

36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

BOOSTING NEXTGEN TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

CO-PRESENTED BY:



LOVE
THE PHILIPPINES

TPB
PHILIPPINES

OFFICIAL CREDIT CARD PARTNER:



SPONSORS:



GCash



Philippine Airlines
The Heart of the Filipino

OFFICIAL MEDIA PARTNERS:



MANILA BULLETIN

Tempo

MEDIA PARTNERS:



balikbayan

BILYONARYO

CH-NOY



96.3 EASY ROCK

Lakbay



life

malaya Business Insight

ME



spot

simplol.ph



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I. ORGANIZER

I. ORGANIZER



The Philippine Tour Operators Association (PHILTOA), Inc. is the biggest association of travel agencies and tour operators in the Philippines, advocating responsible, inclusive and sustainable tourism.



A non-stock, non-profit organization founded on 12 June 1986. Its nationwide membership, composed of tour operators, travel agencies, accommodation, transportation, and other tourism-related establishments, organizations and institutions.

The association, with its close partnership with the Department of Tourism through one of its attached agencies, the Tourism Promotions Board-Philippines (TPB-PHL) has been in the forefront of inbound and domestic tourism promotion, marketing, product development and tourism professional development for the last 36 years.

The collaboration and partnership are very evident during the annual staging of Philippine Travel Mart (PTM), which started as a government program in 1999. It was turned over to PHILTOA in 1994, mandating the association for uninterrupted annual staging of the Philippine Travel Mart.

PTM still continues to showcase the country's different tourism destinations and marketing the latest Philippine tour offerings. The exhibition has made its mark and is now considered to be one of the most important tourism events in the country.

810-811 8th Cityland 10 Tower 1, H.V. de la Costa Street,
Salcedo Village, Makati City
Metro Manila, Philippines



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II. EVENT MANAGEMENT

PHILTOA SECRETARIAT

810-811 8th Flr. Cityland 10 Tower 1 , H.V. de la Costa Street,
Salcedo Village, Makati City
Metro Manila, Philippines

Tel. nos : (632) 8 812-4513;
: (632) 8 822-6964
Email : info@philteroa.com
Website : www.philteroa.com

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III. ORGANIZING COMMITTEE

III. ORGANIZING COMMITTEE



CHAIRMAN

Mr. Arjun P. Shroff
Shroff Intl Travel Care



PROGRAMS

Ms. Maria Lourdes F. Japson
Strikers Travel Corp



SALES, BUSINESS PROSPECTS AND SPONSORSHIP

Ms. Mary Ann F. Ong
Bridges Multi Business Services



REGISTRATION

Ms. Dolly Santos
Golden Sky Travel



PUBLICITY AND PROMOTION

Mr. Harold S. Atondo
ATDX Incorporated



FINANCE

Ms. Nihma I. Karay
CTPH Lifestyle & Travel Services



TRAVEL FAIR

Mr. Eliezer P. Casas
EC Minds Tours



PUBLICITY AND PROMOTION

Ms. Shanna Almazan
The Bellevue Resort Bohol



REGISTRATION

Ms. Jinky Toribio
Pacific Cross Insurance Corp.

A. COMMITTEE CHAIRMAN AND MEMBERS

TRAVEL FAIR
Carlo Silpedes

- Jovy Caldejon
- Eliezer Casas

**BOOTH SALES AND
MARKETING**
Mary Ann Ong

- PHILTOA Event
Secretariat

**PUBLICITY AND
PROMOTIONS**
Harold Atondo

- Cia and Co.
- Shanna Almazan

**EVENT
SECRETARIAT**

- PHILTOA Event
Secretariat

PROGRAM
Maria Lourdes
Japson

- Roylan Modina
- Dave Gatdula
- PHILTOA Event
Secretariat

REGISTRATION

- Dolly Santos
- Jinky Toribio
- PHILTOA Event
Secretariat

FINANCE
Nihma Karay

- PHILTOA Event
Secretariat

We extend our sincere appreciation to Mr. Carlo Silpedes, Directors Roylan Modina and Dave Gatdula, and LPU Manila for their invaluable contributions and collaboration, which significantly contributed to the success of the 36th Philippine Travel Mart..



36th Philippine Travel Mart

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IV. OFFICIAL CONTRACTORS

IV. OFFICIAL CONTRACTORS

BOOTHS



Address:

324 Navy Rd. Veterans
Village, Brgy. Holy Spirit
Quezon City, 1127

Telephone:

287226940

Mobile:

0995-310-1809

Facebook:

@msdgodspeed2022

SOUNDS AND LIGHTS



Address:

#67 Banner Ave. Fourth
Estate Subdivision,
Parañaque City

Mobile:

0927-645-5513

0932-133-9953

Facebook:

Psycho Mix Sounds &
Lights

PHOTOGRAPHER/ VIDEOGRAPHER



Address:

Block 4 Lot 1 Sugartown
Subdivision, Batasan
Hills, Quezon City

Mobile:

0917-790-5525

Facebook:

[https://kevinkho.myport
folio.com](https://kevinkho.myportfolio.com)

PR AND SOCIAL MEDIA MANAGEMENT CO.



Address:

2155 Kaimito St., Garcia
Subd., Brgy. San Antonio,
Biñan, Laguna

Mobile:

0917-883-7835

(Chystel Ilano Acuna)

Email:

ciaandco.ph@gmail.com

PROGRAM DIRECTOR BY



Address:

San Mateo Rizal

Telephone:

02-289-8775

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0917-654-2935

0921-884-3595

Facebook:

WeRDEventsPlanner

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V. PARTNERS AND SPONSORS

V. PARTNERS AND SPONSORS

A. CO-PRESENTERS



B. OFFICIAL CREDIT CARD PARTNER



C. OFFICIAL AIRLINE PARTNER



D. SPONSOR



V. PARTNERS AND SPONSORS

E. OFFICIAL MEDIA PARTNERS



MANILA BULLETIN



V. PARTNERS AND SPONSORS

F. OTHER MEDIA PARTNERS



WhenInManila.com



36th Philippine Travel Mart

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VI. EVENT BRIEF

A. 36th PHILIPPINE TRAVEL MART

The Philippine Travel Mart (PTM) traces its roots to 36 years ago as a dedicated travel trade exhibition organized by the Department of Tourism. Initially launched as a platform to showcase Philippine destinations to international travel trade buyers attending the Philippine Travel Exchange (PHITEX), PTM has since grown into the country's longest-running and most dynamic Travel Trade Sale and Exhibition.

Over the years, PTM has expanded beyond its original purpose. By opening its doors to the public, it introduced exclusive onsite discounts, special promotions, and exciting deals from exhibitors—capturing the hearts of countless travel enthusiasts. Always attuned to the changing needs of both domestic and international travelers, PTM continues to evolve, offering fresh attractions and innovative features year after year.

Now on its 36th year, PTM proudly celebrates its coral anniversary. This milestone highlights its enduring legacy while embracing today's vibrant millennial market with interactive experiential exhibits, affordable tour packages, and newly discovered destinations—perfect for fulfilling bucket lists and turning #travelgoals into reality

Explore New Destinations and Experiences

Since 1989, the Philippine Travel Mart (PTM), organized by the Philippine Tour Operators Association (PHILTOA), has been a premier platform for showcasing curated exhibits and tour packages from local government units and industry partners. With a strong focus on sustainable tourism and community engagement, PTM continues to connect travelers with meaningful journeys across the Philippines and Asia.

Now in its 36th year, PTM carries the theme “Boosting NextGen Tourism,” reflecting its commitment to innovation and evolving travel trends. Known for its trusted partnerships with reputable agencies, PTM offers travelers exclusive discounts of up to 50% on accommodations, airfare, and tour packages.

This year introduces exciting new highlights: enhanced connectivity across Palawan's gems—El Nido, San Vicente, and Puerto Princesa; immersive tours to Tawi-Tawi and Zamboanga, showcasing stunning landscapes and vibrant cultures; and Camiguin's “Sunrise to Sunset” adventure, packed with activities that let visitors experience the island's coastal and mountain attractions in one full day.

BOOSTING NEXTGEN TOURISM

The theme for the 36th Philippine Travel Mart 2025, “Boosting NextGen Tourism,” champions the future of travel with a bold and forward-looking vision. This year’s event highlights four key pillars: Sustainability, Wellness, Inclusivity, and Digital Innovation.

Travelers can look forward to eco-conscious adventures that protect the planet, wellness escapes that restore balance, inclusive experiences that welcome every kind of explorer, and cutting-edge digital solutions that make journeys smarter and more seamless.

“Boosting NextGen Tourism” is a call to action—empowering travelers, communities, and the industry to embrace a vibrant new era of tourism that is meaningful, innovative, and future-ready.

The event’s highlights include:

- **Exclusive PTM Discounts**
- **B2C (Business-to-Consumer) Meetings** where travelers can "book and buy" exclusive holiday packages, special airfare promotions, accommodations, and other tourism services—available only during this 3-day event!

Attending the Philippine Travel Mart 2025 goes beyond exclusive travel deals—it’s an opportunity to immerse in the innovations and ideas shaping the future of tourism. Anchored on the pillars of sustainability, wellness, inclusivity, and digital innovation, the event showcases how travel can evolve to be more purposeful, accessible, and future-driven.

This year’s theme, “Boosting NextGen Tourism,” captures this momentum—empowering both travelers and industry leaders to explore fresh possibilities, forge meaningful connections, and embrace a new era of tourism that is dynamic, responsible, and ready for the next generation.

Show Dates:

05 - 07 September 2025
Friday to Sunday

Venue:



SMX Convention Center Manila, Halls 1 – 4
Seashell Lane, SM Mall of Asia Complex,
Pasay City, Metro Manila, Philippines

Exhibition Hours:

05 September 2025	1100H – 1800H
06 September 2025	1000H – 1800H
07 September 2025	1000H – 1800H

VI. EVENT BRIEF

D. EVENT PROGRAMS

36TH PHILIPPINE TRAVEL MART EVENT PROGRAMS

DAY 1 - SEPTEMBER 5, 2025

TIME		ACTIVITY
9:00 AM	10:00 AM	Opening Time
10:00 AM	11:55 AM	Opening Ceremonies
11:55 AM	12:20 PM	GCASH
12:20 PM	12:35 PM	Lunch
12:35 PM	12:40 PM	AYALA LAND HOSPITALITY
12:40 PM	13:05 PM	TPB
13:05 PM	13:10 PM	RAFFLE
13:10 PM	13:30 PM	DEPARTMENT OF TOURISM REGION 8
13:30 PM	13:35 PM	RAFFLE
13:35 PM	13:55 PM	PROVINCIAL GOVERNMENT OF NORTHERN SAMAR
13:55 PM	14:00 PM	RAFFLE
14:00 PM	14:20 PM	TRAVELLERS INTERNATIONAL HOTEL GROUP INC.
14:20 PM	14:25 PM	RAFFLE
14:25 PM	14:45 PM	BARMM
14:45 PM	14:50 PM	RAFFLE
14:50 PM	15:10 PM	ILOCOS NORTE TOURISM OFFICE
15:10 PM	15:15 PM	RAFFLE
15:15 PM	16:00 PM	LGU - KALIBO/AKLAN
16:00 PM	16:05 PM	RAFFLE
16:05 PM	16:25 PM	PROVINCIAL GOVERNMENT OF CAVITE
16:25 PM	16:30 PM	RAFFLE
16:30 PM	16:50 PM	DOT - REGION 4A
16:50 PM	17:15 PM	EASTWEST BANK
17:15 PM	17:40 PM	PAL
17:40 PM	17:55PM	RAFFLE
17:55 PM	19:00 PM	Closing Time

