

TPB spotlight

A Quarterly e-Magazine of the Tourism Promotions Board Philippines

JANUARY-MARCH 2023

TPB SUCCESSFULLY CONCLUDES MICECON 2023



**PHILIPPINES HITS 260M
NEGOTIATED SALES**, bags
recognition at the
ITB Berlin 2023

CANYONEERING AND BEYOND:
Why Badian, Cebu should be
on your travel bucket list

**FIRST PHILIPPINE TOUR GUIDES'
HYBRID CONFERENCE**
Unites 280 Industry
Professionals in Iloilo City

spotlight

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COVER PHOTO:

Padayon! Philippine MICE takes off into a brighter future with the successful MICECON 2023 held in Davao. In photo (from left): DOT-Davao Regional Director Tanya Rabat-Tan, DILG Usec. Margarita Gutierrez, DOT Secretary Christina Garcia Frasco, Philippine Vice President Sara Duterte-Carpio, TPB Chief Operating Officer Maria Margarita Montemayor Nograles, Clark Development Corp. President & CEO Atty. Agnes Devanadera, Pwersa ng Bayaning Atleta (PBA) Party-list Rep. Migs Nograles.

Taking Flight

We aptly themed this 1Q issue "Taking Flight" as we continue to explore and highlight all the wonders that our beloved country offers and bring them to the rest of the world. We hope that through our efforts, we can attract more and more visitors to see for themselves the Philippines' natural beauty, top-notch MICE facilities, and experience the warmth of Filipino hospitality.

I invite you to go through Spotlight's pages to see how much we have accomplished together with our tourism stakeholders over the span of three months, both locally and globally. We will take you through stories of our community-based tourism project in Kalinga, the successful 1st Philippine Motorcycle Tour Anniversary in Cebu, and the biggest gathering of MICE professionals in Davao.

We will also share with you our major wins, from how we garnered millions worth of negotiated sales in ITB Berlin, ASEAN Tourism Forum, and Boot Düsseldorf to the details of how we reinforced the country as a MICE destination at the AIME in Australia and then took home awards for Best Dive Destination at the Diving, Resort, and Travel (DRT) shows held in Malaysia and Taiwan.

I am truly grateful for the overwhelming support of the Marcos administration towards the tourism industry. We had the honor to partner with no less than the First Lady herself, Louise Araneta Marcos, who spearheaded the event "Likha," where we broadened the appreciation of the participating weavers for cultural heritage and purposeful tourism. As evident in our front page featuring MICECON 2023, a TPB-institutionalized event, we were privileged to have the presence of our Vice President, Sara Duterte.

With the strong leadership and direction of the Department of Tourism Secretary, Christina Garcia Frasco, I have no doubt that the future of Philippine tourism is set to soar.

Enjoy the read!

MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Office
Tourism Promotions Board Philippines





Philippines Hits 260M Negotiated Sales, Bags Recognition at the ITB Berlin 2023

Buoyed by the country's participation in the recently concluded Internationale Tourismus-Börse (ITB) in Berlin, the Department of Tourism (DOT) and its attached agency, the Tourism Promotions Board (TPB) Philippines, as of this writing, recorded an impressive estimate of Php 260 million worth of negotiated sales from more than 300 business meetings during the 3-day networking event.

The aforementioned figures show the Philippines' strong demand in the world's largest travel and tourism trade fair, further brightening the prospects for the local tourism industry's recovery and for the country's positioning as a tourism powerhouse in Asia.

"We brought the biggest Philippine delegation to the ITB Berlin 2023 with the intention of showcasing the best of the best of our country and our culture, and to reintroduce to the world our greatest asset: the warmth and hospitality of the Filipino people. The optimism and excitement with which all of this was received shows the world that the possibilities are endless for the potential



of Philippine tourism to transform under the Marcos administration," said Tourism Secretary Christina Garcia Frasco.

The Philippine delegation included tour operators, online travel agencies, travel websites and communities with 26 co-exhibitors, showcasing the country's natural beauty and rich culture to over 160,000 guests.

TPB COO Maria Margarita Montemayor Nograles cited that the positive outcome of the Philippines' participation in ITB Berlin strengthened the country's position to be a world-class tourist destination. "We are proud to bear witness once again at how ITB continues to live up to its reputation for being the largest travel trade show in the world. I am so happy to share that the Philippines truly championed in giving the world a view into our distinct and diverse destinations, culture, and heritage in this momentous event," TPB COO Nograles added.

Further bringing home accolades, two cities in Negros Occidental, Sagay and Bago were triumphant at the Green Destination Story Awards for their inspirational initiatives for sustainable tourism. With its entry, "Mangrove Forest Protection through Community-based EcoTourism Project", Sagay placed second in the Nature and Scenery Category and won the People's Choice Award while Bago City's entry, "Reviving the Majestic Diversity of Bago Watershed", took the third spot in the Environment and Climate Category.

The event highlighted the Philippines' rich culture and sustainable tourism through the hand-loom products of the country's weavers, including the Tinalak of South Cotabato and Yakan of Zamboanga, that are passed down from generation to generation to preserve



tradition and heritage. Aside from that, Kape de Filipina's coffee and chocolates and Ayan's delicious Filipino cuisine were also served to delight the guests.

Meanwhile, ITB Berlin News, the show's official daily, chose Click A Tree as its sustainability partner. The organization's founder, Chris Kaiser, an award-winning speaker and entrepreneur, has selected the Philippines to be the site of its tree planting project for this year's cause. Davao Oriental in Mindanao is the chosen site and Kaiser will be visiting the Philippines in September for the tree planting initiative.

With the long-term goal of securing increased arrivals, receipts, and investments for the country, TPB annually participates in ITB Berlin, which provides the Philippine travel trade an opportunity to network with relevant decision-makers from new and existing tourism markets across Europe, America, and Asia.



TPB AND DOT WRAP UP ASEAN TOURISM FORUM 2023 WITH OVER 100M NEGOTIATED SALES

The Tourism Promotions Board (TPB) Philippines and the Department of Tourism (DOT) expect to welcome more foreign visitors to the Philippines after successfully generating over Php 100 million worth of negotiated sales at the ASEAN Tourism Forum (ATF) held on 02-05 February 2023 in Yogyakarta, Indonesia.

The ATF is the biggest annual tourism event in the ASEAN region, attracting key tourism stakeholders including policymakers, industry leaders, and tourism-related service providers. This year, the Philippine delegation was represented by 16 local exhibitors from the airline industry, tour operators, and accommodations to network and engage with 115 international buyers at the ATF Travel Exchange (TRAVEX).

"Over and above our impressive turnout in the number of sales leads, I am in much awe of how the participation and performance of the Philippines depicted the excellence and heart of the Filipino brand which truly brought the best of the country to the ASEAN region," said TPB Chief Operating Officer Maria Margarita Montemayor Nograles.

