

TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

FEBRUARY 2022



THE PHILIPPINES TAKES PRIDE, CELEBRATES NATIONAL DAY AT THE EXPO 2020 DUBAI

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

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

"My appreciation goes to the organizers for making the Philippines National Day Celebration a memorable and fun event where Filipinos in Dubai and the UAE were joined by various delegations from other countries in showcasing our cultural heritage and pride of place. As we continue to look for ways to level up our country's tourism and trade industries, our presence at the Expo 2020 Dubai proved to be worth all

our efforts to keep us up in the consciousness of travelers from our source markets," said TPB COO Maria Anthonette C. Velasco-Allones.

The National Day celebration kicked off with a Philippine Business Briefing led by DTI Secretary Ramon Lopez which gathered together investors and business decision-makers to discuss the benefits and opportunities of doing business as well as to promoting export and investment opportunities in the Philippines.

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

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



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

To conclude the Philippines National Day, TPB and DOT hosted a dinner reception at the Club 2020 Expo Site, attended by around 200 foreign diplomats, expo pavilion directors, Philippine delegation, UAE trade and tourism partners, Dubai-based media and cabinet members.

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



opportunities that will immerse their fellow citizens in Philippine culinary culture.

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

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



DOT, TPB BUILD UP SMARTOURISM; LAUNCH VIRTUAL DESTINATION VIDEOS AND 360° VR EXPERIENTIAL TOURS

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

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

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

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

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

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

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

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

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





WTTTC ANNOUNCES NEW DATES FOR ITS 2022 GLOBAL SUMMIT IN MANILA

The World Travel & Tourism Council (WTTTC) has announced that its highly anticipated 21st Global Summit will now take place in Manila, Philippines from 20 to 22 April 2022, just a month from its original March date.

Julia Simpson, WTTTC President & CEO said: “As countries around the world begin to unlock the door to travel, we have taken the decision to reschedule our Global Summit by just a few short weeks. This will enable more international participants to join us in Manila and help guide and lead the sector as we head towards economic recovery. Our Global Summit is the most influential Travel & Tourism event in the calendar. We are looking forward to (sic) seeing our members, industry leaders and key government representatives gather in Manila in April to continue our efforts in safely restoring international travel.

Bernadette Romulo-Puyat, Secretary of the Philippines Department of Tourism said, “The WTTTC Global Summit will be a significant opportunity for us to showcase the preparations that we have put in place for our eventual reopening to international visitors. Tourism has always provided us with endless opportunities. The reopening of our destinations and borders amid the pandemic is crucial to sustaining the livelihood of the millions who depend on travel and tourism. We are looking forward to being your gracious host in Manila as we navigate the next normal in the travel industry.”

The Summit will be hosted in Metro Manila in-person, with a global audience joining virtually.



TOURISM READY



The month of February brought news the Philippine tourism industry is waiting for-- the reopening of the country's borders to international business and leisure travelers. To help prepare its members in welcoming foreign business and leisure travelers and sustaining the growing domestic tourism, the Tourism Promotions Board invited speakers to share relevant information on the current tourism outlook of the country.

President of the Tourism Congress of the Philippines (TCP), Mr. Jose Clemente III, shared the TCP's projected trends for the tourism sector as well as recommended actions for the travel and tour establishments. Meanwhile, Ms. Evangeline "Mariegel" Tankiang-Manotok, Executive Vice President of the Philippine Travel Agencies Association (PTAA) apprised the members of their organization's slated projects which include general assemblies, familiarization trips, and conferences for the upcoming months.

Representatives from select local provincial tourism offices also gave destination updates. Ms. Evangeline Dominise, Officer-in-Charge (OIC) of the Butuan Provincial Tourism Office, Ms. Liberty N. Ferrer, OIC of the Guimaras Provincial Tourism Office - Province, and Ms. Roselle Q. Ruiz, Department Head of Aklan Provincial Tourism Office, each shared their respective province's entry guidelines and tourism initiatives.

Lastly, for the private sector's Best Practices, Grassroots Travel Founder Mr. Boboi R. Costas shared how their company is supporting local communities and preserving the country's biodiversity with their sustainable tourism attractions.

"The pandemic has permanently changed the nature and landscape of work. Technology plays a vital role in this new normal, which will change definitions of the workplace. The trend in other countries now is that companies have redirected investments from bigger office spaces and onsite support to new technological solutions to allow for resilient, safe and productive work environments."



Evangeline "Mariegel" Tankiang-Manotok

Executive Vice President, Philippine Travel Agencies Association



"The government, in all levels, should put in place active policies to develop and manage tourism in rural areas more effectively and sustainably in the form of regulatory frameworks, investment guidance and incentives for SMEs and entrepreneurs. There should be workforce training for locals and professionals and there should be creation of jobs that are fair and decent and that destinations, products and services are accessible and sustainable."

Joselito "Boboi" R. Costas

Founder, Grassroots Travel

"Beyond Boracay, there is more to see in Aklan. Right now, the provincial government is developing and promoting further all the other attractions in mainland Aklan, and we are hoping that they can benefit from the popularity of Boracay as a destination."

