

The Philippines Reintroduces Itself to the British MICE Market at The Meetings Show

Under the able leadership of Philippine Department of Tourism (PDOT) Secretary Bernadette Romulo-Puyat through the Tourism Promotions Board (TPB) Philippines, the country's revitalized brand, It's More Fun in the Philippines, will debut at one of the UK's premier Meetings, Incentive Travel, Conventions and Exhibitions Events (MICE) exhibitions in 2019.

First on the list is the country's participation in The Meetings Show (TMS) 2019, scheduled for 26-27 June in London, England.

The British Meeting and Events Industry 2016/2017 survey listed The Meetings Show (TMS) as the number one visited trade show by the UK MICE buyers. A daily average delegate expenditure of GBP 151.00 for a four-night stay is reported on an average group size of 238. Should a single lead materialize, this will translate to an estimated PHP 9,700,000.00 for the Philippine economy.

The TPB leverages on the country's strengths as a dynamic business destination and one of the fastest growing economies in Asia, plus an expansive portfolio of industries—from manufacturing to services based—that attract a broad spectrum of global associations. An extensive choice of accommodations and facilities from hotels, resorts and convention centers, also caters to different markets and requirements. Not to be missed are breathtaking natural attractions and renowned Filipino hospitality coupled with our proposition as a value-for-money alternative.

To this end, Manila, Cebu, Iloilo, Bacolod, and Davao have been specifically identified as strategic MICE destinations. Each offers the best tourism products and services with vast opportunities for businesses, and with consistently growing local economies, attracted investors to build more hotels and meeting facilities.

For more information about the Philippine MICE industry, please log on to <https://www.tpb.gov.ph/mice>.

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