The Philippine pavilion showcased the country's rich cultural heritage and award-winning destinations such as Boracay, Cebu, and Palawan, as well as Kaulayaw Coffee sampling and a dynamic cultural martial arts performance from the Lapu-Lapu Arnis de Abanico who displayed vigor and energy symbolic of the resurgence of the Philippine tourism industry.



Philippine sellers and foreign delegates also had a taste of Philippine cuisine and culture through a hosted luncheon prepared by the Grand Rohan Jogja Hotel which also featured a Filipino Martial Arts (FMA) cultural performance along with a musical medley by Filipino world-class talents.

Tourism Secretary Christina Garcia Frasco welcomed the guests to the event with an invitation to explore the country's various tourism products, "We aim to give you the best of the Filipino to remind you that while the Philippines continues to be a top-of-mind destination all over the world, there is also so much more to our beaches, our dive sites, our mountain ranges, and our underground rivers. There's our food, our living cultural traditions, and many many components that give you a window into the soul of the Filipino," said Tourism Secretary Frasco.

Meanwhile, the Philippines garnered prestige during the ASEAN Tourism Standards Awards, which recognized outstanding tourism businesses and destinations in the region that have complied with the international association's tourism standards.

The recipients were Inandako's Bed and Breakfast, Gina's Homes, Sid Homestay, Hide Away House, and Maryhilz Homestay bagging the ASEAN Homestay Awards; Cordillera Convention Hall, William Tan Enterprises Inc. (Caltex Irawan), DEU 818 Corporation (High Ridge Restaurant), and Shell OGI at Northwalk 2, City Environment and Management Office (Botanical Garden and Wright Public Toilets) for the ASEAN Public Toilet Award; Palau Environmental Protectors Association (PEPA) receiving the ASEAN community-based tourism citation; and the Clinic at the Hilton Clark and Quan Spa at the Clark Marriott Hilton as winners of the ASEAN Spa Services.

TPB is keen to participate in the ASEAN Tourism Forum 2024 to be hosted by Laos.



PHILIPPINES STANDS PROUD AT THE BOOT DUSSELDORF WATERSPORTS FAIR

The Philippines, represented by the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines, stood proud at the Boot Düsseldorf exhibition floor after a 2-year hiatus to promote the country's premier and award-winning dive destinations worldwide on 21 to 29 January 2023 at the Messe Düsseldorf, Germany.

Boot Düsseldorf is the world's largest water sports fair gathering over 250,000 visitors and 1,900 exhibitors from more than 70 countries. The event's exhibition halls are classified in various themes such as sailing, superyachts, and diving, among others.

The Philippine delegation is composed of 13 private sector companies from the dive industry namely Amun Ini Resort and Spa, Atlantis Dive Resorts and Liveboards, Atmosphere Resorts and Spa, Buceo Anilao Beach and Dive Resort, Dive Society Philippines, Dugong Dive Center, Easy Diving and Beach Resort, Infiniti Liveboard, Magic Island Dive Resort, Inc., Peter's Dive Resort, Salaya Beach Houses, The Frenchy Resort, Inc. and Whispering Palms Resort.

The Philippines' participation in the event has consistently been a key factor in the DOT's and TPB's efforts to sustain the growth in tourism arrivals gained from Germany and even from nearby emerging European markets such as the Netherlands and Belgium. Considering this success, the Philippines recorded a total of PHP 88.3 million negotiated sales from more than 620 leads generated during the entire exhibition.

Moreover, it is also worth noting that around a quarter of the 6 million dive travelers worldwide are Europeans and the annual growth rate of the dive travel market is estimated at an impressive 16%. The most significant markets within Europe are Germany, France and United Kingdom.

country's unique offerings including a fabric back panel image of a summit in Manila, cultural immersion in Southern Cotabato, and an overhead shot of Palawan. Additionally, AVPs on the country's top tourist destinations, a QR Code for reference materials on Philippine MICE, sustainable giveaways such as bamboo fountain pens and Philippine-made ink in glass bottles, business card holders with Philippine weaves, and Philippine delicacies were also featured.

The Philippine Consulate in Melbourne showed solidarity with the delegation, demonstrating support for promoting the country as a Meetings, Incentive Travel, Conference/Conventions and Exhibitions (M.I.C.E.) destination

and encouraging inbound events. Consul General Maria Lourdes Salcedo, Consul Jan Sherwin Wenceslao, and Cultural Officer Maria Cristina Malvas also visited the booth, further highlighting the importance of the event.

Over 350 exhibiting companies and 400 hosted buyers attended the 30th Anniversary of AIME, with the majority coming from different parts of Australia. The event saw an increase in the number of exhibitors coming from Asia through the tourism bureaus of Hong Kong, Indonesia, Malaysia, Thailand, Singapore, and Japan. Conference and incentive planners who attended are targeting destinations outside of Australia and pitching these destinations to their clients for mostly 2024 events and beyond.

TPB Reinforces Philippines' Brand in Australian Market during AIME 2023

The Tourism Promotions Board (TPB) Philippines led a successful Philippine delegation during the 30th Asia Pacific Incentives and Meetings Event (AIME) held on February 13 to 15, 2023 at the Melbourne Convention and Exhibition Center in Australia.

The TPB's participation in AIME resulted in securing several business-to-business appointments, offering a valuable opportunity for the Philippines to reinforce its brand and generate leads. This successful participation also highlighted the Philippines' competitive edge as a MICE destination and showcased the unique experiences it has to offer to potential clients.

The Philippine booth featured the





PHL feted Best Dive Destination anew

The Philippines was awarded as the Best Dive Destination during the Diving, Resort, and Travel (DRT) shows in Malaysia and Taiwan last February 24 to 26 and March 10 to 12, respectively.

The country bested other Southeast Asian countries at the largest diving expo in Asia which provides industry stakeholders greater support and encourages more people to become passionate divers to champion marine ecology.

“The recent back-to-back wins for the Philippines highlight the beauty and the blessings our country has been endowed with, and we take great inspiration from our diving communities and dive stakeholders as we continue the collaborative work of ensuring not only the marketability but also the sustainability of our destinations,” Tourism Secretary Christina Garcia Frasco said.