VI. EVENT BRIEF

D. EVENT PROGRAMS

DAY 2 - SEPTEMBER 6, 2025

TIME		ACTIVITY
9:00 AM	10:00 AM	Opening Time
10:00 AM	10:05 AM	Morning Spiel
10:05 AM	10:30 AM	PAL
10:30 AM	10:35 AM	RAFFLE
10:35 AM	10:55 AM	LGU CAGAYAN DE ORO
10:55 AM	11:00 AM	RAFFLE
11:00 AM	11:20 AM	PROVINCIAL GOVERNMENT OF CAGAYAN
11:20 AM	11:25 AM	RAFFLE
11:25 AM	11:50 AM	EASTWEST BANK
11:50 AM	11:55 AM	RAFFLE
11:55 AM	12:20 PM	GCASH
12:20 PM	12:35 PM	Lunch
12:35 PM	12:40 PM	AYALA LAND HOSPITALITY
12:40 PM	13:05 PM	TPB
13:05 PM	13:10 PM	RAFFLE
13:10 PM	13:30 PM	DOT - REGION 13
13:30 PM	13:35 PM	RAFFLE
13:35 PM	13:55 PM	SUBIC BAY METROPOLITAN AUTHORITY
13:55 PM	14:00 PM	RAFFLE
14:00 PM	14:20 PM	PROVINCE OF NEGROS OCCIDENTAL
14:20 PM	14:25 PM	RAFFLE
14:25 PM	14:45 PM	LGU - MALAY
14:45 PM	14:50 PM	RAFFLE
14:50 PM	15:10 PM	DOT - REGION 12
15:10 PM	15:15 PM	RAFFLE
15:15 PM	15:35 PM	DOT - REGION 5
15:35 PM	15:40 PM	RAFFLE
15:40 PM	16:00 PM	DOT - NCR
16:00 PM	16:05 PM	RAFFLE
16:05 PM	16:25 PM	DOT - CAR
16:25 PM	16:30 PM	RAFFLE
16:30 PM	16:50 PM	LGU CORON PALAWAN
16:50 PM	16:55 PM	RAFFLE
16:55 PM	17:15 PM	ARAW HOSPITALITY GROUP
17:15 PM	17:20 PM	RAFFLE
17:20 PM	17:40 PM	PROVINCE OF SAMAR
17:40 PM	17:55PM	RAFFLE
17:55 PM	19:00 PM	Closing Time

VI. EVENT BRIEF

D. EVENT PROGRAMS

DAY 3 - SEPTEMBER 7, 2025

TIME		ACTIVITY
9:00 AM	10:00 AM	SUNDAY MASS
10:00 AM	10:05 AM	Morning Spiel
10:05 AM	10:30 AM	PAL
10:30 AM	10:35 AM	RAFFLE
10:35 AM	10:55 AM	DOT REGION 1
10:55 AM	11:00 AM	RAFFLE
11:00 AM	11:20 AM	PROVINCIAL GOVERNMENT OF BATANES
11:20 AM	11:25 AM	RAFFLE
11:25 AM	11:50 AM	EASTWEST BANK
11:50 AM	11:55 AM	RAFFLE
11:55 AM	12:20 PM	GCASH
12:20 PM	12:35 PM	Lunch
12:35 PM	12:40 PM	AYALA LAND HOSPITALITY
12:40 PM	13:05 PM	TPB
13:05 PM	13:10 PM	RAFFLE
13:10 PM	13:30 PM	DEPARTMENT OF TOURISM REGION 10 (LGU CAMIGUIN)
13:30 PM	13:35 PM	RAFFLE
13:35 PM	13:55 PM	CAPIZ PROVINCIAL GOVERNMENT
13:55 PM	14:00 PM	RAFFLE
14:00 PM	14:20 PM	DOT - REGION 4B
14:20 PM	14:25 PM	RAFFLE
14:25 PM	14:45 PM	MEGAWORLD HOTELS & RESORTS
14:45 PM	14:50 PM	RAFFLE
14:50 PM	15:00 PM	DOT REGION 11
15:00 PM	15:10 PM	DOT REGION 9
15:10 PM	15:15 PM	RAFFLE
15:15 PM	15:35 PM	LGU - COTABATO CITY
15:35 PM	15:40 PM	RAFFLE
15:40 PM	16:00 PM	QUEZON PROVINCIAL TOURISM OFFICE
16:00 PM	16:05 PM	RAFFLE
16:05 PM	16:25 PM	PROVINCIAL GOVERNMENT OF PALAWAN
16:25 PM	16:30 PM	RAFFLE
16:30 PM	16:50 PM	LGU - ZAMBOANGGA
16:50 PM	16:55 PM	RAFFLE
16:55 PM	17:40 PM	Break and Finalizing of winners
17:40 PM	19:00 PM	Awarding Ceremonies

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VII. PROGRAMS

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A. OPENING CEREMONIES

1. SYMBOLIC NURTUREMENT



PHILTOA proudly opens the 36th Philippine Travel Mart with the theme “*Boosting NextGen Tourism*,” a continuation of last year’s call to action and symbolic seed-planting. This year, we nurture those seeds and strengthen our journey guided by the four transformative pillars of sustainability, digitization, inclusivity, and health and wellness—key drivers of a vibrant and future-ready tourism industry.

Breaking away from the traditional ribbon-cutting, PHILTOA chose a more meaningful gesture to embody this vision. Our distinguished VIPs, together with the PHILTOA President, participated in a *Nurturement Ceremony*, each holding a wooden watering pot to nourish young plants. These plants symbolize the seeds of last year’s advocacy, now being cultivated into growth, resilience, and renewal.

This act underscores our steadfast commitment to advancing tourism through innovation and responsibility. As these plants take root and flourish, they reflect our collective aspiration for a tourism sector that is sustainable, inclusive, technology-driven, and centered on well-being—empowering both today’s and the next generation of travelers and communities alike.

1. SYMBOLIC NURTUREMENT



The 36th Philippine Travel Mart opened with vibrance and pride, beginning with a spirited Drum and Lyre performance that set an energizing tone. A solemn doxology by the John Van de Steen Male Choir followed, uplifting the ceremony with harmony and grace. The Republica Filipina Reenactment Group then led the Entrance of Colors, instilling a deep sense of patriotism and national pride.

Hon. Mayor of Pasay City extended a warm welcome, followed by PHILTOA President Arjun Shroff's inspiring opening message, setting the stage for the theme "*Boosting NextGen Tourism.*" Guests were further entertained by the Philippine Amusement and Entertainment Corporation (PAEC), whose performance captured the creativity and vibrancy of Filipino culture.

The highlight of the ceremony was the keynote address from the Hon. Secretary of Tourism, who shared a forward-looking vision for shaping the future of Philippine tourism. The event concluded with an exclusive tour of the exhibits by VIPs and PHILTOA's Board of Trustees—celebrating the industry's diversity, innovation, and commitment to a future-ready tourism sector.

VII. PROGRAMS

A. OPENING CEREMONIES

1. SYMBOLIC NURTUREMENT



VII. PROGRAMS

B. EXHIBITORS PRESENTATION

1. DAY 1



VII. PROGRAMS

B. EXHIBITORS PRESENTATION

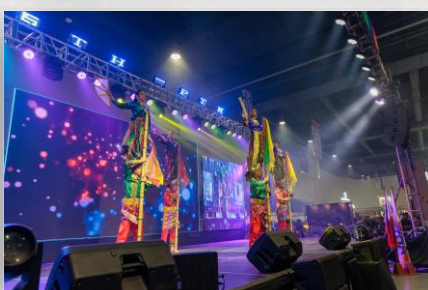
2. DAY 2



VII. PROGRAMS

B. EXHIBITORS PRESENTATION

3. DAY 3





VII. PROGRAMS

D. CLOSING CEREMONIES

1. AWARDING



36th Philippine Travel Mart

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VIII. EXHIBITION LAYOUT

VIII. EXHIBITION LAYOUT



A. BOOTH SUMMARY

36TH PHILIPPINE TRAVEL MART 2025			
BOOTH TYPE	SIZE (SQM)	NO. OF BOOTHS	TOTAL AREA COVERED
PAVILION	54	31	1,674
ISLAND PAVILION	36	19	684
SUPER PRIME	9	42	252
PRIME	6	68	408
REGULAR	6	131	786
FOOD RETAILER	6	15	90
NON-FOOD RETAILER	6	11	66
		317	3,960

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IX. HIGHLIGHTS

BOOSTING NEXTGEN TOURISM

Automation

**4 Pillars
incorporated
in the booth
and exhibitors**

**Opening Ceremony
symbolic
nourishment
of responsible
tourism for
the future**

**Social Media
participation
and increased
awareness**



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X. EXHIBITORS' PROFILE

Exhibitors, as per products and services:

EXHIBITOR'S PROFILE		
BOOTH TYPE	MAIN EXHIBITOR	CO-EXHIBITOR
TOUR OPERATORS/TRAVEL AGENCIES	38	
ACCOMMODATION	104	46
AIRLINES AND TRANSPORTATION	3	
GOVERNMENT/LGU	42	32
OTHER SERVICES	17	
RETAILER (FOOD, APPAREL, EQUIPMENT)	16	
PARTNERS & SPONSORS	4	
SUB-TOTAL	224	78
TOTAL		302

Exhibitors, as per products and services:

LOCAL GOVERNMENT UNITS/ REGIONALS

1. AKLAN PROVINCIAL GOVERNMENT
2. CAPIZ PROVINCIAL GOVERNMENT
3. CITY GOVERNMENT OF ZAMBOANGA
4. DEPARTMENT OF TOURISM CORDILLERA ADMINISTRATIVE REGION
5. DEPARTMENT OF TOURISM MIMAROPA
6. DEPARTMENT OF TOURISM REGION 1
7. DEPARTMENT OF TOURISM REGION 2
8. DEPARTMENT OF TOURISM REGION 4A
9. DEPARTMENT OF TOURISM REGION 5
10. DEPARTMENT OF TOURISM REGION 6
11. DEPARTMENT OF TOURISM REGION 7
12. DEPARTMENT OF TOURISM REGION 8
13. DEPARTMENT OF TOURISM REGION 9
14. DEPARTMENT OF TOURISM REGION 11
15. DEPARTMENT OF TOURISM REGION 12 - SOCCSKSARGEN
16. DEPARTMENT OF TOURISM REGION 13 CARAGA
17. DOT NCR REGIONAL OFFICE
18. LGU CAGAYAN DE ORO
19. LGU CAMIGUIN (DOT 10)
20. LGU CORON PALAWAN
21. LGU COTABATO CITY
22. LGU DOLORES

Exhibitors, as per products and services:

LOCAL GOVERNMENT UNITS/ REGIONALS

1. LGU KALIBO
2. LGU MALAY
3. LGU PASAY
4. METRO ILOILO AND GUIMARAS ECONOMIC DEVELOPMENT COUNCIL
5. MINISTRY OF TRADE, INVESTMENTS, AND TOURISM (MTIT) - BARMM
6. PAGCOR
7. PHILIPPINE RETIREMENT AUTHORITY
8. PROVINCE OF NEGROS OCCIDENTAL
9. PROVINCE OF NEGROS ORIENTAL
10. PROVINCE OF OCCIDENTAL MINDORO
11. PROVINCE OF SAMAR
12. PROVINCIAL GOVERNMENT OF BATANES
13. PROVINCIAL GOVERNMENT OF CAGAYAN
14. PROVINCIAL GOVERNMENT OF CAVITE
15. PROVINCIAL GOVERNMENT OF ILOCOS NORTE
16. PROVINCIAL GOVERNMENT OF LAGUNA
17. PROVINCIAL GOVERNMENT OF NORTHERN SAMAR
18. PROVINCIAL GOVERNMENT OF PALAWAN
19. QUEZON PROVINCIAL TOURISM OFFICE
20. SUBIC BAY METROPOLITAN AUTHORITY
21. TOURISM INFRASTRUCTURE ENTERPRISE ZONE

