



# Philippines Tourism E-Newsletter

## May 2016

IT'S MORE FUN IN THE PHILIPPINES

IN THIS ISSUE

**W**elcome to your May Issue of the Philippines Tourism's E-Newsletter, a monthly online of the Department of Tourism (PDOT) London, back after upgrading of our website and functionalities.

We will be updating you on the country's latest tourism developments and positive news in the country.

We will also be detailing our current activities and campaigns designed to encourage more visitors to discover why it is "More Fun" in the Philippines.

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### The Philippines Take Over Waterloo Station

The London Waterloo Station has been taken over by the Department of Tourism Philippines as part of the Visit Philippines Again 2016 campaign, launching a station domination series, starting with London Waterloo Station from the 24th of April to the 23rd of May

### Record Breaking Tourism Achieved in February

The country's tourism industry performance is off to a thriving start this year and continues to break records with the month of February 2016 reaching a total of 549,725 visitors for a double-digit increase of 20.42% from 2015. In the past 62 months under the Aquino Administration, this has been the highest growth rate and the biggest volume of visitor arrivals.

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### Planned Press and Tour Operators Trips to the Philippines

In PDOT's London drive to raise awareness to both consumers and the travel industry, it is continually organising and implementing familiarization trips to the Philippines over the next few weeks.

Coming to the Philippines are tour operators together with airlines eager to expand their destination portfolios to the country; filming groups exploring the country's diverse fauna; bloggers and writers with commissions on UK's

national dailies and even bird tour operators.

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The entire month of April is officially the delicious Food Month in Manila which opens with Madrid Fusion Manila and culminates with the World Street Food Congress at April 9 and 16.

### PH among the top expats' choice - HSBC

The Philippines is one of the five best destinations for expats to feel "at home" instantly or within six months, the offshore banking arm of HSBC Group's latest survey revealed yesterday.

According to HSBC Expat, formerly HSBC International, the Philippines along with Bahrain, Malaysia, Mexico and Russia are the countries where expats settle in the fastest.



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As part of the Visit Philippines Again 2016 campaign, the Philippines Department of Tourism is launching a station domination series, starting with London Waterloo station from April 24 until May 23, 2016. To launch the station domination, the Philippines will feature a special immersion zone at the station to let the consumers have a taste and feel of the country's beauty and promise of "more fun" overall experience when they travel to the Philippines.

Commuters will have chance to win instant prizes or a holiday to the Philippines by taking "foot selfies" at the station and downloading the Philippines app. A seven-day fun adventure including flights, tours and accommodations in Manila, Cebu and Bohol awaits the lucky winner.



Apart from the experiential zone, the campaign will feature a month-long Philippine branding presence at the station including the digital screens, banners and floor media and showcase offers from Secret Escapes, Hayes and Jarvis, Explore, Dive Worldwide, Netflights and Philippine Airlines.

"The tourist arrivals to The Philippines for 2016 has already reached record numbers this year, growing by over 20% in February alone, and with such a vast variety of cultural and musical events, adventure and beach holidays and the Philippines being home to the most beautiful island in the world - Palawan - we are sure that there are many reasons to keep coming back to the Philippines", says Gerard O. Panga, Tourism Attaché and Director for Northern and Southern Europe.



A futuristic experiential media first activity. Commuters trying out the Philippine 360content inside virtual reality pods complete with background for the full experience.



Joining the competition was as easy as a "foot selfie" uploaded to social media with #VPAHolidaysUK.

## Record Breaking Tourism Achieved in February

For two consecutive months, the country's tourism grew by double digits at 13.17 percent in January and 20.42 percent in February. Total number of inbound visitors recorded from January – February 2016 is already at 1,091,983 or a 16.71% growth from the same period in 2015 and surpassing 1M visitor arrivals in just 2 months.

By regional grouping, East Asia is the country's biggest source of arrivals with 565,971, constituting more than half of the total visitor volume. Korea continues to supply the biggest arrivals to the country with a total of 284,763 arrivals. This market accounted for 26.08 percent which is more than one fourth of the total arrivals. Except for Hong Kong, all countries from the East Asian markets posted increases, with China reflecting the biggest growth of 107.88 percent from its arrivals of 62,976 in 2015 to 130,916 this year. Another high growth market is Taiwan which posted an increase of 30.89 percent.

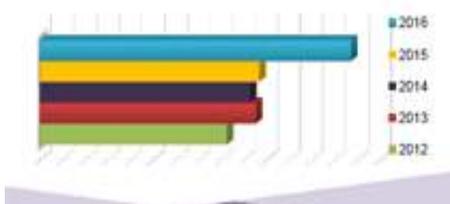


The United States of America ranked as the 2<sup>nd</sup> visitor-generating market with 155,796 visitors, constituting 14.27 percent of the total and recording a 9.54 percent increase from its arrivals of 142,226 in the same period of 2015. China which provided 130,916 visitors secured the 3<sup>rd</sup> spot, with a 11.99 percent share to the total. Japan followed by contributing 92,531 visitors, comprising 8.47 percent of the total inbound traffic. The 5<sup>th</sup> major market was Australia with 43,712 arrivals, comprising 4.00 percent of the total. Rounding up the top ten visitor markets are Canada (+18.36%) with 36,773 arrivals, Taiwan (+30.89%) with 35,344 arrivals, Singapore (+4.04%) with 28,376 arrivals, **United Kingdom (+20.98%)** with 28,238 arrivals, and Malaysia (+2.33%) with 23,990 arrivals.