To note, the Philippines was awarded World’s Leading Dive Destination in 2022 and is also defending its title this year as Asia’s Leading Dive Destination at the prestigious World Travel Awards

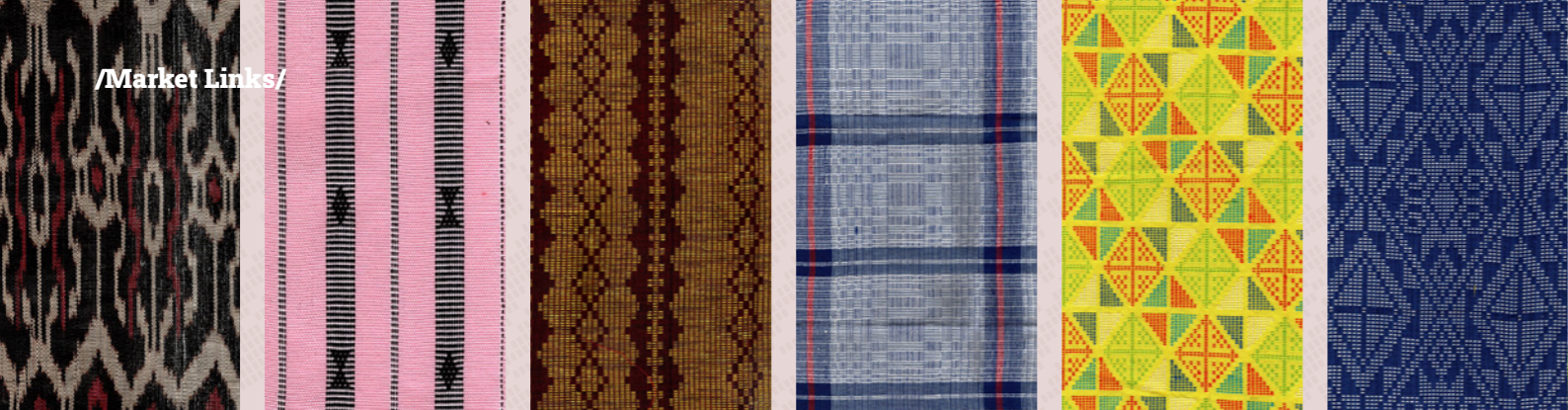
(WTA). The title has been held by the country for four straight years from 2019 to 2022.

Moreover, the Philippines also participated in UK’s GO Diving Show 2023 last March 04–05, wherein the event brought together the leading and best independent dive travel brands, including tour operators and tourist boards from around the world.

The event gave opportunity to exhibitors to do business-to-business with specialist tour operators as well as host receptions for a more fun networking environment. It also had a learning component featuring seminars, forums and presentations by dive experts.

The tourism chief said the DOT will continue its efforts to develop and promote the Philippines as an ideal destination for all travelers, with the aim to enhance the tourist experience, strengthen and transform the tourism industry from the ground up, and with President Ferdinand R. Marcos, Jr. reiterating the important role of tourism in the country’s economic development post-pandemic.





Ph government empowers local weavers, encourages purposeful innovation through “*Likha*”



Local weavers and artisans from different communities nationwide converged at the Philippine International Convention Center (PICC) on 21 to 28 February for the Likha, a traditional textile exhibition and workshop spearheaded by the Office of the First Lady (OFL).

Likha aims to create an avenue for traditional weaving communities to connect with manufacturers, designers, and brands in crafting a sustainable pathway for Philippines textiles.

The event kicked off with a Weaver’s Day Tour last 18 February in Intramuros Manila, Casa Manila, and Ayala Museum to widen the appreciation of the participating weavers for cultural heritage and purposeful tourism.

This was followed by a weeklong information-sharing wherein a total of 57 weavers from 14 provinces across Luzon, Visayas, and Mindanao received training and learning sessions from top contributors in culture, art, design, and manufacturing and were mentored by textile experts to improve their products and weaving processes. They also exhibited their works, educate visitors and sold finished products.

A roster of distinguished speakers and experts from Rustan’s Commercial Corporation, Kamiseta Group of Companies, Angkan, Culturaid and The Manila Collectible Co, Balay

Ni Atong, Rustan Group of Companies, and Ananas Anam Philippines shared best practices, purposeful innovation and new designs applications to upskill knowledge of participating local weavers.

Likha is in response to the call of President Ferdinand “Bongbong” Marcos during his first State of the Nation Address (SONA) to foster the Filipino brand and reaffirm our country’s sense of identity by supporting and empowering creative and talented Filipinos.

Moreover, First Lady Liza Marcos is a staunch supporter of culture and heritage preservation for tourism and creative industries development. She is dedicated to empowering Philippine local weavers by supporting their works and creativity and uplifting their morale as local artists.

Through time, the impact of trade, industrialization, globalization, technology, circular economy, and the role of culture in national development have changed the value and function of handloom weaving and transformed it into what it is today – an assertion of identity, a means of earning a living, an emerging design trend, and a source of cultural pride.

Likha event is in partnership with the Tourism Promotions Board (TPB) Philippines, the marketing and promotions arm of the Department of Tourism (DOT).



TPB, DOT launch tourism Wayfinder in Badian, Cebu

In its continuous effort to provide an improved overall tourism experience, the Tourism Promotions Board (TPB) Philippines, in partnership with the Department of Tourism (DOT) Region VII and Municipality of Badian, launched the Wayfinder (Signage) Program in Badian, Cebu on January 20, 2023.

Tourism Secretary Christina Garcia Frasco led the Ceremonial Unveiling of the Badian Wayfinder and shared the vision of President Ferdinand Marcos, Jr. for Philippine tourism development, “that does not only promote destinations across our country but more importantly, gives equal promotion and development opportunities to the countryside, that includes emerging destinations to give opportunities to our fellow Filipinos to have gainful livelihood by way of tourism.”

Present during the event were TPB COO Maria Margarita Montemayor Nograles, DOT Undersecretary for Tourism Regulation Coordination & Resource Generation and concurrent Director for Regional Office VII Shahlimar Hofer Tamano, Cebu Governor Gwendolyn Garcia, Board Member Sarsi Baricuatro, Badian Mayor Carmencita Lumain and Vice Mayor Doris Silvano, Jose Cleo Cary Colis of Provincial Environment and Natural Resources Office (PENRO) Cebu, and Director Judilyn Quiachon of the Tourism Coordination and Regional Operations.

Also in attendance were Cebu’s biggest Tiktok influencer and GMA talent Shuvee Etrata, businessman Hanky Lee of Henry Hotels, and former basketball celebrity, TV host, and entrepreneur Chris Tiu.

The launch of the Wayfinder Program aims to propel Badian’s recovery efforts and development as a primary tourist destination in the Visayas region. These signages were installed

in some of Badian’s major tourist destinations and activities, including the Osmeña Peak, Kandungaw Peak, and Kawasan Falls, the endpoint of Badian Canyoneering activity. A component of making destinations accessible is making it convenient for tourists to locate and navigate tourist sites. This program aims to continuously improve navigation experiences in key and emerging tourism circuits to enable better experiences for guests traversing these trails.

