tourism products with corresponding health and safety protocols. Similar to the Ridge to Reef Corridor of Baguio City with the Provinces of Ilocos Norte, Ilocos Sur, La Union and Pangasinan, these circuits may either be inter-region or inter-provinces depending on the readiness of the local governments to accept new visitors.

Aside from the aforementioned Ridge to Reef Corridor, the Boracay Interagency Task Force (BIATF) had earlier approved the reopening of Boracay Island to travelers from Western Visayas starting June 16.

The DOT will explore similar corridors, circuits, and safe reopening, involving destinations that have low or no cases of COVID-19 with full support from LGUs, tourism private sector, and host communities.

Over tourism is the old normal. The DOT has repeatedly underscored that economic gains will be pursued along with safe, responsible and sustainable tourism. Establishing corresponding capacity requirements with health and safety protocols is the new normal.

Domestic Tourism is the backbone of the industry. The DOT looks forward, subject to the Local Government's support, to its granular activation by the last quarter of this year and until the first six months of 2021. Once border controls are lifted by other countries, the DOT foresees regional international visitors by the second half of 2021.

Source: Philippine Department of Tourism



## POST-PANDEMIC: WHAT TRAVEL MIGHT BE FOR MY FAMILY

My firstborn son was six months old when he first flew to Bohol. My daughter was older, at eleven months, for her first plane ride to Davao. Before my kids reached the age of five, they've seen parts of Visayas, Mindanao, and SEA. I never gave a second thought to traveling with kids. It was a challenge, but never impossible.



We packed everything and more. They'd only get flu shots if we went out of the country. Sometimes, I'd even travel with a 'slightly' sick kid. They'd get better during the trip anyway, but I make sure to know where health facilities are located, along with a few phrases in the local language. Just in case. Otherwise, we would travel when we could, where we could.

COVID-19 changed all that.

Suddenly, travel was either essential or not. All we could think of is how to be safe and how to keep everyone around us the same. And that means staying put or minimal movements.

The vaccine is several months, or a year away before going public. Meanwhile, our tickets to Palawan for November will be refunded or rebooked. Actually, I'd like to rebook it after a year, airline permitting. But how do I go about traveling again? Even with the vaccine, how can we be sure we're protected?

It'll never be the same.

Ms. Geraldine Gentozala-Juachon was a media practitioner and a mountaineer for a decade before teaching abroad. She went back to Manila to do events and PR for tourism. She is now a mother of two, a wife of one, and writes fiction for print and online publications.

My son is now 13, my daughter 9. They may have grown tougher to bacteria and viruses but so did my worries with the pandemic. Should travel be permissible, we won't be the first ones scrambling out of the house. I'll give it a few months or so but more than that, changes will be made.

Yearly flu shots will be a must, double doses in vitamins and supplements as well. If alcohol, wipes, and sanitizers were found only in my bag before, now it's in everyone's.

Face masks and face shields will be used by every member of the family when going out. Eating out might not be



an option, so eating in a room or at a secluded place away from people is the key. Along with refillable water containers, we'll pack disinfectant containers too.

Maybe we'll travel locally first, driving before flying. Should planes be safer, air quality and close confinement covered, it will be more expensive since I'd need to tick off the box that says insurance. I imagine we'll have to present 'in good health' certificates everywhere we go, synonymous with your passport not leaving your bag when abroad. I won't need to research the health facilities' location as that information will be in the brochure or even the itinerary to check our temperatures for the day.

This also means no traveling with 'slightly' sick kids. Ever.

# BOHOL

## The Island of Endless Adventures



With picturesque landscapes such as crystalline waterfalls, gorgeous white sand coastline, and the world-famous Chocolate Hills as backdrop, it is no wonder Bohol is one of the most popular vacation destinations in the country.

Located in Central Visayas, the province of Bohol is composed of 75 islands. Its rich waters boast an abundance of aquatic flora and fauna, with Balicasag and Panglao Islands often listed as top diving locations in the world. Its verdant forests house conservatories which shelter and protect native species including the Philippine tarsiers.

More than a treasure trove of natural marvels, Bohol is also a great place for history and adventure. Said to be amongst the oldest Spanish colonial churches built in the Philippines, the Church of Our Lady of the Immaculate Conception in Baclayan and the Church of San Pedro in Loboc are stops always included in countryside tours, while various exhilarating rides such as bungee jumps, canyon swings and rapid zip line rides overlooking lush forest canopies are constantly sought by thrill-seeking visitors.

