

# TPB spotlight

E - B U L L E T I N

Tourism Promotions Board Philippines

JULY 2022

## TPB WINS BEST PAVILION AT 2022 PTAA TRAVEL TOUR EXPO



The Tourism Promotions Board (TPB) Philippines showcased eco-friendly Palochina wood and conducted engaging trivia games teasing travel experiences in the Philippines to earn the Best Pavilion recognition at the 29th Travel Tour Expo held on June 24 to 26, 2022 at the SMX Convention Center Manila.



TPB interpreted this year's expo theme, "Braving and Shaping the Future of Travel" by highlighting sustainable tourism as the path forward. It is the thrust of the agency to embrace destination stewardship and stress the importance of preserving the natural beauty of the country's 7,641 islands.

"We seize every opportunity to inculcate consistent efforts towards sustainability. Just changing the components of the booth to reusable materials can actually go a long way in terms of fostering a culture that is mindful of sustainable practices and

ingraining them in the tourism industry. This is just one of the ways how the TPB contributes towards a stronger, greener, and better Philippines and we hope that our partners and stakeholders can follow," said TPB COO Maria Anthonette Velasco-Allones.

More than 32,000 attendees gathered to avail of exclusive travel deals from 142 exhibitors of the tourism industry such as airlines, travel agencies and tour operators, accommodations, and government and national tourism organizations among others.



The booth featured iconic attractions with tangible visual experiences from each major island of the country. Visitors took the pick of their preferred photo wall to either hop on an ATV with the Mayon Volcano in the background, channel their vibrant smiles while wearing Sinulog festival masks, or sit on an actual vinta in front of the pink-sand Santa Cruz Islands.

2020 Reader's Choice Award by Condé Nast Traveler. In addition, a big wall was dedicated to DOT's "It's More Fun with You" campaign to encourage Filipinos to travel and safely explore the country again.



"I urge our stakeholders today to make sure we maintain and strengthen this culture of excellence in our hospitality industry. Let us also start to sow the seeds of sustainability and inclusivity so that future generations can say that the Philippines is not only hospitable, but we built a country that is greener and kinder," said TPB Deputy COO for Marketing and Promotions Charles Aames Bautista during his opening remarks for the expo.



Organized by the Philippine Travel Agencies Association (PTAA), the annual flagship three-day event was a hit with families and the youth-driven market with its experiential exhibits, affordable tour packages, and novel destinations to fill bucket lists and fulfill travel goals in the coming months. Last year, the 28th TTE was staged for the first time in a hybrid setup that featured 40 exhibitors and 3,434 attendees at the SM Megamall MegaTrade Hall in Mandaluyong.



# TPB Philippines Implements Practical Measures and Advocates for Water Conservation

In honor of World Oceans Day, the Tourism Promotions Board (TPB) Philippines implemented an agency-wide Water Conservation Action Plan last June 2022.

The action plan aims to promote efficient water consumption and conservation which will eventually lessen the agency's usage by at least 20% per year.

This initiative was spearheaded by TPB's Energy Efficiency and Conservation (EEC) Committee which oversees water conservation alongside the efficient use of electricity and fuel. Members of the Committee include TPB Deputy Chief Operating for Corporate Affairs Jocelyn Patrice L. Deco as Chairperson and personnel from the Administrative Department, Electrician, and General Services.

"Our strategies include practical measures that are easy and manageable to implement. We also issue the necessary advisories so that everyone in the office is aware and has ownership to contribute to these goals," said DCOO Deco.