“Badian is home to some of the most thrilling adventure destinations in the country, and we recognize its potential to join the ranks of other tourist hotspots and bring a tremendous boost to the country’s tourism industry. The launch of these tourism wayfinders in Badian’s major tourism sites and activities will be a valuable asset in promoting tourism and in propelling Badian’s economic recovery efforts. These signages, strategically placed in key locations, are designed to provide directional information and guidance for tourists to navigate and explore what these destinations have to offer,” said TPB COO Maria Margarita Montemayor Nograles.

The Wayfinder Program is part of TPB’s key strategic directions focusing on strengthening the agency’s collaborative engagement with LGUs towards the full recovery of the tourism industry. This also supports DOT’s seven-point agenda aimed at enhancing the country’s overall tourism experience in the country, among others.

Wayfinders were previously launched in Lucban, Quezon, and another is set to break ground in Botolan, Zambales later this year.





FIRST PHILIPPINE TOUR GUIDES' HYBRID CONFERENCE UNITES 280 INDUSTRY PROFESSIONALS IN ILOILO CITY

About 280 DOT-accredited regional and community tour guides from across the Philippines gathered in-person and online for the first-ever Philippine Tour Guides' Hybrid Conference held on 19-22 February 2023 at the SEDA Atria Hotel, Iloilo City.

Organized by the Tourism Promotions Board (TPB) Philippines, in partnership with the Philippine Federation of Professional Tour Guides, Department of Tourism (DOT) Region VI, and the Province of Iloilo, the four-day conference aimed to foster the Filipino brand of service excellence, understand the key and emerging markets of the Philippines, and retool tourist guides by introducing different digital tools and marketing platforms as an alternative economic activity.



TPB Chief Operating Officer Maria Margarita Montemayor Nograles led the opening ceremony and recognized the crucial roles tour guides play in enriching travel experiences in the country. "As vital tourism stakeholders, tour guides can be called the gatekeepers of our destinations. You hold the keys that can unlock the wonders and weave the stories of your locations and your communities. You can open the senses of our visitors and leave memorable marks in their minds and in their hearts. Lastly, you can usher in positive developments that can have a wide-ranging impact on the social, economic, and cultural fabric of our domains," said TPB COO Nograles.



Also present during the event were DOT Region VI Regional Director Crisanta Marlene Rodriguez, World Federation of Tourist Guide Associations President Aluscha Ritchie, and renowned athlete and TV Personality Kuya Kim Atienza.

The Philippines Tour Guides' Hybrid Conference marked a significant step towards achieving the DOT's seven-point agenda of enhancing the overall tourist experience in the country while also intensifying the Filipino brand of service excellence. The event also coincided with International Tourist Guide's Day celebrated worldwide every 21st of February.

CHARTING TERRITORIES AND RIDING MILESTONES: THE 1ST PHILIPPINE MOTORCYCLE TOURISM ANNIVERSARY



It was a cool, overcast Sunday in Cebu City when hundreds of motorcycle riders from all over the Philippines gathered at the open grounds of the seaside IL Corso Lifemalls property.



Clad in full regalia with customized vests, the riders – both men and women - were unfazed by the sullen weather. Not even the inevitable drizzle could contain the palpable excitement that filled the air as the engines revved up with smiles, handshakes and high fives.

Two years ago, none of the riders would have imagined that they'd be celebrating the first anniversary of the Philippine Motorcycle Tourism (PMT). Spearheaded by the Tourism Promotions Board, the program was initially launched to help revive domestic tourism during pandemic times. But it eventually culminated into a full-fledged tourism product that solidified the riders as true ambassadors of Philippine tourism thanks to their passion and commitment.

The ceremony on January 22 was a milestone and it was held in true motorcycle fashion with 470 participants from various motorcycle groups, including PMT Ambassador Jet Lee, parading custom-made, sleek and garish rides that cruised through Cebu City, including the iconic-looking Cebu-Cordova Link Expressway (CCLEX), Cordova, Mandaue and Lapu-Lapu, covering 50 km in total.

The day ended with a celebration called "Rider's Night" where TPB Chief Operating Officer Maria Margarita Montemayor Nograles and DOT Undersecretary Myra Paz Valderrosa-Abubakar delivered messages of support.

"We will continue to work with big and small bike groups and associations, as we have done for the last two years, to explore both our popular destinations and hidden gems while tapping into Philippine culture, gastronomy, and corporate social responsibility activities," said COO Nograles. "Beyond the speed and thrills, there is that sense of freedom, and we take it with us as we rediscover our destinations and explore uncharted territories."

Freedom does reign when one rides. Most of the time, there are no maps. Destinations seldom exist. One just keeps on going because that's where the beauty lies. And Philippine tourism, as it continues to recover, needs to be rediscovered this way, especially that the country has plenty of hidden gems and locations that can only be reached by two wheels.

Philippine Motorcycle Tourism can definitely take the lead and will take the lead in this road to recovery, and the anniversary was just the beginning.





TPB Bags 2nd Consecutive Best Theme Award at 30th Travel Tour Expo

The Tourism Promotions Board (TPB) Philippines continued its back-to-back wins as it bagged anew this year the Best Theme Award at the 30th Travel Tour Expo held at the SMX Convention Center Manila on 05 February 2023.

TPB's recognition in the best booth showcase for two years in a row highlights the agency's tireless efforts to market and promote the country's unique destinations, attractions, and culture to both domestic and international tourists.

This year's 3-day expo, with the theme "A Better and Stronger Future of Travel is Here," was joined by over 300

exhibitors in 671 booths and attracted 91,000 visitors, a record high since 2020. Organized by the Philippine Travel Agencies Association (PTAA) at the SMX Convention Center in Pasay City from February 3-5, 2023, exhibitors offered great travel deals, discounted tour packages, and other leisure activities for domestic and international destinations to fulfill travel goals.

TTE Chairman Michelle G. Taylan aimed for the expo to serve as a "huge economic boost" and encourage more Filipinos to travel in the post-pandemic world. With significant discounts offered by exhibitors, more Filipinos are encouraged to travel and explore the world, promoting local and international tourism.



DOT, DMW INTRODUCE "BISITA, BE MY GUEST" PROGRAM TO FILIPINOS IN JAPAN AND GERMANY

The Department of Tourism (DOT), in cooperation with the Department of Migrant Workers (DMW) and the Tourism Promotions Board (TPB) Philippines, introduced Bisita, Be My Guest (BBMG) incentive program to the Filipino communities in Tokyo, Japan and Berlin, Germany last 12 February and 09 March respectively to kick off its international launching.

Around 300 members of Filipino community in Berlin, Germany attended the launch while more than 1,200 Filipinos in Tokyo, Japan graced the event.

BBMG aims to entice Filipinos to take an active role in the promotion of Philippine tourist destinations through an incentivized program for Overseas Filipino Workers (OFW) and Overseas Filipinos (OFs) to encourage them to invite foreigners to visit the Philippines with a chance to win raffle tickets and vacation tour packages from select local destinations.