With all these and more, great experiences truly know no bounds on this island paradise. Plan ahead and find yourself soon in Bohol.

# QUICK TRIP GUIDE

## WHAT TO DO IN YOUR 48-HOUR LAYOVER IN MANILA

With its strategic location, Manila has been a significant trading post in South East Asia long before it was colonized by Spain. Manila is now a bustling and sprawling city, a popular stopover for long haul flights.

Whether you're staying for a few hours or longer, Manila has a lot of interesting things to offer to those who are looking for a quick adventure. Here's what you can do during your Manila layover:



Learn about the history of the Philippines at the Walled City of Intramuros. The former capital city is home to well-preserved Spanish colonial buildings and churches, one of which is listed as a UNESCO World Heritage site. Explore Intramuros' cobbled streets by renting bamboo bicycles at Bambike for a unique experience.



Visit the National Museum of Natural History. The recently-opened museum features the Philippines' endemic flora and fauna, as well as the preserved remains of Lolong, the largest crocodile ever caught and placed in captivity.



Catch the famous Manila Bay sunset. Watch hues of red, orange, pink, and purple paint up the sky as the golden sun, best seen along Roxas Boulevard, descends toward the horizon.



Do a food crawl at Poblacion, Makati. The neighborhood of Poblacion is home to a number of restaurants serving a variety of local and international cuisines certified to satisfy your taste buds.



# The Linden Suites

Better its Guest's Journey in the New Normal

## The Farm at San Benito offers best practices to adapt to the new hospitality



The Farm at San Benito has reopened its doors last 16 May 2020, to resume its medically-supervised Preventive Health & Integrative Medical Wellness programs targeted in promoting immune intelligence and boosting overall immunity.

In view of the COVID-19 outbreak, The Farm has done tremendous preparation to ensure the safety of our guests and employees. The Farm has continuously adapted in an urgent manner to the changing situations brought about by the pandemic, always keeping in mind the overall wellbeing and safety of the guests.

During the period of total lockdown, our health experts have continued to provide immune-boosting advice, nutrition tips, and self-care practices guests can do at home via our digital platforms. The medical resort also provides educational webinars and newsletters.

### Virtual Consult & Telehealth

To provide holistic digital health support during this challenging time, The Farm offers virtual health consultation and telehealth where guests can get in touch with our integrative medical doctors for their health concerns. The virtual consult includes healing sessions like sound therapy, neurolinguistics programming, mental health, and psycho-emotional sessions to name a few.

The Farm has also partnered with Naluri, an industry-first

collaboration to provide a cost-effective and scalable way to form and sustain healthy habits while on self-quarantine at home. Exclusively offered at The Farm, Naluri app provides professional digital coaching that personally guides guests to better cope with health challenges such as anxiety, insomnia, obesity, heart disease, diabetes, and cancer.

The Farm will soon develop its digital app to bring the health journey of its guests to the next level.

### SAFETY AND SANITATION PROTOCOLS

Our COVID-free healing environment also implements strict safety and sanitation protocols on hygiene & cleanliness which are all reflected and communicated across our social media channels. We administer antibody Covid-19 rapid testing to all our employees and guests. We also give our guests the option to test twice upon entry as well as before leaving The Farm's premises. The Farm even encourages guests to do a swab test post-visit.

All guest and treatment rooms at The Farm are sanitized by Sanivir Smoke, (Glutaraldehyde + Orthophenyl Phenol) which is proven by international laboratories to kill Coronavirus in the surface and in the air effectively.

All these practices led in regaining the trust and confidence of the public including A-list celebrities and affluent markets. COVID-19 is indeed a big blow to the hospitality industry in general but with the proper approach, The Farm was able to surpass all odds and rise amid COVID-19 pandemic.

### CONTACTLESS SOLUTIONS

Operating in the "new normal" and managing guest expectations of social distancing and personal engagement, The Farm team came up with a redesigned guest journey to reduce human contact through QR codes that will be available on-site and be visible on the website and marketing collaterals.

The QR codes will be introduced in public areas, restaurants, and across all departments in the medical resort.

The Farm promotes a paperless menu and supports an eco-friendly and cost-saving approach. One simply needs to scan the QR code instead of touching the physical copies of the menu.



For the past twenty years, guest safety and comfort have been paramount considerations of The Linden Suites' operations. Now that we are living in the new normal, we have heightened our biosecurity protocols to ensure a safe and contained environment in anticipation of our guest's return.