Exhibitors, as per products and services:

TOUR OPERATORS / TRAVEL AGENCIES

1. AERAVENTURES TRAVEL
2. ARRIENDA TRAVEL AND TOURS
3. ATDX INCORPORATED
4. BORACAY ISLAND TRAVEL AGENCIES AND TOUR OPERATORS ASSOCIATION
5. CALAMIAN ISLANDS TRAVEL AND TOURS
6. CEBU TRIP TOURS & RENT A CAR
7. CESTDECHERRY TRAVEL & TOURS
8. CICERONE TRAVEL AND EVENTS
9. CITY RISE TOURISM LLC
10. CTPH LIFESTYLE & TRAVEL SERVICES
11. DAKILA PRIME TRAVEL
12. EXPRESS MILES TRAVEL AND TOURS CORP.
13. GASKIE ADVENTURE TRAVEL AND TOURS CORP
14. JY TRAVEL AND TOURS
15. KARA TRAVEL AND TOURS
16. LANDSAIR TOURS & TRAVEL CORP
17. M&RC TRAVEL AND TOURS
18. MAD SUN TRAVEL AND TOURS
19. METRO WANDERER TRAVEL SERVICES
20. MIDSCYR TRAVEL AND TOURS
21. MPQ TRAVEL AND TOURS
22. PAPH TRAVEL AND TOURS
23. RAJAH TRAVEL CORPORATION
24. RAMYER TRAVEL & TOUR
25. REGENT TRAVEL
26. ROYAL DESTINATION TRAVEL AND TOURS INC
27. SHROFF TRAVEL
28. SOUTHWEST TOURS INC.
29. STRIKERS TRAVEL CORP.
30. THE LIND BORACAY
31. TKTQ TRAVELS
32. TRAVEL SPECIALIST VENTURES GROUP, INC
33. TRAVELINK TRAVEL AND TOURS
34. UNI-ORIENT TRAVEL INC.
35. VACATION HOLIDAYS & JOURNEY TRAVEL AND TOURS INC
36. VIA PHILIPPINES TRAVEL CORPORATION
37. VICTORY OF ALTHEA'S TRAVEL AND GENERAL SERVICES
38. WALKTHEPLANET INC.
39. WORLD MASTER INTERNATIONAL TRAVEL

Exhibitors, as per products and services:

HOTELS AND RESORTS

1. ACE HOTEL & SUITES
2. AHG HOTELS AND RESORTS
3. ALMOST HEAVEN LAKE HOTEL
4. ALTA D' TAGAYTAY HOTEL
5. ALTA VISTA DE BORACAY
6. ANFLO RESORT DEVELOPMENT CORPORATION
7. ARTERRA HOTEL & RESORT INC.
8. ASSOCIATION OF HUGOM AND LAIYA RESORT OWNERS
9. AYALA LAND HOSPITALITY
10. BAGUIO COUNTRY CLUB CORPORATION
11. BAMBOO BEACH RESORT
12. BAYVIEW PARK HOTEL MANILA
13. BB INTERNATIONAL LEISURE AND RESORT DEVT. CORP
14. BE HOTELS & RESORTS
15. BEST WESTERN IVYWALL
16. BLUEWATER RESORTS
17. BOHOL BEACH CLUB
18. BORACAY MANDARIN ISLAND HOTEL
19. CHMI HOTELS & RESIDENCES INC. (ACACIA DAVO)
20. CHROMA HOSPITALITY INC.
21. CIRCULO HOTEL INC.
22. CLUB AGUTAYA RESORT
23. CLUB BALAI ISABEL HOTEL & RESORT
24. CLUB WYNDHAM
25. COAST BORACAY
26. CORO HOTEL
27. CORON SOLEIL GARDEN RESORT INC.
28. CROWN REGENCY HOTELS AND RESORTS
29. DANA O ADVENTURE PARK
30. DISCOVERY HOSPITALITY CORPORATION
31. DUSIT DAVAO
32. ENCHANTED KINGDOM INC.
33. ESTANCIA DE LORENZO
34. EUROTTEL HOTEL
35. F&C HOTELS & RESORTS (ESTACIA UNO)
36. FAIRWAYS AND BLUEWATER RESORT GOLF & COUNTRY CLUB INC.
37. FERENZO HOLDINGS AND DEVELOPMENT CORP (AUREO LA UNION)
38. FOREST CREST NATURE HOTEL & RESORT
39. FOUR POINTS BY SHERATON PALAWAN
40. GLOBAL ONE HOTEL GROUP, INC (MEGAWORLD HOTELS & RESORTS)
41. H RESORT - THE CORAL CLIFF
42. HIPPOCAMPUS CEBU INC. - PURA VIDA BEACH AND DIVE RESORT
43. HOLIDAY SUITES
44. HOTEL SOGO
45. HOTEL101 MANAGEMENT CORP
46. HUE HOTELS AND RESORTS
47. JPARK ISLAND RESORT & WATERPARK MACTAN CEBU
48. JW RESORTS INC (EL RIO Y MAR RESORT)
49. KANDAYA RESORT
50. LA CARMELA DE BORACAY HOTEL
51. LA CASA BLANCA DE VIGAN HOTEL
52. LAS CASAS FILIPINAS DE ACUZAR
53. LIHIM RESORTS EL NIDO
54. LULJETTA'S PLACE
55. MAISON BUKANA PRIVATE RESORT
56. MARCO VINCENT CO., INC
57. MIA BELLA CORPORATION (CITY GARDEN SUITES MANILA)
58. MILLENNIAL RESORTS CORPORATION
59. MISIBIS RESORT AND HOTEL MANAGEMENT INC.
60. MITHI RESORT AND SPA
61. MOVENPICK RESORT & BORACAY
62. NEW COAST HOTEL MANILA
63. NOVOTEL MANILA ARANETA CITY
64. NOVOTEL SUITES MANILA AT ACQUA
65. OCEANICA RESORT

Exhibitors, as per products and services:

HOTELS AND RESORTS

66. ONE OF COLLECTION
67. PANGLAO VISTA SUITES
68. PARADISE GARDEN RESORT HOTEL & CONVENTION CENTER BORACAY
69. PATIO PACIFIC BORACAY
70. PHINMA MICROTTEL HOTELS INC.
71. PONTEFINO HOTEL
72. PRESTIGE HOSPITALITY MANAGEMENT CORP
73. PRINCESA GARDEN ISLAND RESORT AND SPA
74. RANCHO BERNARDO LUXURY VILLAS & RESORT
75. RED PLANET HOTEL
76. REGENT TRAVEL
77. RICHVILLE HOTEL MANAGEMENT INC - VIVERE HOTEL
78. ROBINSONS HOTELS AND RESORTS
79. SAMBA BLUEWATER RESORT
80. SM PRIME HOLDINGS INC. - LANSON PLACE MALL OF ASIA MANILA
81. SM PRIME HOLDINGS INC. - PICO SANDS HOTEL
82. SM PRIME HOLDINGS INC. - TAAL VISTA HOTEL
83. SOL Y VIENTO HOTELS AND RESORTS
84. SOLEA HOTEL CEBU CORPORATION
85. SOTOGRANDE DAVAO HOTEL INC.
86. SUNLIGHT HOTELS & RESORTS
87. TAG RESORT
88. TAGAYTAY COUNTRY HOTEL
89. THE ALPHA SUITES
90. THE ASCOTT LIMITED PHILIPPINES
91. THE BELLEVUE RESORTS
92. THE DISTRICT BORACAY
93. THE FARM AT SAN BENITO
94. THE HENRY HOTEL
95. THE MANILA HOTEL
96. THE ORIENTAL HOSPITALITY AND RESTAURANT MANAGEMENT SERVICES INC
97. TRAVELLERS INTERNATIONAL HOTEL GROUP INC.
98. TUGAWA COVE RESORT
99. TWO SEASONS HOTEL AND RESORTS
100. VENUS PARKVIEW HOTEL
101. WATERFRONT HOTELS AND CASINO
102. WORLDHOTEL MAKATI INC. DBA I'M HOTEL
103. ZOOMANITY GROUP
104. ZURI HOTELS AND RESORTS

Exhibitors, as per products and services:

OTHER SERVICES

1. ADORNO 72 HOME DECORS
2. AQUALIVING RVS APPLIANCES TRADING
3. ENDURALAND DEVELOPMENT CORPORATION
4. FPG INSURANCE CO., INC.
5. FRIENDSHIP TOURS AND RESORTS CORPORATION
6. GCASH
7. MEGAWORLD SAN VICENTE COAST INC.
8. MULTIPRIME PHILIPPINES INC
9. MUST BE SUN RETAIL CORP
10. PACIFIC CROSS INSURANCE, INC.
11. PHILIPPINE AMUSEMENT AND ENTERTAINMENT CORPORATION
12. PUGCUP
13. SELCOUTH CO. INC.
14. SHILOH 777 SOLUTIONS
15. STANDARD INSURANCE
16. WP NOZUMO2.0 (ALKALINE & SAUNA)

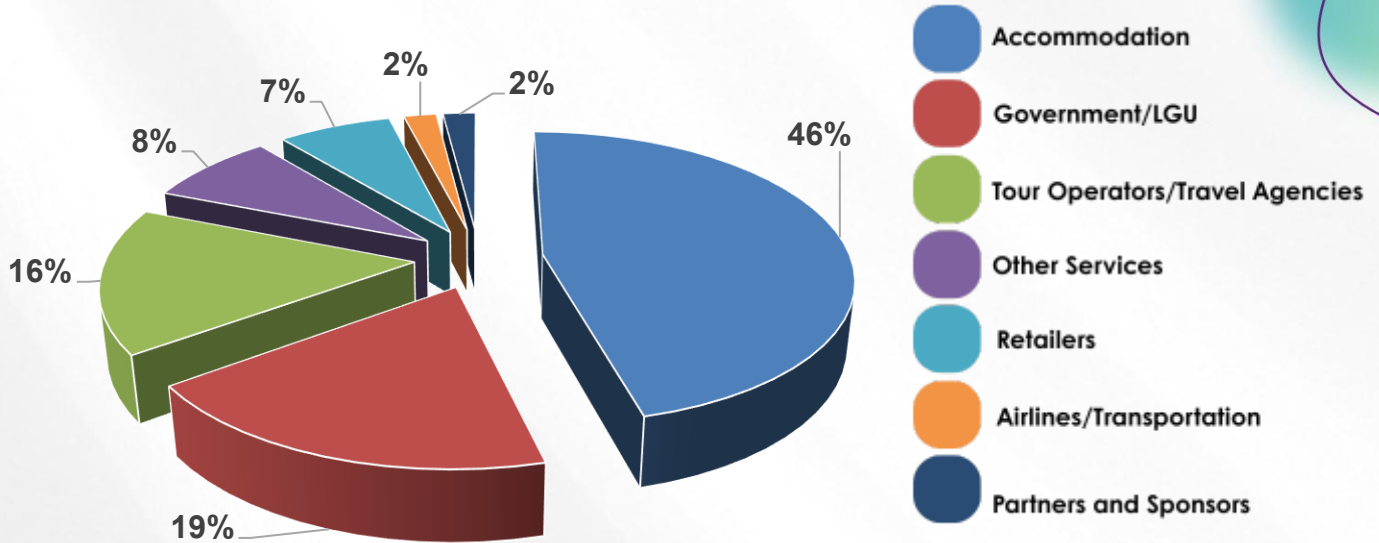
AIR, SEA & LAND TRANSPORTATION

1. SUNLIGHT AIRWAYS CORPORATION
2. STARLITE FERRIES INC.
3. PHILIPPINES AIRASIA

RETAILERS (FOOD, APPAREL, EQUIPMENT)