Through this project, the Philippine tourism industry seeks to inspire all Filipinos by making them ambassadors of Philippine tourism, and, for OFWs and OFs, offer them a platform where they can reconnect with their families, at the same time, help the country earn economic gains through increased tourist arrivals.



The BBMG program has three components: a raffle promo, BBMG passport, and a BBMG privilege card (BBMG PC) which participants can use to avail of discounts, special rates, and packages.

Participants of the program could either be a Sponsor or an Invitee. A Sponsor is an individual who shall be inviting a non-Filipino guest/visitor to travel to the Philippines during the campaign period, while an Invitee is an individual invited by a Sponsor who traveled in the Philippines.

The complete promo mechanics as well as registration information for Sponsors and Invitees can be found on the official BBMG website: <http://bbmg.philippines.travel>.

The next legs of BMMG international launching will be in USA, Dubai and Singapore.



TPB SUCCESSFULLY CONCLUDES MICECON 2023

Top MICE professionals and key government officials praised the successful execution of MICECON 2023 in Davao City held last March 1-3, 2023. The event was organized by the Tourism Promotions Board (TPB) Philippines and the Davao Organizing Committee composed of private and public sector representatives from the host city.

Among the attendees was Vice President Sara Duterte, who spoke at the farewell dinner of the event hosted by the TPB at Azuela Cove. In her speech, she said, "For Davao City, being the host of this year's MICECON 2023 is an opportunity to showcase one of the tourism gateways in Mindanao. Davao City is honored and proud that Davao is considered one of the safest cities in the world, offering visitors a complete tourism experience through the convergence of culture, nature and adventure."

The event was attended by over 640 professionals from the MICE industry including representatives from events management companies, associations, travel agencies, tour operators, destination management companies, local governments, members of the academe and tourism executives in government.

For Christina Garcia Frasco, the Secretary of the Department of Tourism, the MICECON 2023 serves as a blueprint for the Philippines to become a top MICE destination in Asia. "MICECON paved the way to achieve our President's goal for the equalization of tourism project development and promotion all over the country. MICE serves as a venue for us to reinvigorate and revitalize the tourism industry, and Davao has become a model for others to follow and a springboard from which we can launch even more exciting MICECONS in the future," she said.

Meanwhile, TPB Chief Operating Officer Margarita Montemayor Nograles commended the opportunity to showcase the Filipino brand of service through every experience the MICECON delegates went through.

"This conference provided an invaluable opportunity for us to gain insights, forge new connections and gain fresh perspectives. We believe that by providing exceptional service and going above and beyond for all our visitors, we can provide tourism experiences that exceed expectations," Nograles said.

She further stated that integrating sustainability has grown in importance in the ecotourism experience. In recognition of this, MICECON 2023 delegates pledged to donate to the Philippine Eagle Foundation (PEF), which operates a sanctuary for the protection and conservation of the endangered Philippine Eagle. Delegates were able to tour the sanctuary and were also enjoined to take part in its conservation efforts.

After the successful MICECON 2023, the conference will be hosted in Clark Freeport Zone come 2024 to highlight the developments of Central Luzon. The Clark Freeport Zone bid, represented by Clark Development Corporation (CDC), had a comprehensive presentation of not only its logistical support but several additional values as well, for participants of MICECON 2024. Clark Freeport Zone was selected by the MICECon Selection committee composed of members of the MICE Advisory Council – private and public sector representatives from different MICE organizations convened by the Department of Tourism and the Tourism Promotions Board Philippines.

Atty. Agnes Devanadera, the President and Chief Executive Officer of Clark Development Corporation, expressed her commitment to follow through with the examples set by Davao City.

"Just as Davao has shown us the way to transform MICECON into an impetus of sustainable development, Clark shall follow suit and bring forth inclusive growth not just for Clark but for Region 3," Atty. Devanadera said.

DOT chief unveils National Tourism Development Plan (NTDP) 2023-2028 at stakeholders' summit

Tourism Secretary Christina Garcia Frasco on March 15, 2023 formally unveiled the completed National Tourism Development Plan (NTDP) 2023 to 2028 at the Tourism Stakeholders' National Summit organized by the Department of Tourism (DOT).

Speaking before some 350 attendees from the national government agencies, local government units (LGUs), associations, and organizations from the tourism sectors who filled the venue hall of the Sheraton Manila Bay, Secretary Frasco presented the salient points of the NTDP 2023-2028, a draft of which was first previewed during the Tourism Coordinating Council (TCC) meeting that the tourism chief convened last month.

"This NTDP will serve as a blueprint for the strategies on how the Department of Tourism intends to continue and to grow the impact of tourism upon our economy in the next few years. This will be the guidebook of the industry where we put in place mechanisms for sustainability for many many years to come," Secretary Frasco said.

Aside from sustainability, the NTDP will also serve as the guide toward a tourism industry that is innovative, inclusive, and globally competitive, according to Frasco

"Under the leadership of President Ferdinand 'Bongbong' Marcos, Jr. we have been called upon to transform the Philippine [tourism industry] into a tourism powerhouse in Asia. With your partnership, collaboration, and your unwavering support, I can say that we have begun the work of transforming the industry and giving the Philippines a more significant role in the ASEAN and in the world," she added.



Transforming the Philippines into a tourism powerhouse

Heeding the President's call and under the NTDP 2023-2028, the DOT shall endeavor to "Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to transform the Philippines into a tourism powerhouse in Asia."

The Plan formalizes the specific strategies to be pursued under the main objectives and strategies laid out by the DOT under the leadership of Secretary Frasco, and anchors on the strategic values of Philippine Identity, Sustainability, Resilience, and Global Competitiveness.

To recall, Secretary Frasco early into her assumption of office and upon close consultation and coordination with Philippine tourism stakeholders identified the following seven main objectives of the NTDP: 1. Improvement of Tourism Infrastructure and Accessibility; 2. Cohesive and Comprehensive Digitalization and Connectivity; 3. Enhancement of the Overall Tourist Experience; 4. Equalization of Tourism Product Development and Promotion; 5. Diversification of the Tourism Portfolio through Multidimensional Tourism; 6. Maximization of Domestic and International Tourism; and 7. Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders.

Positive trajectory for Philippine tourism

Secretary Frasco noted that, even prior to the finalization of the tourism blueprint for the next five years, the DOT has closely collaborated with tourism stakeholders in carrying out the President's vision through its various plans and programs, citing the most recent international accolades and nominations received by the Philippines and its tourism destinations, as well as the positive tourism figures seen last year as a manifestation of the significant headway that the tourism industry obtained under the Marcos administration.