Countries which also posted substantial growth in inbound traffic to the Philippines in January and February 2016 include France with 12,502 (+22.10%), Spain with 5,092 arrivals (+32.23%), Sweden with 7,073 arrivals (+21.09%), Indonesia with 8,824 arrivals (+16.66%), Switzerland with 6,494 arrivals (+17.09%), Netherlands with 6,049 arrivals (+13.83%), and New Zealand with 3,294 arrivals (+13.55%).

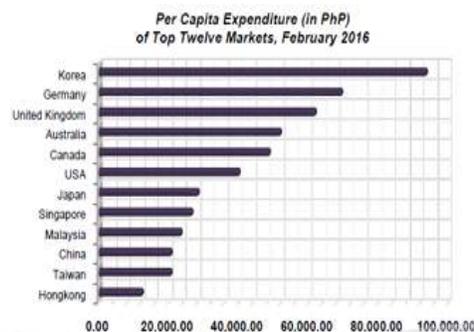
Visitor Receipts. Tourism activities for the month of February 2016 generated an estimated earnings of Php 27.49 billion which posted a growth of 42.09% from the earnings of February 2015 amounting to Php 19.35 billion.

Visitor Receipts (in Million PhP)  
February 2012 - 2016



Among the top twelve markets of the country, visitors from Korea also recorded the highest per capita spending for February 2016 with Php 93,860.46 while visitors from Germany provided the second largest per capita spending of Php 69,603.98.

**United Kingdom ranked third with per capita spending of Php 62,092.63.** Other top markets with high per capita spending include Australia with Php 52,081.82, Canada with Php 48,944.86 and U.S.A. with Php 40,302.14.



## Planned Press, Tour Operators and Airline Trips to the Philippines

In PDOT's London drive to raise awareness to both consumers and the travel industry, it is continually organising and implementing familiarization trips to the Philippines over the next few weeks.

Coming to the Philippines are tour operators together with airlines eager to expand their destination portfolios to the country; filming groups exploring the country's diverse fauna; bloggers and writers with commissions on UK's national dailies and even bird tour operators.

Earlier this month, TV personality **Robson Green** was in the Palawan to shoot for a one-off television show for ITV.

Set in Guntao Island, El Nido and in Manila, they documented the efforts of the celebrity as he embarked on a unique and highly personal travel adventure. His mission was to re-create, in a modern day context, the scenario where a man is left to fend for himself on an uninhabited island.

With Emirates Airlines launching their new route to Cebu from Dubai, PDOT London assisted the trip of two notable writers from **Travel Hack** and **The Independent Newspaper**, namely **Elle Croft** and **Kate Wills** respectively to promote the destination and its environs.

PDOT organised their arrangements on the ground which covered whaleshark interaction tours in Oslob, dolphins and seeing the Chocolate Hills as well as other attractions of Bohol. Both writers already posted a huge amount of content while out in the Philippines to their massive fanbase on social media. They will be releasing their respective articles on their publications before the end of the month.

Another article to look forward to will be a Philippines feature on **Wanderlust**, one of the UK's leading travel magazines. **Explore**, one of the largest adventure travel companies commissioned writer **Nick Bolous** to write about their 13-day program to Northern Philippines.

Famed TV personality **Kate Humble** who was in the Philippines this month, will be writing an article on the **Telegraph** newspaper.



The article will be focusing on Bohol as a destination along with the scuba diving opportunities, the culture and local activities.

**Dive Worldwide**, the largest selling dive operator for the Philippines arranged and supported all ground arrangements and activities in the Philippines for Kate Humble and her photographer with PDOT helping out with the flights.

**John Nightingale** one of the foremost underwater writers and photographers in the UK, was commissioned by **Geographical Magazine** for an article about the African wildlife of Calauit Island and by **DIVE Magazine** for an article on 'dugongs' and whale sharks of Southern Leyte.

**Alan Godwin** of **Reef and Rainforest**, a wildlife tour operator in the UK, is joining John on the trip with the aim of introducing a wildlife program on the Philippines.

Both visited the Philippines this month.

**Yorkshire Times**, one of the fastest growing online publications in the UK catering to the entire region, sent their writer **Philip Hopkins** this month to write about the attractions of Manchester, Davao, Manila, Baguio and Sagada.

Also this month, **Mark Stratton**, the travel writer of the year 2015, was in Manila to do a 24-hour travel feature in Manila which will also appear on **Wanderlust Magazine**. **Edsa Shangri-la** and **Crowne Plaza Hotels** hosted Mark during his stay there.