1. AQUAMUNDO SPORTS INC.
2. D' FAMOUS RED BOX CORPORATION
3. ELEKTRO KUECHE EK HOME APPLIANCES TRADING
4. GASKIE FOOD HUB
5. GLORIA'S GOTO
6. HAPPY DELIGHTS, INC.
7. ISLAND HOME SUPPLY
8. JACILDO'S HANDICRAFT
9. LUGGAGE MASTER
10. MARIGOLD MANUFACTURING CORP.
11. ONSÉ CAFÉ
12. PALAWAN PEARLS BY TRENDY MERCH NOVELTY SHOP
13. PICTUREBOOKS
14. STEAK GARAGE
15. TURAGON CO.
16. WAFFLES & SODA CORP
17. WELLWAVE CO. (HIRO)

Exhibitors, as per products and services:



36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XI. MARKETING COLLATERALS

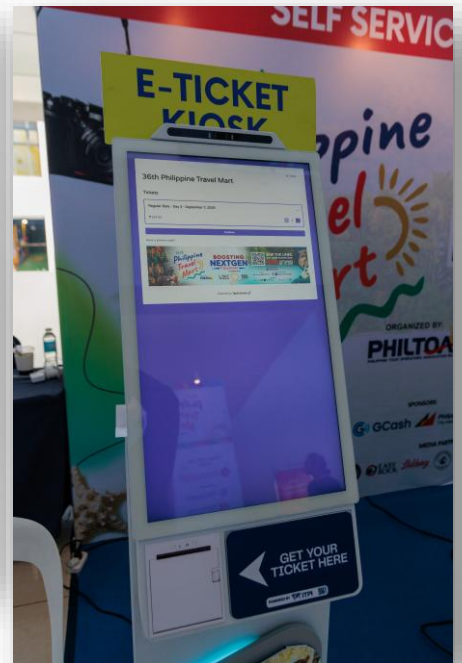
A. Welcome Arch



B. Directory Board



C. Registration Counter



D. Plant Box Banner



E. Perimeter Island Lamp Post Banners



F. T-Stands



G. 2nd Level Railing Banners



H. LED Billboard– LRT Cubao



H. LED Billboard– EDSA



I. Secretariat Booth

J. Perimeter Billboard – North Side



K. Stage



L. Opening Ceremony Invite



OPENING CEREMONY

FRIDAY, SEPTEMBER 5, 2025 | 9:00 AM
SMX CONVENTION CENTER

9:00 AM - 10:00 AM

Exclusive Entrance for EastWest Bank

10:00 AM - 10:10 AM

Entrance of the VIPs

10:10 AM - 10:15 AM

Doxology and National Anthem

10:15 AM - 10:25 AM

Welcome Remarks by Mayor Imelda Calixto-Rubiano

10:25 AM - 10:35 AM

Opening Remarks by the President, Arjun Shroff

10:35 AM - 10:50 AM

Symbolic Nurturement (Opening Ceremony)

10:50 AM - 11:00 AM

Inspirational Message by EastWest Bank CEO, Mr. Jerry Ngo

11:00 AM - 11:20 AM

Keynote Speech by Secretary Christina Garcia Frasco

11:20 AM - 11:25 AM

Presents the Plaques of Appreciation to the Department of Tourism

11:25 AM - 11:35 AM

Performance

11:35 AM - 11:45 AM

Presents the Plaques of Appreciation to the Tourism Promotions

Board - Philippines, DOT Regional Directors and Photo Opportunity

11:45 AM - 12:00 PM

Tour of the Exhibit

36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XII. TRAVEL FAIR

M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



N. Booth Exhibits (Super Prime 3x3m)



N. Booth Exhibits (Super Prime 3x3m)



N. Booth Exhibits (Super Prime 3x3m)



O. Booth Exhibits (Prime 2x3m)



O. Booth Exhibits (Prime 2x3m)



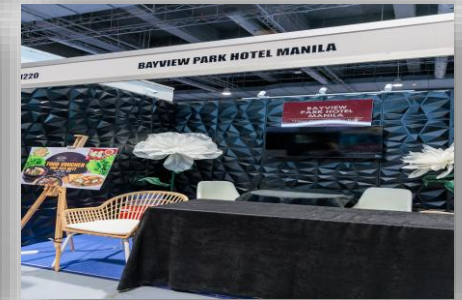
O. Booth Exhibits (Prime 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



36th Philippine Travel Mart

ORGANIZED BY:
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PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XIII. BUSINESS TRANSACTIONS

1. General

- Academe/ Students
- Association Executives
- Consumer/ General Public
- Corporate Buyers
- Corporate Organizations
- Diplomatic Community
- Hospitality Professionals
- Expats
- Media
- Multinational Companies
- Tour Operators / Travel Agencies

2. Foot Traffic

43,050

Total Foot Traffic for 3 Days



B. ONSITE SALES

PHP 204,782,110.33



C. LEADS GENERATED

PHP 491,477,064.79

36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
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XIV. AWARDS

A. BOOTH COMPETITION

CATEGORIES

1. REGIONAL OR PROVINCIAL
2. CITY OR MUNICIPALITY
3. CORPORATE OR PRIVATE COMPANY

CRITERIA FOR JUDGING BOTH ROUNDS AS FOLLOWS:

DESIGN AND CONCEPT, CREATIVITY AND UNIQUENESS (20%)

It speaks of the destination's attraction and how it is effectively promoted. It brings a strong message of its potential and beauty as an attraction.

SUSTAINABILITY AND ECO-DESIGN (20%)

Materials used in creating the booth should be eco-friendly and not harmful to the environment.

MARKETING RELEVANCE & CONSUMER ATTRACTION (20%)

Sales and marketing efforts are present and visible within the booth. It is a "crowd drawer"

INCLUSIVITY (20%)

showcasing initiatives that involve and benefit local communities, promoting cultural heritage, and supporting local economies.

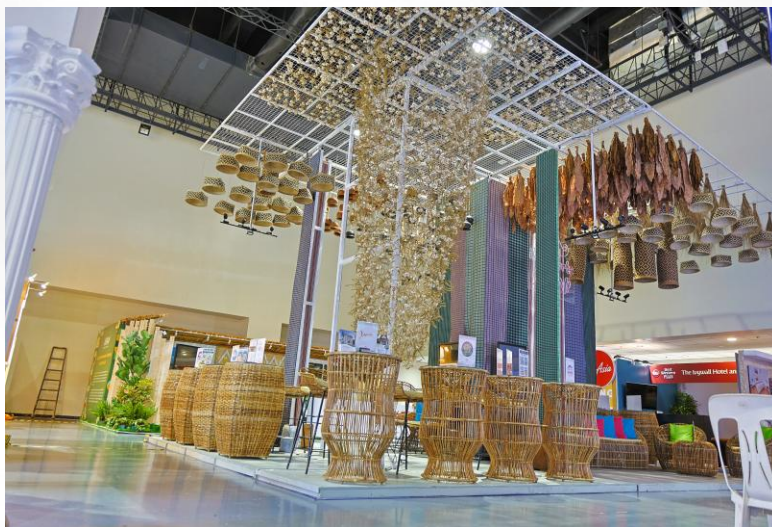
INNOVATION (20%)

Use of Technological Integration such as use of AR/VR, interactive displays, digital innovations like QR codes, and other cutting-edge technologies.

TOTAL: (100%)

REGIONAL / PROVINCIAL

2nd Runner Up
Provincial Government of Ilocos Norte



1st Runner Up
**Bangsamoro Autonomous Region in Muslim
Mindanao (BARMM)**



REGIONAL / PROVINCIAL

WINNER

Province of Capiz



CITY / MUNICIPALITY

2nd Runner Up
LGU Malay



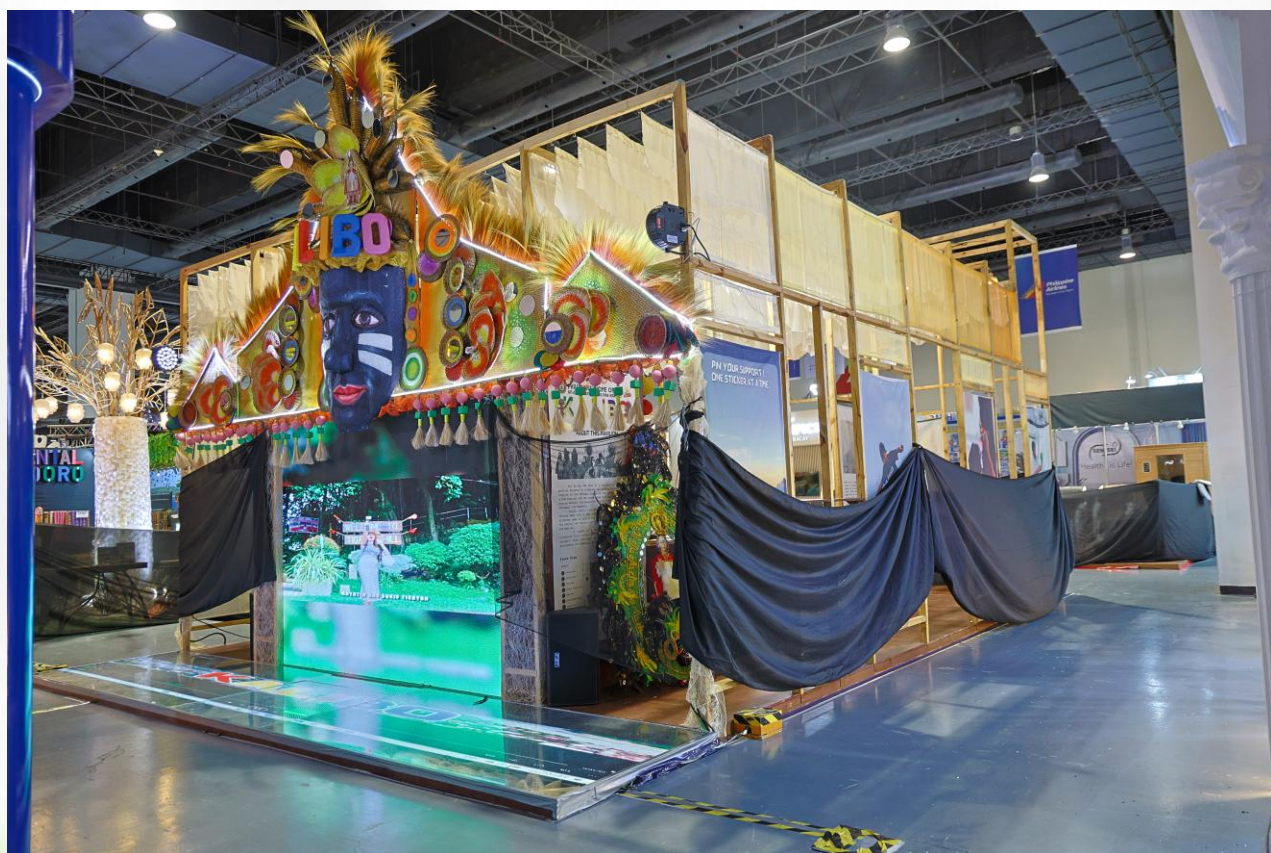
1st Runner Up
LGU Cotabato City



CITY / MUNICIPALITY

WINNER

LGU KALIBO



CORPORATE / PRIVATE COMPANY

2nd Runner Up
PAEC



1st Runner Up
Tagaytay Country Hotel



CORPORATE / PRIVATE COMPANY

WINNER

**RANCHO BERNARDO VILLAS
AND RESORT**



B. PEOPLE'S CHOICE AWARD

This award is exclusively available to Pavilion Exhibitors. Trade fair visitors will receive stickers upon registration, along with instructions to place them on the "I LOVE THIS BOOTH" panels at their preferred booths. Each sticker represents ONE (1) vote. At the end of each day, the stickers will be counted and recorded. The Pavilion Exhibitor accumulating the highest total number of stickers throughout the event will be declared the winner.