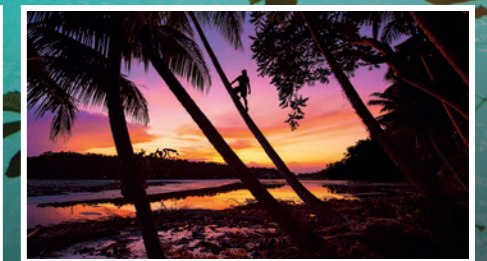
The tourism chief reported 2022 as a fruitful year for the Philippine tourism industry, underscoring that last year's international arrivals reached 2.65 million, exceeding the initial target of 1.7 million foreign visitors. This figure, she noted, translated to Php 214 billion or roughly US\$ 4 Billion in estimated revenues, thereby boosting the country's Gross Domestic Product (GDP) in the post-pandemic era and exceeding the targeted revenue of Php155.03 billion by 38.06 percent.

Credit: DOT-OPAA



Discover the Great Outdoors of Badian

Canyoneering and Beyond: Why Badian, Cebu Should Be on Your Travel Bucket List



The summer season has begun! If you are planning for your summer getaway or long weekend adventure, the charming coastal town of Badian, nestled in the southwestern part of Cebu, deserves a spot on your travel bucket list.

Located about 97km from Cebu City, Badian boasts a wealth of nature and adventure attractions that are sure to captivate both locals and tourists alike.

If you're up for some adventure, the Badian Canyoneering is the ultimate playground for adrenaline junkies and thrill-seekers where one can trek, swim, and jump through a series of canyons. After an exhilarating canyoneering adventure, visitors are in for a refreshing reward: a visit to the famed Kawasan Falls. This three-tiered waterfall cascades into turquoise pools surrounded by verdant greenery, offering a perfect spot for swimming and relaxation.

For those who love the beach, Badian also features a scenic coastline where you can bask in the sun and savor the fresh sea breeze. Stroll along the shores of Lambug Beach, known for its fine white sand, clear waters, and picturesque sunset views, or go snorkeling and see its underwater scenery where vibrant coral reefs abound.

And for outdoor enthusiasts, another must-visit attraction is Osmeña Peak, the highest point on the island of Cebu. Take a leisurely hike to the summit and enjoy a breathtaking view of the sprawling landscape and nearby islands from 1,013 meters above sea level.

Whatever type of adventure you are looking for – whether it's an adrenaline-pumping activity or a relaxing beach getaway, the allure of Badian is sure to delight travelers of all kinds. Now that travel restrictions have eased, there is no perfect time than now to discover the great outdoors of Badian!



A Warm Welcome Awaits: Come and Visit

BICOLANDIA

As we all celebrate the lifting of restrictions and we can finally see the green shoots of recovery as the travel and tourism industry once again takes flight, Don Viajero Travel and Tours is working hard to promote the delights available to travelers in and around Mount Isarog in Camarines Sur.

Serviced by the convenient airport in Naga, with regular flights from Manila via Cebu Pacific and soon, Sunlight Air, Mount Isarog National Park offers a huge array of trails, waterfalls, rivers, climbs, and caves, with many tailored packages to see amazing scenery and experience fabulous adventures that are safe and accessible to everyone.

Naga, the largest of an array of interesting towns situated around the mountain, is a pilgrimage city with many beautiful and ancient churches. It is the site of the Penafrancia Festival, which has been celebrated annually in September since 1655. During the festival, the image of 'The Blessed Virgin of Penafrancia', brought from Spain and long venerated by the Spanish, is paraded through the streets and along the Bicol River with thousands of devotees lining the route and adding to the amazing spectacle, making the event the largest Marian devotion event in Asia.

Bicol is known for its wonderful cuisine. Rich and spicy dishes such as 'Bicol Express' and 'Pinangat' are delights and served by street vendors to fine dining restaurants across the region. Not forgetting that the area is 'home' to the Pili Nut, famed for its health benefits, but equally famous for being a very 'hard nut to crack'!

Add a world-class water sports park and golf complex in the municipality of Pili, a range of wonderful resorts, catering to all budgets, some on the slopes of Mt. Isarog, some with spectacular views looking to the mountain, and it is easy to see why we want visitors from across the Philippines and the world to take flight and head to our beautiful region.

After enduring the hardest of times over the past few years, everyone deserves a break, and Isarog and we Bicolandias, are waiting to welcome you all and to make your break special.

Don Viajero Travel and Tours



Naneng Heritage Village: A CULTURAL TRAVEL EXPERIENCE IN TABUK, KALINGA

by Melo Villareal

In the northern Philippines, the Cordillera Administrative Region is not only notable for its breathtaking nature views but also its cultural practices that are still being celebrated today. Though we can learn about these practices by reading books or watching documentaries, we could also learn through immersion by heading to the Region, particularly in Tabuk, Kalinga

About the village

Tabuk, the capital city of the Province of Kalinga, is a 12-hour trip from Metro Manila. It is the location of the Naneng Heritage Village, known to be the oldest settlement in the province. It derived its name from the local term "naneng" which means flood. Built in the 1920s, the village was flooded when the Chico River overflowed, but the houses withstood the floods.

Naneng Heritage Village offers a unique cultural experience through homestays and community tours that tells you about the local heritage. As you stroll around the village, you will see simple and traditional houses with living rooms and kitchens on the first floor and huge rooms on the second. Simple as they may look, they are, in fact, sturdy to withstand typhoons as they are usually made with Narra or Yambao wood.

Though the village is inhabited by a small population, old village traditions have been preserved as evidenced by the villagers' homes and way of life.

The Weaving Tradition

One of the highlights of Naneng Heritage Village is seeing the traditional weavers of Kalinga, called the sumisinnon, at work. The community is known for its weaving tradition, which has existed since the 18th century. But during the 1900s, the materials were only made with one color until a woman named Sinali discovered dye using natural materials from trees. With this, colors were introduced to their weaving patterns. If you

join the community tour of the heritage village, you'll have a glimpse of the weavers and how they traditionally create their woven materials.

Things to do

Here are some of the activities you can try in Naneng Heritage Village:

Sample local cuisine

Aside from the scenic nature views, you'll love their traditional dishes. You should try inandila - a native delicacy made of pound sticky rice, Ladok or latik, and brown sugar. Inandila is short for "SINANDILA" which means "just like a tongue".

Visit St. Joseph Church

You can also visit the oldest church in Tabuk: St. Joseph, the Husband of Mary Parish Church. It was founded by Belgian missionaries and established in 1927.

Experience riding the taltallak

You can also go on a fun ride using taltallak, a farm tool that doubles as a wooden scooter. Previously, it was used to transport root crops or firewood. Now, it's being used by kids and tourists who want to try a unique and fun activity.

Take a dip in the cold spring.

Head to Dawwang, where you can take a dip in its famous cold spring.

How to get here

From Manila, ride a bus bound for Tabuk. Victory Liner has daily trips to Tabuk that takes about 10 to 12 hours. From Baguio City, you may also ride a bus going to Tabuk which takes 9 hours. If you're coming from Tuguegarao City, you can take a jeepney to Tabuk.



