

# PRESS RELEASE

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### **Philippine Tourism Roadshow in Australia Jumpstarts in Sydney, Australia**

12 September 2016 – The Tourism Promotions Board (TPB) of the Philippines and the Philippine Department of Tourism organized the Philippine Tourism Roadshow in Australia starting with a travel trade event in Sydney, Australia on 12 September 2016 at the Four Seasons Hotel, Melbourne on 14 September and Brisbane on 16 September 2016.

The event brought together Philippine hotel and destination management companies to meet with Australian businesses to promote Philippine Tourism products. Deputy Chief Operating Officer of TPB Maricon Ebron led the plenary session of the Philippine Tourism Sales Presentation during the afternoon.



The event in Sydney capped off with a dinner reception where H.E. Minda Calaguian-Cruz, Philippine Ambassador to Australia, welcomed all the participants of the Philippine Tourism Show. In her remarks, Ambassador Calaguian-Cruz said the Philippines welcomed 241,187 Australian tourists while Australia welcomed 90,200 Filipino tourists

to Australia.<sup>1</sup> She presented a challenge for everyone for two-way tourism to reach new heights in the next ten years.

She said this tourism business mission is timely as we mark the 70th Anniversary of the establishment of diplomatic relations between the Philippines and Australia. It is a prime time to capitalize on these opportunities to promote the Philippines as a prime tourist and investment destination with a wealth of culture, adventure and history.

The Philippine companies who participated in the events are Philippine Airlines, Cebu Pacific Air, Baron Travel Corporation, Discovery Shores Boracy, Dusit Thani Manila, Fairways & Bluewater Newcoast Boracay, Rajah Tours Philippines, Pier Uno Dive Resort, Rakso Air Travel & Tours, The Lind Boracay, Plantation Bay Resort & Spa, Tribal Adventure Tours Inc., Shangri-La Boracay Resort & Spa and TPB's MICE Department.

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<sup>1</sup> <http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/3401.0May%202016?OpenDocument>