PEOPLE'S CHOICE AWARD

WINNER

**DEPARTMENT OF TOURISM 12
SOCCSKSARGEN**



1, 610 Votes

C. BEST PRESENTATION (ONSTAGE)

CRITERIA FOR JUDGING:

COSTUME/DESIGN/VISUAL IMPACT (20%)

The aesthetic appeal of your presentation, including the use of costumes, stage design, and overall visual impact.

RELEVANCE TO THE THEME: LOVE THE NEXTGEN TOURISM (20%)

How well your presentation aligns with and promotes the PTM's theme of innovative and sustainable tourism.

AUDIENCE IMPACT (20%)

The level of engagement and reaction from the audience, including interactive elements and overall interest generated.

EFFECTIVE MARKETING AND PROMOTION (20%)

The effectiveness of your presentation in marketing and promoting your tour packages or services.

TIME MANAGEMENT (20%)

Adherence to the allocated time slot, ensuring a well-paced and timely presentation.

TOTAL (100%)

XIV. AWARDS

C. BEST PRESENTATION (ONSTAGE)

2nd Runner Up

Provincial Government of Capiz



1st Runner Up

LGU - Cotabato City



Winners

Province of Aklan and LGU Kalibo



36th Philippine Travel Mart

ORGANIZED BY:
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XV. AWARD TOKENS



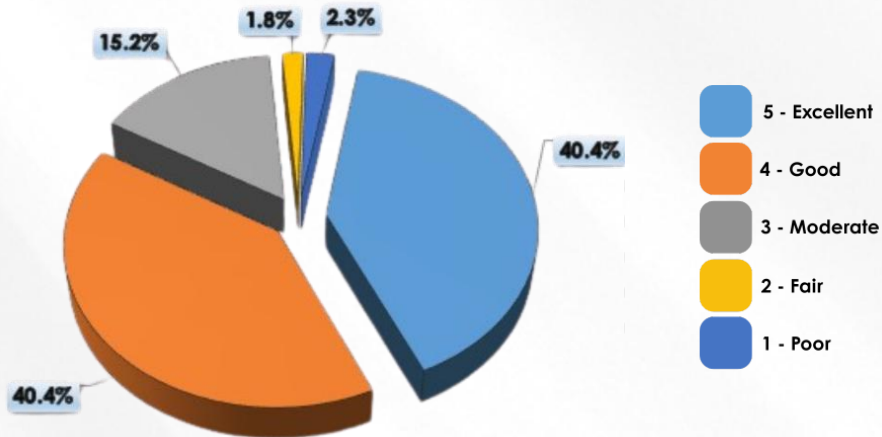
36th Philippine Travel Mart

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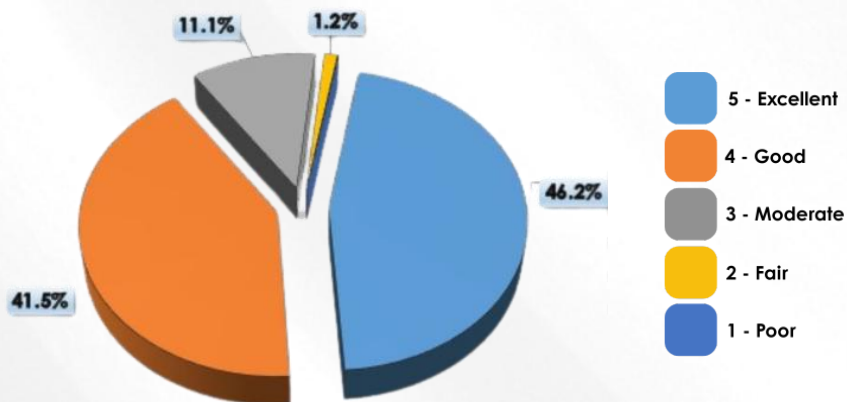
XVI. EXHIBITORS' SURVEY RESULT

XVI. EXHIBITORS' SURVEY RESULT

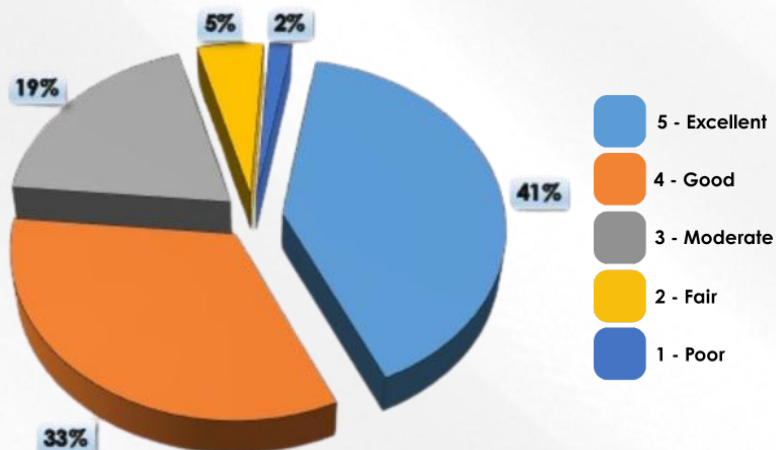
To what extent were you able to meet your objectives?



Overall Assessment of the 35th PTM

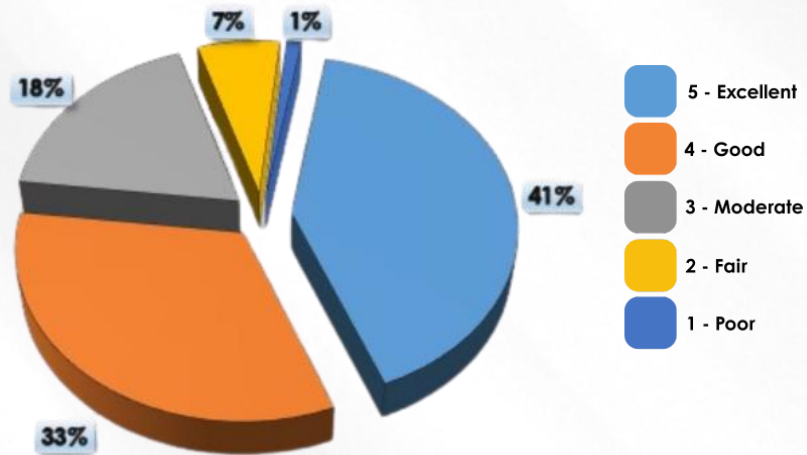


The visitor traffic was ranked favorably

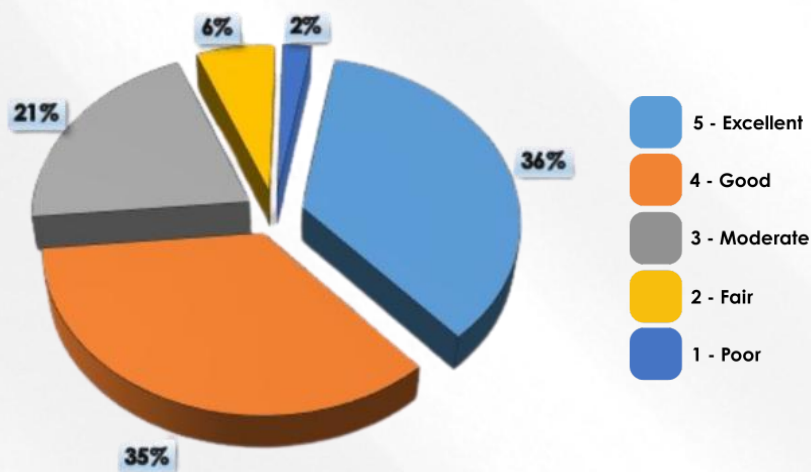


XVI. EXHIBITORS' SURVEY RESULT

How would you rank the quality of visitors?

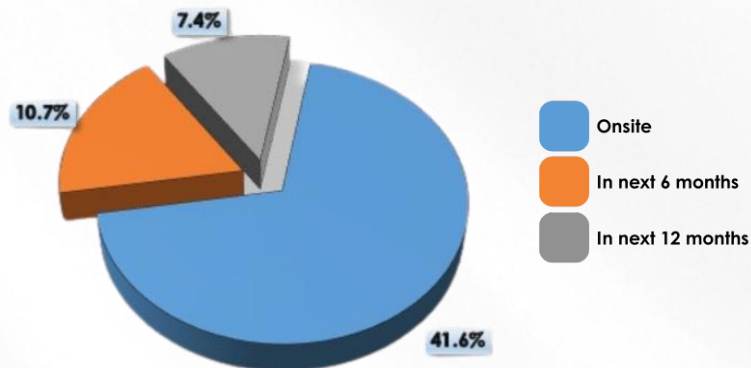


How would you assess the business generated at the fair?

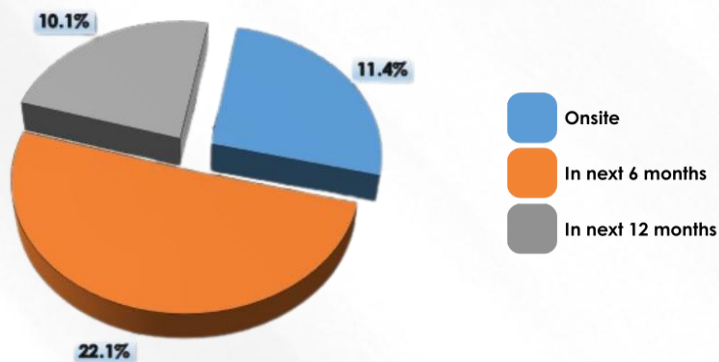


XVI. EXHIBITORS' SURVEY RESULT

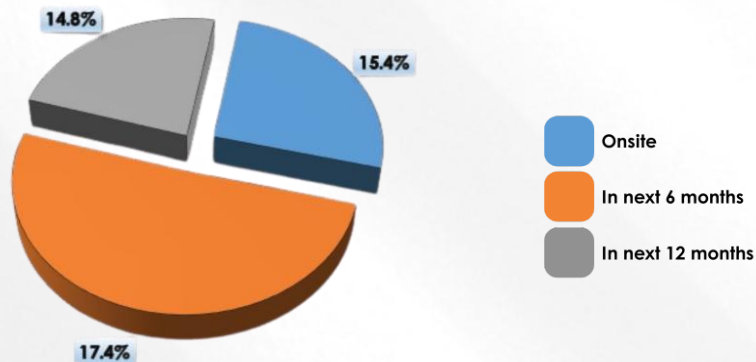
Php 250,000 or less



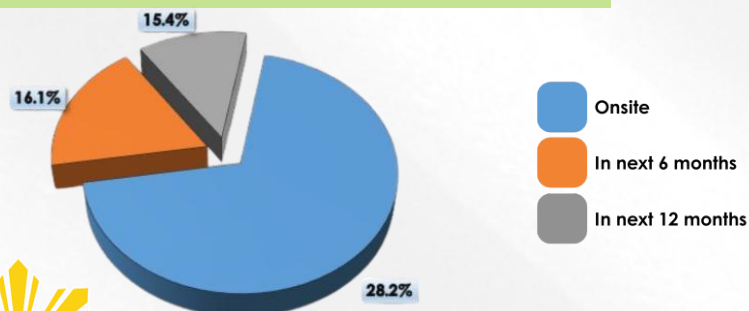
Php 251,000 to 500,00



Php 501,000 to 1M



Php 1M or more



XVI. EXHIBITORS' SURVEY RESULT

Ranking the Services of:

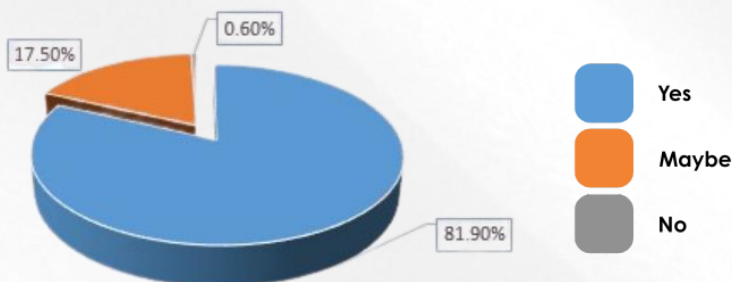
	5 - Excellent	4 - Good	3 - Moderate	2 - Fair	1 - Poor
A. Event Organizer/Manager:					
Responsiveness prior to the show	66.27%	30.18%	2.37%	0.59%	0.00%
Quick response to problem solving	56.80%	37.87%	5.33%	0.00%	0.00%
Organization of build-up and move-in	57.99%	33.14%	6.51%	1.18%	1.18%
During on-site and pre-show preparations	57.99%	34.32%	6.51%	1.18%	0.00%
Communication services	58.58%	35.50%	4.14%	1.18%	0.59%
Advertising and promotion program	65.09%	28.40%	6.51%	0.00%	0.00%

B. Official Contractor					
Responsiveness prior to the show	54.40%	38.10%	5.40%	1.40%	0.00%
Quick response to problem solving	50.30%	36.70%	10.20%	0.70%	1.40%
Organization of build-up and move-in	49.70%	36.70%	8.80%	2.70%	1.40%
During on-site and pre-show preparations	49.00%	40.10%	6.80%	2.70%	0.00%
Communication services	53.70%	35.40%	6.10%	2.00%	0.70%

Anticipated Net Space for the 37th PTM

Type of Booth	Numbers
6 sqm Retailer Booth	64
6 sqm Prime Booth	40
6 sqm Regular Booth	5
9 sqm Super Prime Booth	41
36 sqm Island Pavilion Booth	19
54 sqm Pavilion Booth	9

Planning to Participate in the 37th PTM



36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XVII. PUBLICITY AND PROMOTIONS

XVII. PUBLICITY & PROMOTIONS

A. PRESS RELEASE (MEDIA LAUNCH)

PROGRAM




ORGANIZED BY:    

CO-PRESENTED BY:

MEDIA LAUNCH

JULY 25, 2025
THE PENINSULA MANILA, MAKATI CITY

Registration of invited guests, industry partners, and media personnel
Distribution of press kits and IDs
Welcome, refreshments, and networking

OPENING PROGRAM

Opening Remarks (PHILTOA Pres. Arjun Shroff)
Message of Support from the Secretary of the Department of Tourism to be read by Undersecretary Shahlimar Hofer Tamano
Video Message of Support from Tourism Promotions Board (COO Marga Nograles)
Welcome by the Event Host/Emcee

36th PTM 2025 Preview Presentation

AVP Presentation: Theme, Key Programs & Strategic Highlights
Overview of new initiatives, featured destinations, and innovation

Messages from Official Partners

Message from the Official Credit Card Partner (EastWest Bank)
Message from the Official Airline Partner (Philippine Airlines)
Walk through on customer's registration journey by the Official Technology Partner (ITPI)

Media Q&A / Open Forum

The Event Emcee introduces all PHILTOA Board Members as panelists
Interactive Q&A session with members of the media
Panel includes PHILTOA Officers, Event Chair, and Key Partners

Photo Opportunity / Group Shots

Official group photo with organizers, sponsors, speakers, and media partners

Networking

Light snack served
Informal networking with media, partners, and stakeholders
Display/booth walkthrough (if applicable)

Closing & Media Kit Reminders

Distribution of tokens of appreciation
Media coverage invitations for the main 36th Philippine Travel Mart event
Closing Remarks (36 PTM Chairperson)
*** End of Media Launch Program ***

OFFICIAL CREDIT CARD PARTNER:     

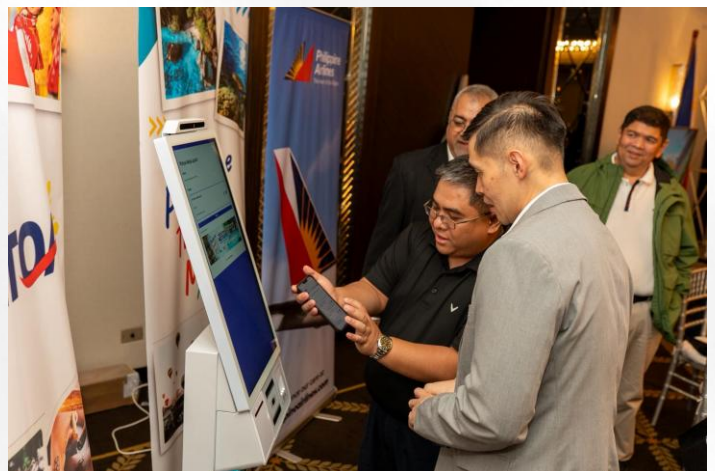
SPONSORS:     

MEDIA PARTNERS:



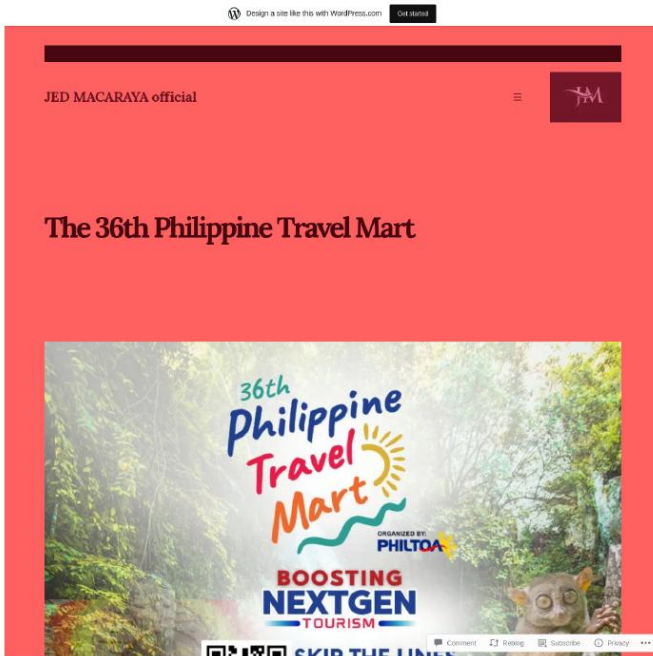
XVII. PUBLICITY & PROMOTIONS

A. PRESS RELEASE (MEDIA LAUNCH)



XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



> wordpress.com

26th Jul 2025

The 36th Philippine Travel Mart – JED MACARAYA official

[View online](#)

Web

Views *
2.6 M

Readership *
166.6 M



> philstar.com

'Aggressive destination,' good deals to score at 36th Philippine Travel Mart | Philstar.com

[View online](#)

Web

Views *
39.6 K

Readership *
2.1 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

ADVERTISEMENT

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MANILA BULLETIN

Philippines World Business Opinion Lifestyle Entertainment Sports


Manila Bulletin > Lifestyle > Travel > PHILTOA launches the 36th Philippine Travel Mart: Boosting the NextGen Tourism

Lifestyle | Travel

PHILTOA launches the 36th Philippine Travel Mart: Boosting the NextGen Tourism

By MBrand

Published Aug 2, 2025 9:42 pm



The Philippine Tour Operators Association (PHILTOA) proudly launched the 36th Philippine Travel Mart (PTM) with an exclusive media event at The Peninsula Manila, setting the stage for the country's most anticipated travel expo happening on September 5-7, 2025 at the SMX Convention Center Manila.

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> mb.com.ph

2nd Aug 2025

Manila Bulletin - PHILTOA launches the 36th Philippine Travel Mart: Boosting the NextGen Tourism

[View online](#)

Web

Views * 34.5 K

Readership * 1.9 M

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MANILA BULLETIN

Philippines World Business Opinion Lifestyle Entertainment Sports

Manila Bulletin > Lifestyle > Travel > 36th Philippine Travel Mart highlights local tourism, offers travelers up to 60 percent in savings

Lifestyle | Travel

36th Philippine Travel Mart highlights local tourism, offers travelers up to 60 percent in savings

By MBrand

Published Aug 26, 2025 10:58 am



The Philippine Travel Operators Association (PHILTOA) has officially launched the 36th Philippine Travel Mart (PTM), the country's largest and longest-running travel trade exhibition, during its 4th General Membership Meeting held last August 20, 2025 at Sheraton Hotel, Pasay City.

Happening this September 5 to 7, 2025 at the SMX Convention Center in Pasay City, the Philippine

most-popular .layout-ratio { padding-bottom: 79.13%; } @media (min-width: 768px) and (max-width: 1024px) { .widget-title { font-size: 15px !important; } }

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most-popular .layout-ratio {

> mb.com.ph

26th Aug 2025

Manila Bulletin - 36th Philippine Travel Mart highlights local tourism, offers travelers up to 60 percent in savings

[View online](#)

Web

Views * 34.5 K

Readership * 1.9 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



Manila 27°C - 08:57 AM - September 23, 2025

MANILA BULLETIN

Philippines World Business Opinion Lifestyle Entertainment Sports

Lifestyle | Travel

A tapestry of adventure and culture

Uncovering the untamed beauty of Cagayan Valley

By MBrand

Published Sep 3, 2025 01:17 am



Cagayan Valley

Ever feel the pull to go somewhere truly off the beaten path? The Cagayan Valley is a land of ancient wonders and breathtaking landscapes, a place where history isn't just in books—it's palpable in the air you breathe. This is a journey through a region where time seems to slow down, inviting you to discover a story that exists back in the Palanthisir-ko.

Latest Stories

Sinag Maynila entry 'Selda Tres' tackles corruption



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Sinag Maynila entry 'Selda Tres' tackles corruption



PH, Italy take step closer to forging defense cooperation deal



Duterte formally charged with 3 counts of murder before ICG



Daewon Lee, Aubrey

> mb.com.ph

3rd Sep 2025

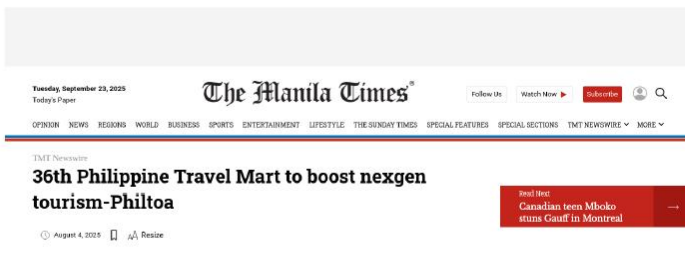
Manila Bulletin - A tapestry of adventure and culture

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1.9 M



> manilatimes.net

3rd Aug 2025

36th Philippine Travel Mart to boost nexgen tourism-Philtoa | The Manila Times

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Web

Views *
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Readership *
1.5 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

Photos

TRAVEL MART

September 6, 2025



Latest Stories

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The 36th Philippine Travel Mart at the SMX Convention Center in Pasay City is open until today, Sept. 7, 2025, as part of government efforts to boost tourism. Organized by the Philippine Tour Operators Association (Phltoa), the three-day travel expo that opened on Sept. 5 features over 300 exhibitors for local craft, culinary delights and cultural performances aside from offering promos and packages for local tours. PHOTOS BY MIKE ALQUINTO

manilatimes.net

502 Bad Gateway

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Web

Views *
28.3 K

Readership *
1.5 M

Tuesday, September 23, 2025

f @ X d e

Manila
Standard



NEWS - OPINION - BUSINESS - SPORTS - SHOWBIZ - LIFESTYLE - SPOTLIGHT - SPECIAL PAGES



GALLERY | PHOTOS Last updated August 8, 2025, 8:46 PM

Travel mart

By Manila Standard

August 8, 2025, 6:55 PM



Estimated reading time: 16 seconds

RECENT STORIES



Cleanup drive

Gallery September 23, 2025, 10:23 PM

Lady Chiefs win

Gallery September 23, 2025, 7:45 PM

5150 Triathlon

Gallery September 23, 2025, 7:18 PM

AIPA Award

Gallery September 23, 2025, 12:05 AM

Young chef

Gallery September 21, 2025, 11:40 PM

> manilastandard.net

8th Aug 2025

Travel mart - Manila Standard

[View online](#)

Web

Views *
25.1 K

Readership *
1.4 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

> manilastandard.net

5th Sep 2025

Travel Mart - Manila Standard

[View online](#)

The screenshot shows the Manila Standard website interface. At the top, there are banners for 'ARENA PLUS', 'MANILA 99.90 FM', and 'DERRICK ROSE'. Below the navigation bar, there are promotional banners for 'TURISMO ASENSO LOAN' and 'APPLY FOR LOW-INTEREST LOANS NOW'. The main article is titled 'Travel Mart' by Joseph Muego, dated September 5, 2025, 7:55 PM. The article features a large image of the '36th Philippine Travel Mart' event with the text 'BOOSTING NEXTGEN TOURISM'. To the right, there is a 'RECENT STORIES' section with links to 'Cleanup drive', 'Lady Chiefs win', '5150 Triathlon', 'AIPA Award', and 'Young chef'.