As a DOT-accredited, four-star hotel, The Linden Suites adheres to the health guidelines for accommodation establishments. To better our guest's journey, we have worked on improving our services, from pre-arrival to departure.

Our booking process is fully digitized, with online payment and electronic transfer made available. This expedites check-in for

our guests, who will only need to claim their keycard from the Front Office across an acrylic barrier.

Once guests arrive in the room, The Linden Suites provides a sanitation kit containing a facemask, gloves, and an alcohol spray together with the standard amenities. These, together with a dedicated trash bin for used PPEs, amplify our commitment to helping guests stay clean and healthy.

We keep all vacated rooms unoccupied for 24 hours to allow air out and thorough sanitation using industry-grade disinfectants and cleaning systems. This is also used in common areas, including our meeting rooms and venues.

@SINOPINAS  
@SINOPINAS

If you're a travel fanatic and fond of destination photography, you may have come across @SinoPinas Instagram page. For this quarter's issue, the TPB has invited them to be part of Spotlight.

Who are they?

Established in 2014 by visual storytellers passionate about travel photography, SinoPinas is a community of Filipinos in quest of discovering the Philippines; its beauty, culture, and people – one place at a time.

Their goal is to promote Philippine destinations, support initiatives on sustainability, and empower local communities through their creative process. For the past years, they have partnered with brands and organizations that are equally passionate about the causes that they support.

They believe that there's more to find in a place than its physical features. Exploring the Philippines allows them to build mutual connections. It creates a portal for them to see people's way of life from a more empathic perspective, and it reminds us that everywhere we go, we'll always find a home.

Follow their page on Instagram, @SinoPinas



Mt. Pulag



Eastern Samar



Coron, Palawan



Calle Crisologo



Camiguin



Calayan Island



Pinatubo Trail



El Nido, Palawan



Maligcong Rice Terraces



Coron, Palawan



# TPB to Launch Online Job Matching System

Serving as a catalyst for rapid digital growth during the past months, the COVID-19 pandemic ushered in a great demand for online accessibility for goods and services. More and more traditional businesses and service providers are looking into digital platforms to reach their consumers in the New Normal, and government agencies including the Tourism Promotions Board (TPB) are also not far behind in harnessing this technological revolution.

TPB is adapting to the new normal by modifying its institutional projects such as the Philippine Travel Exchange (PHITEX) and the Philippine MICE Conference (MICECON) to be held virtually this year.

Apart from this, TPB continues to improve its services to reach more stakeholders during the pandemic by looking into adopting an online job matching system for more effective personnel recruitment. The online job matching system aims to reduce processing time for personnel selection through automated sorting, filtering, matching, monitoring, and managing job applications via a web-based system. It will also be able to generate a real-time list of applicants vis-à-vis vacant positions for transparency in staff selection and hiring.

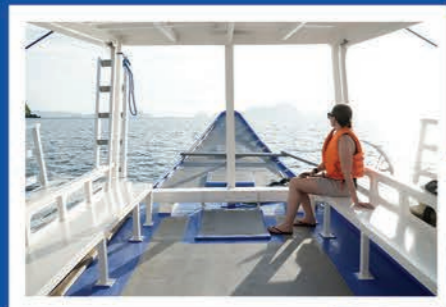
TPB is expected to fully implement the online job matching system by the first quarter of 2021.

This pandemic made us grounded and appreciate more the liberating feeling of being outside. Most especially the excitement of booking that plane ticket to a new destination or another adventure.

Since travelling is still limited at this time, we have gotten in touch with those we have invited for familiarization trips and asked them,

# "WHAT DO I MISS MOST ABOUT THE PHILIPPINES?"

**MS. SUZY ANNETTA**  
EDITOR-IN-CHIEF  
DESIGN ANTHOLOGY  
MAGAZINE



"I miss many things about the Philippines, including the natural beauty and the food. But most of all I'd say it's the people - there is something about the spirit, humility, hospitality and creativity of the Filipinos that in my mind is unrivalled. I can't wait to go back."



**MIKA KASAHARA**  
TALENT/ACTRESS  
FROM JAPAN

"All the people I met in the Philippines.

I have visited the Philippines on several trips. The crystal clear and beautiful sea, the many natural and rare creatures, and the fact that every time I go there it gives me

new impressions and happy memories. I would love to see the colorful fish and Tasha from Bohol again. And it's the Filipino people who make every trip enjoyable. The Filipinos are friendly and smiling and make us feel happy. I miss your dazzling smiles so much. I hope the day will come soon when we can travel to the Philippines."