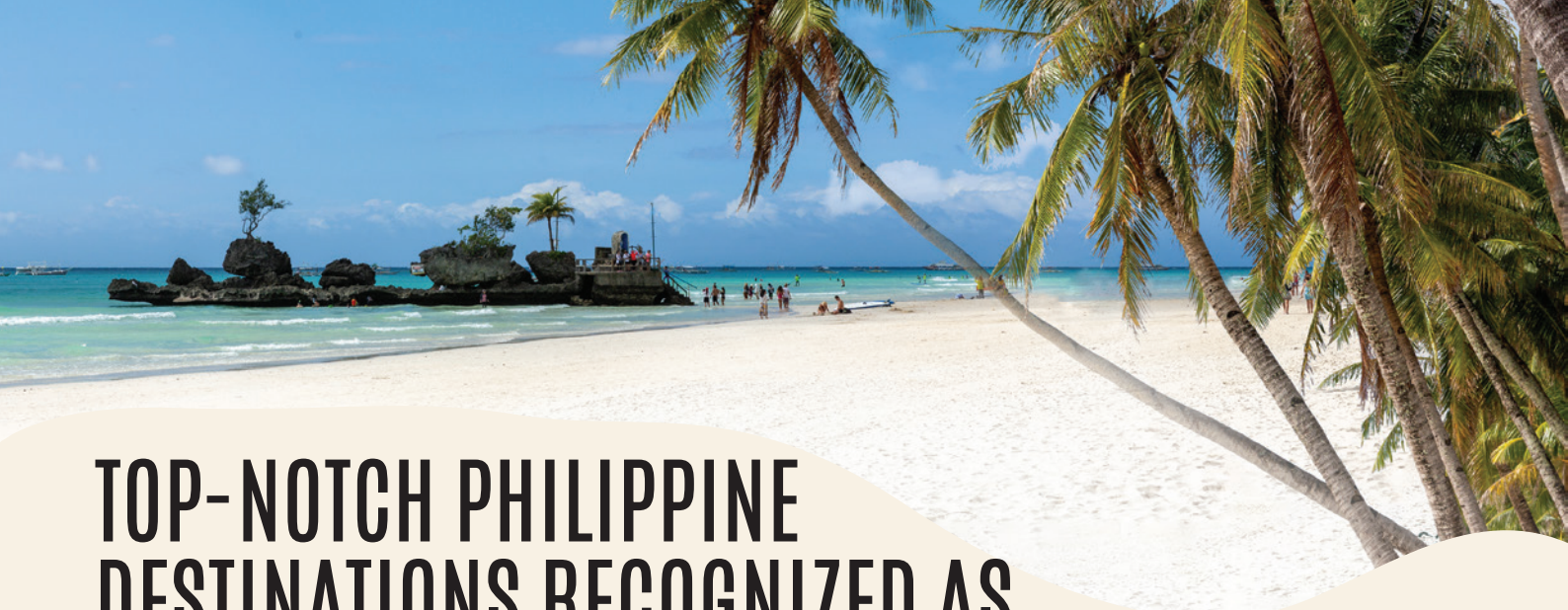


The action plan includes the conduct of regular checks for leaks and inefficient water use and to report observations to the Procurement and General Services Division (PGSD) Office for immediate action. The Administrative Department has also instructed the janitorial team to use water containers such as basins and buckets instead of running water when cleaning.

Moreover, cleaning was also regulated by implementing schedules – once a week for office properties, once a day for deployed / used motor vehicles and twice a year for air-conditioning systems.

The creation of this committee is part of the compliance of government agencies, including government-owned and controlled corporations like TPB, to take part in the worldwide effort to conserve the said resources and take care of our planet.





# TOP-NOTCH PHILIPPINE DESTINATIONS RECOGNIZED AS WORLD'S BEST ISLANDS

Three (3) Philippine Island destinations made it to the 25 Best Islands list of the New York-based travel magazine World by Travel + Leisure (T+L). Recognition was given to the islands of Boracay, which took the 9th spot with a score of 90.89; Palawan, with a score of 90.81 for the 11th spot; and Cebu, with a score of 90.12 for the 16th spot. Boracay and Palawan also made it to T+L's 5 Best Islands in Asia list.

According to the readers who took part in the 2022 World's Best Awards survey, the top considerations in ranking the islands included the adoption of slower pace of life, thriving marine life, activities and sights, food, and overall value.

Department of Tourism Secretary Christina Garcia Frasco praised the inclusion of the three island destinations and lauded tourism

stakeholders for their contribution to this success. *"The Philippines is truly blessed with the unrivaled beauty of our natural resources coupled by the warmth and endless talent of the Filipinos manifested in this citation of Travel + Leisure that included Cebu, Palawan, and Boracay in their prestigious list,"* DOT Secretary Frasco said.

Moreover, the Secretary stressed the importance of development and improvements in tourism infrastructure to enhance connectivity and convenience in reaching these destinations.



## PH HAILED AS ONE OF THE MOST BEAUTIFUL COUNTRIES IN THE WORLD

The Philippines was also listed among the 40 Most Beautiful Countries in the World by the New-York based lifestyle travel magazine Condé Nast Traveler (CNT). According to the Travel & Tourism Competitive Report released by the World Economic Forum, the countries were ranked based on multiple factors such as natural resources, protected ecosystems, safety and life expectancy, animal species, and even the number of UNESCO World Heritage sites.

Among the top destinations in the Philippines, the Puerto Princesa Subterranean River National Park in Palawan, the Chocolate Hills of Bohol, and the Rice terraces of both Banaue and the Philippine Cordilleras pulled the country to reach the top of the list.

