

It's more fun in the  
**Philippines**



IT'S MORE FUN IN THE PHILIPPINES

Welcome to your June 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.

## First Quarter Visitor Arrivals to the Philippines Reach an All Time High

The country's tourism industry performance is off to an excellent start this year with the first quarter visitor figures reaching an all time high.

Visitor figures from the UK in March grew by 24.68% with the total Jan – March arrivals growing at 22.53% amounting to 49,097 tourists. The global growth rate for the Philippines for the first quarter was 15.12%.

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## Philippines' First UK Station Domination Campaign turns out to be a resounding Success

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## Philippines Gains Enormous Positive Publicity from Organised Press and Travel Trade Trips to the Philippines

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## DOT, Instagram's hottest male traveller team up to promote tourism

# Philippines Tourism E-Newsletter

## June 2016

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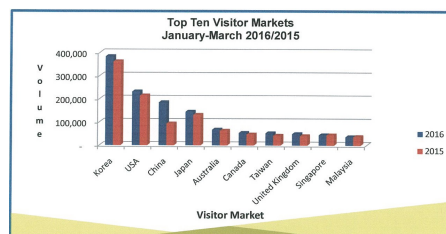
## Philippines' First UK Station Domination Campaign turns out to be a resounding Success

States of America ranked as the 2<sup>nd</sup> visitor-generating market with 231,233 visitors constituting 14.43% of the total, an 8.02% increase from its arrivals of the same period last year.

China which provided 184,512 visitors secured the 3<sup>rd</sup> spot with an 11.52% share to the total, Japan followed with 143,624 visitors. The 5<sup>th</sup> major market was Australia with its 67,256 arrivals.

Rounding up the top ten visitor arrivals are Canada with 53,301 arrivals and Taiwan with 52,102 arrivals. **The United Kingdom maintained its position as the highest source market from Europe and the 8<sup>th</sup> highest overall with 49,097 arrivals and a 22.53% growth rate over the first quarter figures last year.** Singapore followed with 44,441 arrivals and finally Malaysia with 36,601 arrivals.

In addition to the top 10 markets, countries with high substantial growth rate in inbound traffic are: Hong Kong, Germany, India, France, Spain with 7,748 arrivals (+30%), Sweden with 9,870 arrivals (+21.09%), Switzerland with 9,390 arrivals (+15.61%), Netherlands with 8,921 arrivals and Denmark with 6,776 arrivals (+29.34%).



## Philippines Gains Enormous Positive Publicity from Organised Press and Travel Trade Trips to the Philippines

Many of the writers who have recently embarked on familiarization trips organised by PDOT London has since returned and recently published numerous articles, blogs and guides on their visit to the country.

Following the trip last year of Peter Lloyd to the Philippines as part of the press trip with Philippine Airlines ([www.philippineairlines.com](http://www.philippineairlines.com)), he published his article on the destination on Daily Mail last March to reach its 224,934,062 monthly subscribers. Titled, "Done Thailand? Asia's new must-see destination is the Philippines... complete with thriller Manila and 7,000 perfectly-

preserved paradise islands", the article has been shared over 17,000 times. <http://goo.gl/Ao2JZr>

Next, Elle Croft of the Travel Hack and Kate Wills of the Independent have released their articles on the Philippines on their respective platforms recently. Both have been sent as part of Emirates' drive to promote their new direct route to Cebu. PDOT organised their itineraries in Cebu and Bohol allowing them to see the whalesharks, tarsiers and dolphins in these locales.

Titled the "A Mini-Guide to the Philippines", Elle Croft's article will reach Travel Hack's 100,000 monthly subscriber base. <http://goo.gl/VcScMo>

The Independent article of Kate Wills, "Travel Guide to... the Philippines" will be read by the publications 3,082,936 users. <http://goo.gl/RnwKHS>

Last May, Kate Humble, one of the UK's most well known wildlife personalities published her article as the headline piece of the Sunday Telegraph's travel section. Her visit to the Philippines last April was organised by Dive Worldwide (<http://www.diveworldwide.com/>) with support from PDOT to experience the underwater and over ground attractions of Bohol. Kate's article, "Kate Humble: Diving for the weird and wonderful in the Philippines" is a triple-page spread which will reach a readership of 5,341,345 readers in online and print. <http://goo.gl/yIgrhB>

Last, Philip Hopkins released his guide on Manila, "Thriller-Manilla-Absolutely!" on midlands publication Yorkshire Times following his visit. The primary publication for the region has 1,000,000 unique readers. <http://goo.gl/xqhKW4>

More positive publicity for the Philippines is expected as writers, bloggers and videographers come back from the travels to the country so continue to watch this space.