Photo by Uno Adventures

Successful M.I.C.E.CON 2023 in Davao City!

Top MICE professionals and key government officials hailed the successful execution of MICECON 2023 in Davao City held on March 1-3, 2023. The event was organized by the Tourism Promotions Board (TPB) Philippines and the Davao Organizing Committee composed of private and public sector representatives from the host city.

Over 640 MICE industry experts, including those from associations, travel agencies, tour operators, destination management businesses, local governments, academicians, and tourism administrators in government, attended the event.



HIGHLIGHTING THE SIGHTS IN DAVAO

Outside of the conference, Davao City's MICE facilities were opened to international speakers, journalists, influencers, and MICE organizers for special excursions. These tours highlighted the city's bleisure amenities including shopping possibilities, dining choices, island and highland adventure travel alternatives, and popular resort and beach destinations. These included the Kadayawan adventure, where visitors learned about the traditional homes and ways of life of the 11 Davao tribes; a visit to the Poblacion Market, known for its wide range of dining, shopping, and lifestyle options;

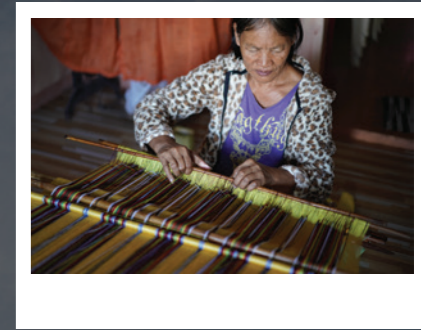


a full island experience at the Pearl Farm in Samal Island; a boat ride to the Lubi Plantation Resort island; and a chocolate and cheese tasting provided by Malagos Farmhouse Cheeses.

Another noteworthy activity was the visit to The Philippine Eagle Foundation (PEF) in Barangay Malagos, Davao City. MICECON participants was an effort to raise awareness of the preservation of the critically endangered species housed in the Philippine Eagle Center, in line with the industry's push to promote sustainability in its tourism activities. As it grows its care for other animal species and Philippine Eagle breeding, the organization accepts donations.



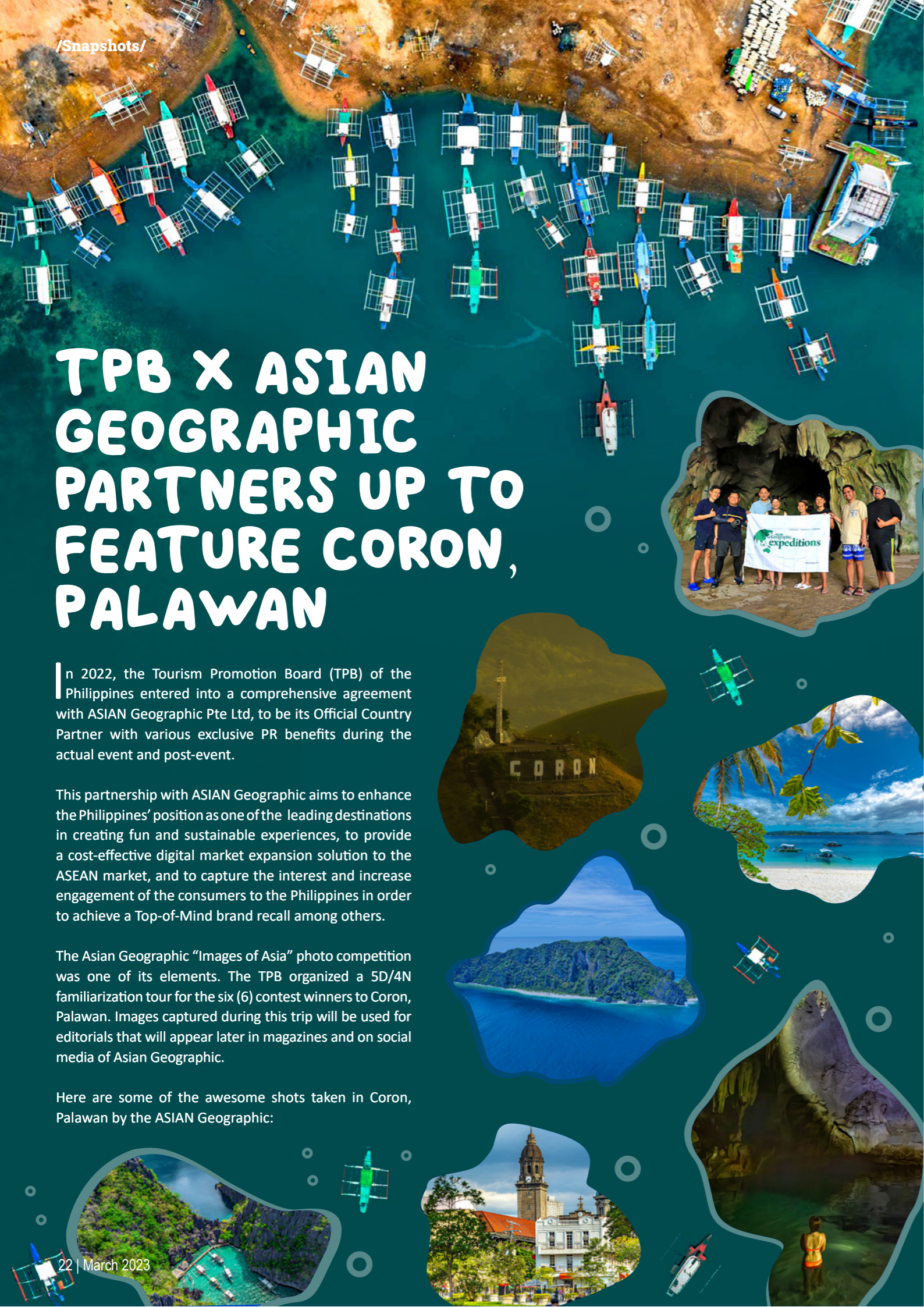
Visit to the Philippine Eagle Foundation for the awareness of the preservation of the critically endangered Philippine Eagle.



TPB's Latest Community-Based Tourism features Tabuk City, Kalinga

On March 16-18, 2023, the Tourism Promotions Board (TPB) Philippines took its Community-Based Tourism (CBT) program to Tabuk City, Kalinga to empower its local communities through marketing enhancement workshops on sustainable packaging and designs, content development, and social media management facilitated by subject-matter experts. Moreover, the team also got to enjoy the slow meals of Pasil, Kalinga, and Whang Od's Community in Buscalan as well as other weaving villages in Mabilong and the Awitchon Cultural Village.