The Philippines is joined by its fellow Southeast Asia countries like Indonesia, Thailand, Malaysia, and Vietnam.

## MANILA RANKS 34TH TOP CITY IN THE WORLD

Meanwhile, the Philippine capital of Manila gained recognition as one of Time Out's 53 best cities in the world in 2022. Factors considered for the inclusion, based on a survey of thousands of city-dwellers worldwide, included thriving nightlife, food and drink, art and culture, walkability, and sustainability.

According to the website, what makes Manila great besides being an underrated hub for art and culture with influences of its past colonizers are its friendly, welcoming, and resilient residents.





# TPB: BRINGING MORE FUN TO THE MITM TRAVEL FAIR

The atmosphere at Mid Valley Exhibition Centre in Kuala Lumpur, Malaysia was electrifying as it welcomed the return of the Malaysia International Travel Mart (MITM) after a two-year hiatus.

Organized by the Malaysian Chinese Tourism Association (MCTA) - National Chapter, MITM, which took place on July 8-10 2022, lived up to its reputation as one of the most sought-after travel fairs, welcoming 100,000 visitors plus 59 exhibitors from the travel and tourism industry.

The Tourism Promotions Board (TPB), represented by Ms. Micaela Ochoa, the Acting Division Head of the ASEAN and the Pacific Division of its International Promotions Department, assisted in ensuring Philippine participation in MITM, in addition to being one of the sponsors, with an aim to sustain the presence of the Philippines in the Malaysian outbound market, promote the Philippines specifically to the high-spending Malaysian Chinese market segment, maintain a positive relationship with and provide updates to Malaysian travel agents, promote Philippine tourism recovery, and boost tourist arrivals from Malaysia.

A Philippine pavilion was set up to promote and sell tour packages to the islands of Cebu, Bohol, and Palawan, and

according to Ms. Ochoa, visitors gave more than just positive feedback. Numerous inquiries on the islands and actual bookings for diving activities were made. However, concerns were raised including non-competitive pricing of tour packages and inaccessibility as there are no direct flights from Kuala Lumpur to most of the famous islands in the Philippines at the moment.

"Most tourists do not prefer stopping over Manila," said Ms. Ochoa. "One solution is to discuss this concern with airline companies and see if direct flights to destinations such as Kalibo, Cebu, and Palawan will be possible in the future."

Ochoa also stressed the importance of organizing B2B / networking sessions between Malaysian travel agents and the Philippine private sector to come up with competitive packages and going over the country's current Halal / Muslim tour packages to check their readiness for the Malaysian market.

The TPB has been participating in MITM since 2013 which has been vital in ensuring that Malaysia remains one of the top target markets of the agency.

# BURGEONING LOCAL TOURIST DESTINATIONS TAKE SPOTLIGHT AT TPB'S MEMBERS' CHAT



Local destinations were highlighted during the Tourism Promotions Board (TPB) Members' Chat for the months of June and July when representatives from the local governments of Mauban, Quezon, Zamboanga City, and Del Carmen, Siargao joined the bi-monthly gathering to touch base with TPB officials, members, and other tourism stakeholders.

Hon. Alfredo M. Corro II, Municipal Mayor of Del Carmen, Siargao Islands, shared the rehabilitation efforts of both the government and the private sectors to help those affected by typhoon Odette recover and gain back their livelihood which revolves mainly on tourism.

For Zamboanga City, Mr. Richard P. Alingan, the Protected Area Superintendent of the Protected Area Management Office of the Office of the City Mayor, presented the city's best practices for sustainable tourism. He also stressed the importance of protecting our destinations' natural environment as well as sustaining the equal and equitable partnerships with local tourism communities.

As for Mauban, Quezon, its Municipal Tourism Officer Ms. Anabelle M. Calleja shared how they set up their contactless and cashless payment transactions by partnering with SmartPay to protect Mauban tourism workers and visitors. This form of transaction also automated some of their system processes including tourist data collection and generation of boat manifests for island transfers of tourists.

Meanwhile, Mr. Jerry Neil Ilao of Olern Inc. opened the Digiskarte: Angat Turismo Serye 2 with the topic "Capturing Your Target Market (Leveraging Digital Marketing Tools: Facebook Advertising)". During his session, Mr. Ilao presented digital marketing strategies and how they play a big role in growing one's business. He also emphasized how paid advertisements can gain traction with a target market audience that could eventually result in increased business sales.

Lastly, private sector representative Mr. Dominic S. Castillejos shared the post-pandemic best practices of Batanes Travel and Tours and how their Ivatan spirit helped the resiliency of their community.