## DOT, Instagram's hottest male traveller team up to promote tourism

By Alexandra Caole Vila

MANILA, Philippines - Globetrotting hunk Jeremy Jauncey is in the Philippines, for a good cause.

Jauncey, the brains behind the company Beautiful Destinations is currently working with the Philippines's Department of Tourism (DOT) to promote some of its top destinations.

## First Quarter Visitor Arrivals to the Philippines Reach an All Time High

For the first three months, the country's tourism grew by double digits at 13.17 percent in January, 20.42 percent in February and 11.86 percent in March. The total number of inbound visitors recorded from January – March 2016 already reached 1,391,836 or a 15.12% growth from the same period in 2015.

Korea supplied the biggest arrivals to the country with a total of 383,544 arrivals for the first quarter of 2016. This market accounted for 23.94% of the total arrivals. The United

These include Cebu, Bohol, Palawan, Manila and Pangasinan. In a press release, DOT announced that their partnership with the social media agency will bring a boost to the tourism industry in the country.

From May 11 to 24, Jauncey, together with his Beautiful Destinations's team will promote the beautiful spots by posting photos and videos of their adventure in the Philippines using their social media accounts (Facebook, Twitter, Instagram, Snapchat) which have more than 10 million followers around the world, as well as the DOT accounts.

DOT Secretary Ramon Jimenez Jr. noted how big social media is in the Philippines and how it has helped the It's More Fun in the Philippines campaign. In addition, he said that reaching out to audience in a platform that is widely used such as social media is a big step towards making the country's presence more felt.

## Luxury Travelers Descend on Cebu, Bohol

By Katlene O. Cacho

LUXURY travel company Abercrombie & Kent recently explored tourism sites in Cebu and Bohol as part of its 26-day world tour across 10 countries.

Department of Tourism (DOT) 7 Director Rowena Montecillo said the 55 guests, including the staff and crew of Abercrombie & Kent headed by its founder and chairman, Geoffrey Kent, arrived last week. She said it was the first luxury group to visit the

Philippines and the first private jet tour by the company to the country.

The group stayed for three nights in Cebu and did a whole-day countryside tour in Bohol, where they explored the famous sites like Chocolate Hills and were entertained by the Loboc Children's Choir.

According to Montecillo, Abercrombie & Kent embarked on a chartered flight to Bohol via Philippine Airlines. They also rented choppers for aerial tours of Chocolate Hills.

"These are the type of guests who do luxury travel. They value so much their time that they opt not to travel by land," said Montecillo.

The Cebu-Bohol itinerary was handled by Sharp Travel Agency.

Abercrombie & Kent has catered to luxury travel since 1962.

Originally, Abercrombie & Kent was founded to provide travel to Africa. Now, the travel company has expanded with numerous destinations such as Antarctica, the Arctic, Asia, Australia, New Zealand, Egypt, Middle East, Europe, India, Latin America, and North America.

Abercrombie & Kent's visit to the Philippines stemmed from the invitation of DOT Secretary Ramon Jimenez Jr. in one of his travels abroad. Montecillo said the tourism secretary invited Kent to include the Philippines in their world tour itinerary.

"It is an honor for the country to welcome this group. These are the type tourists who travel in

class. Everything (from arrival to departure) is done in special arrangements. We have handled VIP tours, but this is more than that. It's more exclusive," she said, adding that guests of Abercrombie & Kent normally pay at least \$200,000 per person to join the world tour.

The Philippines has been eyeing to capture the high-spending luxury travel market.

"The group's visit in Cebu and Bohol opens opportunity for the Philippines to be known in the international luxury travel market," said the regional tourism chief.

She added that the group was pleased by the country's warm hospitality from the arrangements, services, food and entertainment.

"In fact, Mr. Kent expressed his intention to come back on the same month next year," said Montecillo.

According to the special study of the World Travel Monitor conducted by IPK International published last year, the global luxury travel sector posted the strongest growth among all tourism and travel sectors, growing 48 percent over a five-year period, while other types of foreign trips grew by 28 percent.

IPK International is a tourism consulting company that does travel research, tourism marketing, and tourism master plans.



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