Roselle Q. Ruiz

Aklan Provincial Tourism Office Department Head



IT'S MORE FUN WITH YOU: PH WELCOME-BACK STARTER PACK: GET READY FOR NEW ADVENTURES!

After almost two years, the Philippines finally reopened its doors to international tourism last February 10. The Department of Tourism (DOT), in line with the recommendations of the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF), announced that fully vaccinated foreign nationals from 157 visa-free countries can already enter and stay in the country for not more than 30 days.

So if you're eligible to enter the Philippines and planning to travel soon, here's what you need to know for a more fun adventure in the new normal:

GET A TRAVEL INSURANCE

Foreign tourists are to obtain travel insurance with a minimum coverage of USD 35,000.00 for COVID-19 treatment as requisite to enter the Philippines. Pandemic or not, however, this is actually a travel must-have. Though staying healthy is key, you have to be ready for whatever comes your way while on the road because emergencies can happen. And it's always best to be financially equipped.

KNOW WHERE TO GO

Prior to the pandemic, having no plans or winging it makes journeys more exciting. But because new normal travel already requires return or outbound tickets and confirmed booking from DOT-accredited establishments, making a set itinerary is the most practical thing to do. So know where to go by checking reopened destinations through the Travel Philippines app.

JOIN SOCIAL MEDIA TRAVEL GROUPS

Foreign travelers have started to enter the Philippines and because things are quite new in terms of the process at the airport or immigration, these travelers tend to

post their experiences on social media groups. If you join one of these groups on Facebook, Reddit or Telegram, you'd be able to read some tips that could set your expectations such as how long the immigration process is with all the requirements you need to submit. The search bar in one of these social media channels is your friend, so take advantage of it and join a group for real-time travel advice from travelers on the road.

BE OVERPREPARED

Some countries have already dropped their pandemic restrictions. But when traveling to the Philippines or anywhere for that matter, it's still best to prepare your "pandemic kit" for sudden changes. It doesn't mean you have to be paranoid, but having an N95 inside your luggage wouldn't hurt even if you don't have to use it.

FINALLY...HAVE FUN!

Two years stuck in our homes or cities have not been good for all of us mentally, but it's no longer about flattening the curve. It's now about flattening the fear, and this means enjoying your travels and being open to whatever the road presents to you. Of course being responsible is common sense, but let loose. Just don't forget to take your vitamins and eat healthy so you could fully dive in the fun.

SEE YOU ON THE ROAD!



CALENDAR OF EVENTS

MARCH 2022

01 - 03 MAR	PHILIPPINE FAITH AND HERITAGE TOURISM (PILGRIMS TOUR) Bulacan-Pampanga	15 - 18 MAR	TPB MEMBERS' FAMILIARIZATION TOUR Bicol
03 - 06 MAR	TPB MEMBERS' FAMILIARIZATION TOUR Coron	19 - 20 MAR	OUTDOOR ADVENTURE AND TRAVEL SHOW 2022 Stampede Park, BMO Centre, Calgary, Canada
04 - 06 MAR	GO DIVING SHOW NAEC, Stoneleigh	20 - 23 MAR	PHILIPPINE FAITH AND HERITAGE TOURISM (PILGRIMS TOUR) Cebu-Bohol
05 - 06 MAR	2022 BOSTON TRAVEL AND ADVENTURE SHOW Hynes Convention Center	21 - 23 MAR	ASIA-PACIFIC INCENTIVES AND MEETINGS EVENT (AIME) 2022 <i>Physical Event</i> Melbourne, Australia
05 - 06 MAR	OUTDOOR ADVENTURE AND TRAVEL SHOW 2022 Vancouver Convention Centre, Vancouver, Canada	21 - 26 MAR	PHILIPPINE TOURISM INFLUENCERS PROGRAM (PTIP) Sorsogon-Albay
07 - 11 MAR	MARKETING ASSISTANCE TO SCBT SITES Surigao del Sur	21 - 26 MAR	PHILIPPINE TOURISM INFLUENCERS PROGRAM (PTIP) CALABARZON
08 - 17 MAR	ITB MINISTERS' ROUNDTABLE DISCUSSION /ITB DIGITAL BUSINESS DAY/ Virtual	26 - 27 MAR	OUTDOOR ADVENTURE AND TRAVEL SHOW 2022 Palais des Congres de Montreal, Montreal, Canada
10 - 14 MAR	SUSTAINABLE COMMUNITY BASED TOURISM Zamboanga	26 - 27 MAR	PHILIPPINE MOTORCYCLE TOURISM (PMT) – SMALL BIKE RIDE Central Luzon
12 - 13 MAR	LOS ANGELES TRAVEL AND ADVENTURE SHOW Los Angeles Convention Center	28 - 31 MAR	PHILIPPINE FAITH AND HERITAGE TOURISM (PILGRIMS TOUR) CALABARZON
14 - 16 MAR	OUTBOUND TRAVEL MART 2022 Bombay Exhibition Centre	28 MAR TO 01 APR	ASIA-PACIFIC INCENTIVES AND MEETINGS EVENT (AIME) 2022 <i>Virtual Component</i> Melbourne, Australia