Here are some pictures from the journey:



TPB X ASIAN GEOGRAPHIC PARTNERS UP TO FEATURE CORON, PALAWAN

In 2022, the Tourism Promotion Board (TPB) of the Philippines entered into a comprehensive agreement with ASIAN Geographic Pte Ltd, to be its Official Country Partner with various exclusive PR benefits during the actual event and post-event.

This partnership with ASIAN Geographic aims to enhance the Philippines' position as one of the leading destinations in creating fun and sustainable experiences, to provide a cost-effective digital market expansion solution to the ASEAN market, and to capture the interest and increase engagement of the consumers to the Philippines in order to achieve a Top-of-Mind brand recall among others.

The Asian Geographic "Images of Asia" photo competition was one of its elements. The TPB organized a 5D/4N familiarization tour for the six (6) contest winners to Coron, Palawan. Images captured during this trip will be used for editorials that will appear later in magazines and on social media of Asian Geographic.

Here are some of the awesome shots taken in Coron, Palawan by the ASIAN Geographic:



Celebrating Women's Month: Creating an All Gender Inclusive Society



The entire month of March has been declared as an observance of the "Women's Role in History Month" under Proclamation No. 227. This highlights the numerous contributions made by Filipino women throughout history from every class, religion, and ethnic origin to the development and strength of the country.

The 2023 National Women's Month Celebration (WMC) introduced a new recurrent theme for this year until 2028: WE for gender equality and an inclusive society, signaling a turning point in the growth of women's rights. The recurring theme is in line with the Philippine Development Plan 2023–2028, which aims for "deep economic and social transformation to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high-growth path," and emphasizes that growth must be inclusive, creating an environment that provides equal opportunity for all.

In support of Women's month, the Tourism Promotions Board (TPB) Philippines organized a small get-together called "TPB Kapihan Session" to empower and recognize the extraordinary contributions of all JUANAS of TPB. The session involved a short talk on women empowerment and attendees were treated to an unlimited supply of free coffee.

The Women's Month event also highlighted the common enthusiasm, drive, and knowledge of women in spreading the word about what being physically active actually entails through the All Women's Run held on 19 March 2023 at the Filinvest Grounds, Filinvest City Alabang. The event welcomed women of all colors, shapes, and sizes from all walks of life.

Other WMC general activities included:

- ⚡ Wearing of purple (polo/ collared shirt/blouse/dress) every Wednesday, especially those reporting physically to the office for the month of March 2023, to support the Women's Month celebration
- ⚡ "Purple your Icon Campaign": posting of 2023 WMC Digital Banners at the TPB Lobby
- ⚡ Use of 2023 WMC-themed zoom backgrounds
- ⚡ Inclusion of 2023 WMC posters in the bulletin board, closed TPB FB group and flag ceremonies PowerPoint

#WecanbeEquALL

TPB GOES SCUBA DIVING: A LEARNING INTERVENTION

The Human Resource Division of the Tourism Promotions Board (TPB) Philippines organized an Open Water Dive Course for its marketing officers last 08-10 February at Casa Bahia Dive Resort in Mabini, Batangas.

This activity was participated by 14 marketing officers from different departments in support of the thrust of the DOT Secretary and to address competency gaps of project officers handling niche markets.

Here are a few pictures taken during the dive:



CALENDAR OF EVENTS

APRIL



31 MAR - 02 APR	ASIA DIVE EXPO SINGAPORE Sands Expo and Convention Centre, Singapore	01 - 02 APR	TRAVEL AND ADVENTURE SHOW - DALLAS LEG Dallas Market Hall
		05 - 08 APR	DOT MIMAROPA'S MEDIA FAMILIARIZATION TOUR MORIONES LENTEN TRADITION Marinduque
07 - 09 APR MARINE DIVING FAIR Sunshine City Convention Center, Ikebukuro, Tokyo, Japan			
12 - 22 APR	LATIN AMERICA FAMILIARIZATION TOUR Clark - Manila - Boracay - Palawan	13 - 17 APR	MARKETING ENHANCEMENT ON COMMUNITY-BASED TOURISM Mauban, Quezon
14 - 15 APR	ISSCCOR MOTORCYCLE TOURISM ADVENTURE ILOCOS - ISABELA - CAGAYAN - CORDILLERA - MOTO ADVENTOURUN Narvacan, Ilocos Sur		
16 - 18 APR	CONNECTIONS WELLBEING FORUM 2023 The Farm at San Benito	22 - 24 APR	BBMG INTERNATIONAL LAUNCH Los Angeles / San Francisco, USA
23 - 28 APR	DOMESTIC TOURISM INVITATIONAL PROGRAM Masbate	23 - 28 APR	TOURISM MARKETING EDUCATIONAL SEMINAR RUN 1 Bohol
28 - 29 APR	NATIONAL FEDERATION OF MOTORCYCLE CLUBS IN THE PHILIPPINES ANNUAL CONVENTION Davao		
29 APR - 01 MAY	DOMESTIC TOURISM INVITATIONAL PROGRAM Capiz	30 - 01 APR	1ST PHILIPPINE VESPA DAYS CONFERENCE The Marriott Hotel Manila

MAY

01 - 04 MAY 2023 ARABIAN TRAVEL MARKET Dubai World Trade Centre, Dubai, UAE		02 - 04 MAY	AMERICAN SOCIETY OF TRAVEL ADVISORS GLOBAL CONVENTION San Juan, Puerto Rico
11-13 MAY	LOOP DE MADRID Masbate	09 - 11 MAY	ADVENTURE TRAVEL TRADE ASSOCIATION ADVENTURE ELEVATE Portland, Maine
20 MAY	MOTOURISMO Iloilo	14 - 19 MAY	TOURISM MARKETING EDUCATIONAL SEMINAR RUN 2 Ilocos Norte

26-28 MAY	MALAYSIA INTERNATIONAL DIVE EXPO (MIDE) Kuala Lumpur, Malaysia
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JUNE

01-10 JUN	DOMESTIC TOURISM INVITATIONAL PROGRAM (MOUNTAIN & DIVING) Davao Region
12-20 JUN	WORLD VESPA DAYS SUISSE Interlaken, Switzerland
12-20 JUN	DOMESTIC INVITATIONAL WITH VOLKSWAGEN GROUP Manila
22-29 JUN	DOMESTIC INVITATIONAL PROGRAM DAVAO Davao
15 - 18 JUNE 2023 INTERNATIONAL TRAVEL EXPO (ITE) Hong Kong Convention & Exhibition Centre	



TOURISM PROMOTIONS BOARD PHILIPPINES
REGIONAL TRAVEL FAIR

SAVE THE DATE

01-02 JULY 2023

AYALA CENTER, CEBU CITY

**SAVE
THE
DATE**

2023
PHITEX

PHILIPPINE TRAVEL EXCHANGE

19 - 21 September 2023
CEBU, PHILIPPINES