“  
In this digital world, the brand who masters digital marketing will dominate the business world.  
”

- Jerry Neil Ilao, Olern Inc.



“  
We are a protected landscape and seascape, there should be a balance between development and environmental conservation.  
”

- Hon. Alfredo M. Corro II  
Municipal Mayor, Del Carmen, Siargao Islands



“  
With our LGU being strict about the implementation of the certificate of acceptance, the DOT accreditation of tour operators, accredited tour guides, accredited hotels-- we are much more capable of delivering safe tourism service.  
”

- Mr. Dominic S. Castillejos  
General Manager of Batanes Travel and Tours



“  
We really try our best to adapt to the concept and principles of ecotourism where we give superior benefits to the community that can sustain and support their families.  
”

- Mr. Richard P. Alingan  
Protected Area Superintendent of PAMO,  
Office of the City Mayor, Zamboanga City



# KEEP THE FUN GOING: EXPLORE THE PHILIPPINES' ECO-TOURISM SITES

The 7,641 islands of the Philippines are brimming with rich natural resources and breathtaking wonders: picture-perfect beaches, majestic mountains, stunning islands, and rich biodiversity. These destinations offer not only an adventure of a lifetime but also the opportunity to commune with nature, engage in sustainable tourism activities, and immerse with the locals. If you're planning your next adventure, head out to these eco-friendly destinations at the heart of nature.



## **BOJO RIVER (Aloguinsan, Cebu)**

Embark on a motor-free boat ride adventure through the pristine waters of Bojo River. Locals who were former fishermen engaged in dynamite fishing were trained to provide educational tours of the river for environmental protection and sustainable livelihood. A multi-awarded model of sustainable tourism, the Bojo River Cruise made it to the list of UNWTO's Best Tourism Villages and was recognized among the Top 100 Global Sustainable Destinations from 2016 to 2018. Enjoy a tranquil scenery of nature in Aloguinsan's crown jewel.

## **MASUNGI GEORESERVE (Baras, Rizal)**

A popular destination for day tours and hikers, Masungi Georeserve is a conservation area and rustic rock garden dedicated to preserve and restore the area's threatened landscape. As the Philippines' first-ever nature conservation project, Masungi Georeserve has been globally recognized for its efforts to protect the forest from quarrying, land trafficking, and timber poaching. Discover Masungi Georeserve's unique forest trails and hike through karst terrain, hanging rope bridges, and high peaks to enjoy a panoramic view of the Sierra Madre and Laguna de Bay.



## **LAKE SEBU (South Cotabato)**

Explore Mindanao's prime ecotourism and adventure destination known for its lakes and majestic waterfalls. Lake Sebu is home to the indigenous T'bolis and Ubo tribes renowned for their traditional skills in weaving and handcraft. Discover this hidden gem of South Cotabato and help keep the traditions alive by supporting local products.



## **PAMILACAN ISLAND (Baclayon, Bohol)**

Nestled at the heart of the Bohol Sea, Pamilacan Island is known for its dolphin and whale watching tours, white sand beaches, and magnificent dive sites. A haven to a diverse species of marine life, the waters off the island of Pamilacan used to be a prime fishing site of whale hunters. Thanks to marine preservation laws, community education, and sustainable tourism activities, these majestic sea creatures were saved from commercial fishing. From being whale hunters, locals were trained to be the best whale guides advocating for marine conservation practice. Explore a myriad of sea creatures in the crystal-clear waters of Pamilacan Island in Bohol.



## **ULOT RIVER (Paranas, Samar)**

Navigate the wild waters of Samar's Ulot River through a torpedo boat. Managed by the Tenani Boat Operators for River Protection and Environmental Development Organization (TORPEDO), the torpedo extreme boat ride offers tourists an exhilarating ride along the rapids of the Ulot River. From previously being illegal loggers and poachers, the local community members now serve as guardians of the river as they take guests to an extreme water ride adventure. Appreciate the raw and rugged beauty of Samar's rainforests and ride the rapids of Ulot River!





# CALENDAR OF EVENTS

## AUGUST 2022

**13-19**

**VIRTUOSO TRAVEL WEEK**  
Las Vegas, Nevada, USA

**19**

**PHILIPPINE MICE  
SALES PRESENTATION  
IN THE AMERICAS**  
California, USA

**23-24**

**M&C ASIA  
CONNECTIONS**  
Singapore

**24-26**

**ASTA  
GLOBAL CONVENTION**  
California, USA

**24-25**

**IBTM AMERICAS**  
Mexico