Web

Views*
25.1 K

Readership*
1.4 M

> manilastandard.net

14th Sep 2025

PHILTOA's Travel Mart: The greatest show in town - Manila Standard

[View online](#)

The screenshot shows the Manila Standard website interface. At the top, there are banners for 'ARENA PLUS', 'MANILA 99.90 FM', and 'DERRICK ROSE'. Below the navigation bar, there are promotional banners for 'TURISMO ASENSO LOAN' and 'APPLY FOR LOW-INTEREST LOANS NOW'. The main article is titled 'PHILTOA's Travel Mart: The greatest show in town' by Bob Zozobrado, dated September 14, 2025, 6:50 PM. The article features a large image of Bob Zozobrado with the text 'Mercury Rising Bob Zozobrado'. To the right, there is a 'RECENT STORIES' section with links to 'Why a stable home internet connection matters more than ever', 'Furniture pieces to usher in the cozy season', 'Uniqlo brings LifeWear to San Juan with sizeable retail space', 'Taal Vista Hotel named Tourism Pillar Awardee at Philippine Tourism Awards', and 'Klook honors 42 local firms as first Partner Awards in Philippines'.

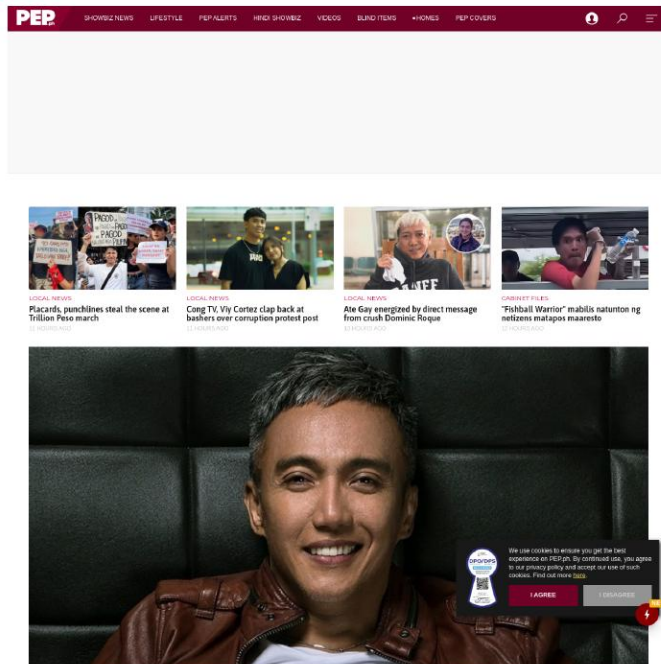
Web

Views*
25.1 K

Readership*
1.4 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



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PEPph (Philippine Entertainment Portal): Showbiz and Beyond

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Views * 24.6 K Readership * 1.3 M

Social Shares

f
25.3 K

spot.

WHAT'S NEW

Score Big Travel Deals at the Philippine Travel Mart This September

Book your dream trip on a budget here

by Luana Vilal

September 15, 2020



Facebook: Philippine Travel Mart

(SPOTPH) Mark your calendars and start planning your next vacation. The country's longest-running travel fair is making its grand return this September—and you bet that it's bringing back all the irresistible travel deals we all love.

Yes, travel bags. The **Philippine Travel Mart (PTM)** is back at the **SND Convention Center** from **September 5 to 7**. If you're planning on taking advantage of this time to turn your travel goals into reality, here's everything you need to know about the upcoming travel mart.

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Score Big Travel Deals at the Philippine Travel Mart This September

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B. PRESS RELEASE (WEBSITE)

spot.ph

Spot.ph: Your One-Stop Urban Lifestyle Guide to the Best of Manila

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Views *	Readership *
22.8 K	1.2 M

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tribune.net.ph

EastWest powers Philippine Travel Mart 2025 as major sponsor

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Views *	Readership *
20 K	1.1 M

XVII. PUBLICITY & PROMOTIONS

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> asianjournal.com

7th Aug 2025

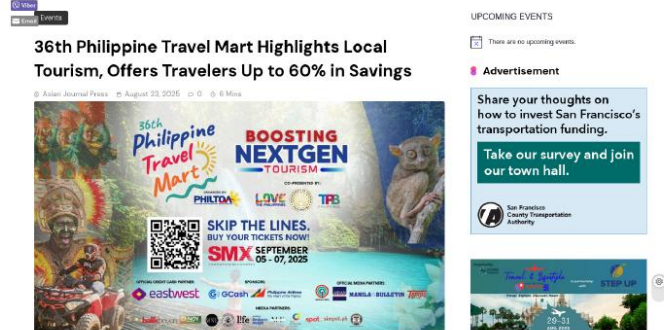
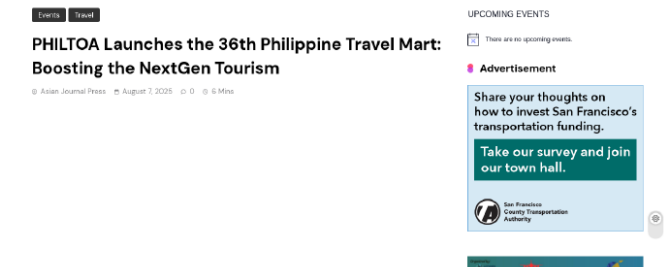
PHILTOA Launches the 36th Philippine Travel Mart: Boosting the NextGen Tourism – Events

[View online](#)

Web

Views *
18.2 K

Readership *
847.2 K



> asianjournal.com

23rd Aug 2025

36th Philippine Travel Mart Highlights Local Tourism, Offers Travelers Up to 60% in Savings – Events

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18.2 K

Readership *
847.2 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)




HOME ADVOCACIES SPORTS

Home > Events & Nightlife >

36th Philippine Travel Mart Launches With Exclusive Travel Deals And Tourism Initiatives

September 3, 2025 WhenInManila

The Philippine Travel Operators Association (PHILTOA) has officially launched the 36th Philippine Travel Mart (PTM), the country's largest and longest-running travel trade exhibition, during its 4th General Membership Meeting held last August 20, 2025, at Sheraton Hotel, Pasay City.



Happening this September 5 to 7, 2025, at the SMX Convention Center in Pasay City, the Philippine Travel Mart promises a grand showcase of the best that the Philippines has to offer, from breathtaking destinations to unique cultural experiences. Visitors can look forward to exclusive deals of up to 60% off on tour packages, accommodations, and travel activities—making it one of the most anticipated travel events of the year for both industry stakeholders and the traveling public.

The launch was graced by Tourism Secretary Christina Garcia Frasco, who reaffirmed the D

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2nd Sep 2025

36th Philippine Travel Mart Launches with Exclusive Travel Deals and Tourism Initiatives - When In Manila


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Views *	Readership *
18.1 K	836.6 K

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Home > Events > 36th Philippine Travel Mart 2025: Boosting NextGen Tourism



36th Philippine Travel Mart 2025: Boosting NextGen Tourism

by Melo Villared · 2 months ago · 1.9K Views

AD

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The 36th Philippine Travel Mart 2025 will take place from September 5-7 at the SMX Convention Center in Manila. It centers on "Boosting NextGen Tourism" through themes like sustainability, innovation, wellness, and inclusivity. Organized by the Philippine Tour Operators Association, this event is the country's longest-standing travel trade exhibition.

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21st Jul 2025

36th Philippine Travel Mart 2025: Boosting NextGen Tourism - Out of Town Blog

[View online](#)

Web

Views *	Readership *
16.2 K	639.5 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



With 7641 islands and countless hidden gems, the Philippines always promises more to explore. As enticing travel deals emerge, the Philippine Tour Operators Association's Philippine Travel Mart, the longest-running interactive tourism expo, stands ready to unveil the nation's diverse wonders.

Under the theme "Boosting the NextGen Tourism," the 36th Philippine Travel Mart reflects a bold commitment to shaping a travel industry that is more connected, responsible, and future-ready, with a strong focus on innovation, sustainability, inclusivity, and wellness.

"This year, we're not just selling travel—we're inspiring a new way to explore," PHILTOA President Arjun



> philstarlife.com

What to expect at the 36th Philippine Travel Mart • PhilSTAR Life

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Views *
15.6 K

Readership *
596.1 K



MARKETING BOARD

PHILTOA launches 36th Philippine Travel Mart: Boosting NextGen Tourism

Published: August 13, 2025 12:05 AM
Updated: August 13, 2025 1:34 AM



> malaya.com.ph

12th Aug 2025

PHILTOA launches 36th Philippine Travel Mart: Boosting NextGen Tourism - Malaya Business Insight

[View online](#)

Web

Views *
6.1 K

Readership *
177.2 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

Home » TOURISM NEWS » Step Into The Future Of Travel At The Philippine Travel Mart 2025,Where Innovation, Wellness, And Green Adventures Await: What You Need To Know

Step Into The Future Of Travel At The Philippine Travel Mart 2025,Where Innovation, Wellness, And Green Adventures Await: What You Need To Know

Published on August 2, 2025



The **Philippine Tour Operators Association (PHILTOA)** officially launched the **36th Philippine Travel Mart (PTM)** with a media event at **The Peninsula Manila**, giving a preview of what promises to be a landmark tourism expo in **2025**. The event, set to take place from **September 5–7, 2025**, at the **SMX Convention Center Manila**, brings together key players in the tourism and travel industry, showcasing an evolution in how the Philippines is positioning itself as a leading travel destination for the next generation of global explorers.

> travelandtourworld.com

2nd Aug 2025

Step Into The Future Of Travel At The Philippine Travel Mart 2025,Where Innovation, Wellness, And Green Adventures Await: What You Need To Know - Travel And Tour World

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Views *
3.6 K

Readership *
99.2 K

Home » Philippines Travel News » Thirty Sixth Philippine Travel Mart Set to Showcase Best of the Philippines with Exclusive Discounts and Cultural Wonders

Thirty Sixth Philippine Travel Mart Set to Showcase Best of the Philippines with Exclusive Discounts and Cultural Wonders

Published on August 26, 2025



The **SMX Convention Centre** in **Pasay City** will host the **36th Philippine Travel Mart (PTM)**, which is acknowledged as the biggest and most established travel trade show in the nation, from **September 5 to 7, 2025**. The **Philippine Travel Operators Association (PHILTOA)** is organising the event, which is expected to be a noteworthy occasion for both the general public and tourism industry professionals. From immaculate beaches to energetic cityscapes and all points in between, the **Philippine Travel Mart** seeks to showcase the country's varied cultural and travel offerings.

