



Consulate General of the Republic of the Philippines

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## PRESS RELEASE

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### Top Philippine Destinations, Ambassadors' Tour Promoted at Philadelphia Travel and Adventure Show



L-R Ms. Luz Navarro, Tourism Representative in New York Susan Del Mundo, and Ms. Emelita Blaza reach out the large US mainstream market at the Philadelphia Travel and Adventure Show (photos by PDOT-NY)

14 March 2018, New York – The Philippine Department of Tourism New York Office promoted top Philippine tourist destinations at the annual Philadelphia Travel and Adventure Show held from 10-11 March 2018 at the Pennsylvania Convention Center.

Leading the Philippine Delegation was Philippine Tourism Representative in New York Susan Del Mundo with Tourism staff members Ms. Luz Navarro, and Ms. Emelita Blaza. They were joined by representatives from the Philippine travel sector and Philippine Airlines (PAL).

For more information, visit [www.newyorkpcg.org](http://www.newyorkpcg.org) and [www.facebook.com/PHConsulateNY](https://www.facebook.com/PHConsulateNY)

The Philadelphia Travel Show welcomes at 10,000 to 20,000 visitors every year to see the travel offerings presented by hundreds of exhibitors. The Philadelphia Travel Show is also a premiere tourism marketing destination as over 70% of visitors purchase trips from a supplier they first meet through this platform. It is billed as the “Ready-to-Buy” event for the travel industry in the Americas.

The Philippines marketed top Philippine destinations such as Palawan, Boracay, Cebu, Bohol, Manila as well as supporting the efforts of Philippine Airlines to promote its direct flight from New York to Manila.

The Philippine Team likewise promoted the 2018 Ambassadors’ Tour scheduled from 9-15 July 2018 in Manila, Cebu, and Bohol. The Ambassadors’ Tour, now on its 12<sup>th</sup> year, brings together Filipinos, Filipino-Americans, and mainstream US visitors to the Philippines for a special tour designed to introduce top Philippine sites, cuisine, and culture to the North American market. END



Ms. Charisse Arboleda of PAL assists visitors inquiring about flight options to the Philippines