**APL DE AP**  
SINGER/COMPOSER



"I've been fortunate enough to see a lot of the country. A few years ago, the TPB helped me host my friends for an excursion around the picturesque sites of the Philippines. It was all beautiful, from the sunrises over Bohol as we toured the mountains on ATV's, to the dragged out sunsets that led into some of the most unforgettable nights in Cebu. I miss it all. The smell of sisig grilling at a restaurant in Angeles; the warm white sand that leads to the warm clear water in Boracay. What I miss most though, more than anything at all, is the warm people and smiling faces reminding you that The Philippines is exactly where you're supposed to be."



**JESSE KENJI**  
MALAYSIA GOPRO TEAM

Mabuhay all, Jesse here from Malaysia.

It's been almost a year that I didn't travel to anywhere because of this recent pandemic. I miss travelling! And

what's makes me missed the most is these people in my "wefie" photo. This was my last shooting project in a city called Subic Bay in the Philippines. Loving these wefie a lot with the indigenous people in the area. It's TRULY More Fun in the Philippines!



# LIGHTING THE WAY FOR A BETTER WORLD

CCZABALA | Liter of Light PH



In the Philippines alone, approximately 2.3 million households have no access to electricity. Without this basic need, dreams and aspirations are likely to stall, and sadly, some may never come to fruition, ultimately closing the door to a better life. But, as in any dire situation, there is always light at the end of the tunnel.

With today's world facing one challenge after another, the Tourism Promotions Board (TPB), led by its Corporate Planning and Business Development (CPBD) Department, hopes to help alleviate energy poverty through its Corporate Social Responsibility (CSR) program.

Through the 'Light it Forward' Challenge of Liter of Light Philippines, a charitable organization committed to promoting and teaching of green skills to provide sustainable solar light to communities with limited or no access to electricity, the TPB will work with displaced tourism workers by teaching them how to recycle plastic bottles as well as locally sourced materials to make solar lights that will be distributed to families with no access to electricity.



And because the TPB strongly believes in the saying, "alone we can do so little and together we can do so much," the agency is inviting all participants of MICEConline this year to lend a helping hand. You may reach out to Liter of Light at the Exhibitor Area / Partners' Gallery of MICEConline.

We may be facing a tough enemy compounded by the pandemic, but a helping hand will go a long way. Let's light the way for a great future. Let's light the way for a better world.

Visit [tpb.gov.ph](http://tpb.gov.ph) or [micecon.ph](http://micecon.ph) for details.



**TPBPHL**  
TOURISM PROMOTIONS BOARD PHILIPPINES

THIS VIRTUAL  
CONFERENCE  
IS FREE  
OF CHARGE

# M.I.C.E. CONline 2020

FUTURE-READY MICE: » RENEW » REBOOT » REVITALIZE »

26-30 OCTOBER 2020 [MANILA TIME]



Keynote Message  
**BERNADETTE ROMULO-PUYAT**  
Secretary  
Philippine Department of Tourism



Welcome and Closing Messages  
**MARIA ANTHONETTE VELASCO-ALLONES**  
Chief Operating Officer  
Tourism Promotions Board Philippines

## FEATURED SPEAKERS



**BRAD WEABER**  
Principal  
Brad Weaber Consulting

**TOPIC:**  
Disrupting the  
Disruptor



**JESSICA COX**  
Motivational Speaker  
World Record Pilot

**TOPIC:**  
Possible  
Thinking



**CIARA FEELY**  
Author  
Steps to Win

**TOPIC:**  
How to Sell  
During a Crisis



**PETER REELFS**  
Sustainability Advisor  
Lecturer

**TOPIC:**  
How to Green a Hybrid Event  
and How to Make It Sustainable



**NOOR AHMAD HAMID**  
Asia Pacific Regional Director  
ICCA

**TOPIC:**  
Best Practices to get a  
Piece of the Association Meetings  
Market in the New Normal



**ASHIK ASHOKAN**  
Head  
WARC ASPAC Advisory

**TOPIC:**  
Marketing in the  
Time of Pandemic



**MIKE VAN DER VIJVER**  
Chief Meeting Designer  
Orange Gibbon

**TOPIC:**  
Hybrid and  
Virtual Events



**WINSTON DAMARILLO**  
COO  
Talino Venture Labs

**TOPIC:**  
Ready or Not 2020:  
Trends Set to Change the  
Landscape of Business

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