With twin-centre destination holidays to the Philippines and other regional destinations now becoming more mainstream,

Philippine Airlines organised a familiarization trip for UK tour operators together with Papua New Guinea Tourism board to both destinations.

Philippine ground handler **Intas Destinations**, PDOT and **Dusit** assisted with arrangements in Manila.

**Wildfoot Travel**, a luxury wildlife operator will also be travelling to Papua New Guinea and Manila from April – May to explore the birdwatching opportunities in both destinations.

**John Swindell** is set to visit Candaba swamp and see first-hand the Philippine endemics there for the development of a birdwatching program that will include a stop-over in Manila and nearby destinations.

Another twin-centre destination program that PDOT is working on is with Singapore and the Philippines.

In June, PDOT London is organising a familiarization trip for top UK tour operators together with **Shangri-la Hotels and Resorts** and **Singapore Airlines**.

The FAM will take operators including **Trailfinders**, **Emerald Travel**, **Travel Nation**, **Lees Travel**, **Jetset**, **Gold Medal**, **Travel Counsellors**, **Premiere Holidays** and **Black Tomato** among others to Boracay, Cebu and Singapore.

In July, the Philippines will be the sole destination on the First-Stop Singapore platform where the holiday packages of these operators will be primarily featured.

These familiarization trips will undoubtedly continue to generate interest among travellers to visit the Philippines' shores as they

constantly see the country's attractions on esteemed publications both online and offline.

PDOT London's partners in the UK travel industry too are well poised to meet this growing demand as they continue to build more holiday packages to the Philippines.



## Announcing... April as the Delicious Food Month in Manila

By Anton Diaz

The entire month of April is officially the delicious Food Month in Manila which opens with Madrid Fusion Manila and culminates with the World Street Food Congress at April 9 and 16.

An International Culinary Event you would not want to miss. Madrid Fusion Manila (MFM) is the first and only Asian edition of Madrid Fusion, the most important international gastronomy congress in the world, celebrated annually in Madrid since 2003. MFM brings together the most acclaimed avant-garde chefs from across the globe. On its first year, the theme of the congress was 'The Philippines and Spain: A 300-year Gastronomic Journey.'



In 2016, in celebration of the 450th anniversary of the Galleon Trade that linked Asia with the Western World, the theme of Madrid Fusion Manila 2016 will be 'The Manila Galleon: East Meets West', expanding the gastronomic conversation further, not only between two countries but between two very different parts of the world.

The brandchild of heritage and street food maven KF Seetoh of Makansutra, the WSFC was created in 2013 largely to capitalise on all the relevant aspects and opportunities of heritage street food culture around the world. It seeks to address three most pressing points of this culinary Street Food culture which serves to be the Pillars of the event:

Original Article:

<http://www.ourawesomeplanet.com/awesome/2016/04/april-delicious-food-month-manila-1.html>



## PH among the top expats' choice - HSBC

By Chino Leyco

The Philippines is one of the five best destinations for expats to feel "at

home" instantly or within six months, the offshore banking arm of HSBC Group's latest survey revealed yesterday.

According to HSBC Expat, formerly HSBC International, the Philippines along with Bahrain, Malaysia, Mexico and Russia are the countries where expats settle in the fastest.

HSBC said 40 percent of expats in the Philippines claim the country felt like home instantly or within six months.

Based on the survey, 57 percent of those living in the Philippines also say they have found their work to be more fulfilling since relocating.

"This is primarily because expats find it easy to fit in with their local colleagues, having approximately two-thirds of expats in the Philippines (65 percent) and Indonesia (67 percent) saying they are integrating well with the local community," the bank said.

According to the findings, many who join their partners overseas want to progress their own careers at the same time and take on new challenges in the Philippines.

In particular, 63 percent expat partners moving to the Philippines agreed they enjoy a closer relationship since moving.

Filipinos are known for their hospitality, which is why the Philippines ranking 9th in the Family league table can be attributed to this, HSBC said.

The family league table reviews expats' relationships, education, childcare, and impact of raising and integrating children abroad.

"Expats migrate to other countries not only with the hope of being able to pursue a successful career in their chosen country, but also to adapt well to the environment and culture of a new country," Wick Veloso, HSBC Philippines president and chief executive said.

He also pointed out that it is interesting yet not surprising to know that Philippines is in the top 10 countries where expats feel at home in less than six months.

"Indeed, expats living in the Philippines have found work to be more fulfilling because it is easy to fit in and feel welcome by locals whose warmth and hospitality come naturally," Veloso said.

Likewise, Veloso said that another integral part of living overseas is having access to financial services, adding the availability of loans and deposits are crucial, as this asserts them security while living abroad.

"Due to the unique demands that are required of expats, it is essential that they are able to reach out to financial advisers, who are more familiar with local procedures, and are able to understand their unique needs," Veloso said.

The survey's findings are being released as HSBC's 2016 Expat Explorer survey opens to respondent. Almost 22,000 expats took part in the 2015 Expat Explorer survey, ranking Singapore the top country for expats overall.



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