This year's **PTM**, the nation's most anticipated travel event, will provide guests with an impressive opportunity to peruse exclusive travel offers. Tour packages, lodging, and a range of travel activities will all be discounted by up to **60%**, making it a fantastic chance for anyone wishing to visit the Philippines on a budget. **PTM** is a fantastic opportunity for people working in the travel and tourism sector to network, establish business alliances, and talk about potential future developments in the field.

> travelandtourworld.com

26th Aug 2025

Thirty Sixth Philippine Travel Mart Set to Showcase Best of the Philippines with Exclusive Discounts and Cultural Wonders - Travel And Tour World

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Views *
3.6 K

Readership *
99.2 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

Home » HOTEL NEWS » Discovery Hospitality Unveils Exclusive Offers at Philippine Travel Mart 2025

Discovery Hospitality Unveils Exclusive Offers at Philippine Travel Mart 2025

Published on September 4, 2025



MANILA, PHILIPPINES – Discovery Hospitality, renowned for elevating the Philippine travel experience, is joining the 36th Philippine Travel Mart (PTM) set for September 5 to 7, 2025, at the SMX Convention Center in Pasay City. This premier expo unites the country's leading travel brand and Discovery will present an impressive lineup of its hotels and resorts. Guests will enjoy eye-catching savings of up to 56%, making now the perfect time to plan that dream getaway. Find the exclusive offers and grab all the details at booth E-IP08.

> travelandtourworld.com

4th Sep 2025

Discovery Hospitality Unveils Exclusive Offers at Philippine Travel Mart 2025 - Travel And Tour World

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Views * 3.6 K
Readership * 99.2 K

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#DMTRAVELSERIES

PHILTOA Launches 36th Philippine Travel Mart; Early Bird Rate Available Until August 15



MANILA, PHILIPPINES — The Philippine Tour Operators Association (PHILTOA) is gearing up for the highly anticipated 36th Philippine Travel Mart (PTM), set to take place from September 5-7, 2025, at the SMX Convention Center Manila. For a limited time, PHILTOA is offering a special early bird ticket price of just **Php100**. This discounted rate is valid only until **August 15, 2025**. Following this date, the regular ticket price will be **Php200**.

TRENDING TOPICS

1. Online Booking for Ceres Transport Now Available with Newly Launched Routes!
2. Soon-to-Weds Prepare for Successful Wedding Planning at the 4th Wedding Expo Philippines
3. Cabana Grid Club: Manila's First Formula 1-Themed Lifestyle Pop-Up
4. #WhatsOnMandUp: Sparking a New Era of Next-Level Men's Personal Care

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CATEGORIES

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#DMSOCIAL	443
#DMTRAVELSERIES	141
#GIVEAWAY	3
#JOHNNIEHIGHBALL	27

> discovermnl.com.ph

15th Aug 2025

PHILTOA Launches 36th Philippine Travel Mart; Early Bird Rate Available Until August 15 | Discover MNL

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Views * 1.3 K
Readership * 18.1 K

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#DMTRAVELSERIES

36th Philippine Travel Mart Highlights Local Tourism, Offers Travelers Up to 60% in Savings



Pasay City, Philippines – The Philippine Travel Operators Association (PHILTOA) has officially launched the **36th Philippine Travel Mart (PTM)**, the country's largest and longest-running travel trade exhibition, during its 4th General Membership Meeting held last August 20, 2025 at Sheraton Hotel, Pasay City.

Happening this September 5 to 7, 2025 at the SMX Convention Center in Pasay City, the Philippine Travel Mart promises a grand showcase of the best that the Philippines has to offer, from breathtaking destinations to unique cultural experiences. Visitors can look forward to **exclusive deals of up to 60% off** on tour packages, accommodations, and travel activities—making it one of the most anticipated travel events of the year for both industry stakeholders and the traveling public.

TRENDING TOPICS

1. Online Booking for Ceres Transport New Available with Newly Launched Route
2. Soon-to-Weds Prepare for Successful Wedding Planning at the 45th Wedding Expo Philippines
3. Cabana Grid Club: Manila's First Formula 1-Themed Lifestyle Pop-Up
4. #WatsonsMartUp: Sparking a New Era of Next-Level Men's Personal Care

LET'S SOCIALIZE



CATEGORIES

#DMFOODSERIES	292
#DMSOCIAL	443
#DMTRAVELSERIES	141
#GIVEAWAY	8
#JOHNNIEHIGHBALL	27

> discovermnl.com.ph

23rd Aug 2025

36th Philippine Travel Mart Highlights Local Tourism, Offers Travelers Up to 60% in Savings | Discover MNL

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Views *
1.3 K

Readership *
18.1 K



HOME > LIFESTYLE > PHILTOA Kicks Off 36th Philippine Travel Mart: Empowering NextGen Tourism

PHILTOA Kicks Off 36th Philippine Travel Mart: Empowering NextGen Tourism

2 months ago

The Philippine Tour Operators Association (PHILTOA) proudly launched the 36th Philippine Travel Mart (PTM) with an exclusive media event at The Peninsula Manila, setting the stage for the country's most anticipated travel expo happening on September 5-7, 2025, at the SMX Convention Center Manila.



This year's theme, "Boosting the NextGen Tourism," reflects a bold commitment to innovation, sustainability, inclusivity, and wellness, shaping a travel industry that's more connected, responsible, and future-ready. The event is co-presented by the Department of Tourism and the Tourism Promotions Board, with the invaluable support of their official credit card partner EastWest Bank and sponsors GCash and Philippine Airlines, all working hand-in-hand to bring meaningful, modern travel experiences to life.



MOST VIEWED THIS MONTH



Some Nights I Feel Like Walking: Where It Failed, What Worked



A Look at "Naked Truth," the Bold First Film on Beetzee Play



> rodmagaru.com

30th Jul 2025

PHILTOA Kicks Off 36th Philippine Travel Mart: Empowering NextGen Tourism - The Rod Magaru Show

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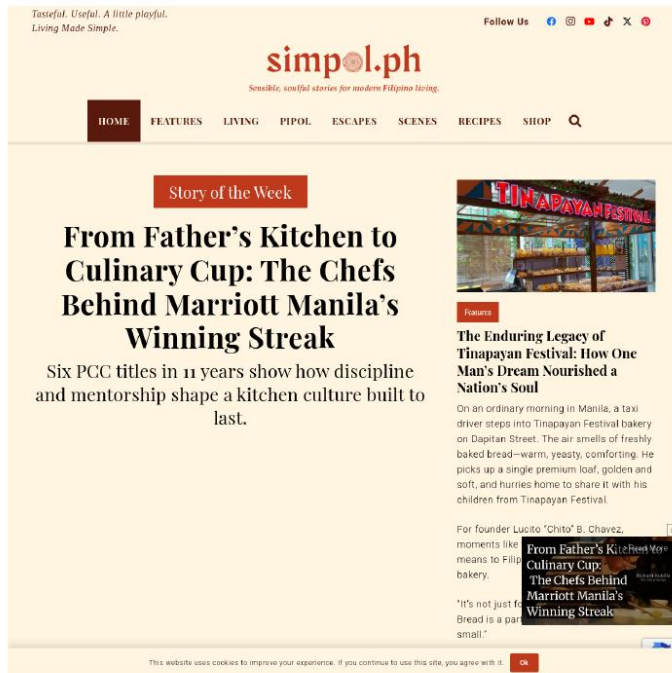
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Views *
830

Readership *
11.4 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



> simpol.ph

Filipino Lifestyle Stories Online: Discover Simpol

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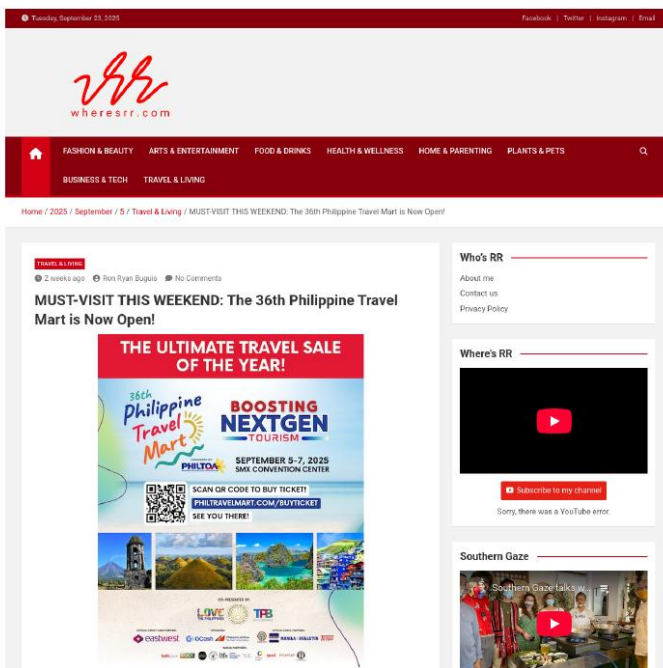
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Views *
284

Readership *
3.8 K

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878



> wheresrr.com

5th Sep 2025

MUST-VISIT THIS WEEKEND: The 36th Philippine Travel Mart is Now Open! - Where's RR

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Readership *
3.8 K

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'Few ask about our budget': Frasco flags P100M tourism cuts, says DOT expected to 'deliver a mansion on a tent budget'

BILYONARYO NEWS CHANNEL | BNC-PH August 27, 2025 11:25 pm

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27th Aug 2025

'Few ask about our budget': Frasco flags P100M tourism cuts, says DOT expected to 'deliver a mansion on a tent budget'

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Views *
282

Readership *
3.7 K

36th Philippine Travel Mart opens this September 5 weekend

TOPICS: 36th Philippine Travel Mart PTM 2025 [Best vacation packages](#)



POSTED BY: JAMES HUMARANG SEPTEMBER 4, 2025

Press Release

If you're looking for unbeatable travel deals, local gems, and once-a-year-only promos—the **36th Philippine Travel Mart (PTM)** is THE event to catch this weekend! Happening September 5–7, 2025, 10 a.m. to 6 p.m. at the SMX Convention Center, Manila, PTM is the country's biggest and longest-running travel expo, and it only happens once a year. Don't miss out! [Best vacation packages](#)

> techandlifestylejournal.com

3rd Sep 2025

36th Philippine Travel Mart opens this September 5 weekend

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Web

Views *
251

Readership *
3.3 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

Lakbay

Travel Food Arts and Culture Wellness People Features +



> lakbaymagazine.com

25th Jul 2025

PHILTOA launches 36th Philippine Travel Mart:
Boosting the NextGen Tourism - Lakbay Magazine

[View online](#)

Web

Views *
152

Readership *
2 K

Social Shares

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69

Tuesday, September 23, 2025



Don't Miss This Year's Biggest Travel Event: The 36th Philippine Travel Mart Opens This Weekend!



Manila, Philippines – Looking for unbeatable travel deals, once-a-year promos, and local travel gems? The **36th Philippine Travel Mart (PTM)** is the must-visit event this weekend! Happening from **September 5 to 7, 2025**, at the **SMX Convention Center, Manila** (10:00 AM to 6:00 PM daily), PTM is the country's **largest and longest-running travel expo**—and it only comes once a year.

Whether you're dreaming of a beach escape, a romantic retreat, a family holiday, or that bucket-list international adventure, **PTM 2025 has it all under one roof**. With **over 300 exhibitors** from across the Philippines and abroad, the expo offers **exclusive travel deals and promos** you won't find anywhere else. **Bonus: pets are welcome**, so feel free to bring your furry travel buddy along!

> diyaryopinoy.com

5th Sep 2025

Don't Miss This Year's Biggest Travel Event: The 36th
Philippine Travel Mart Opens This Weekend! - DiYaryo
Pinoy

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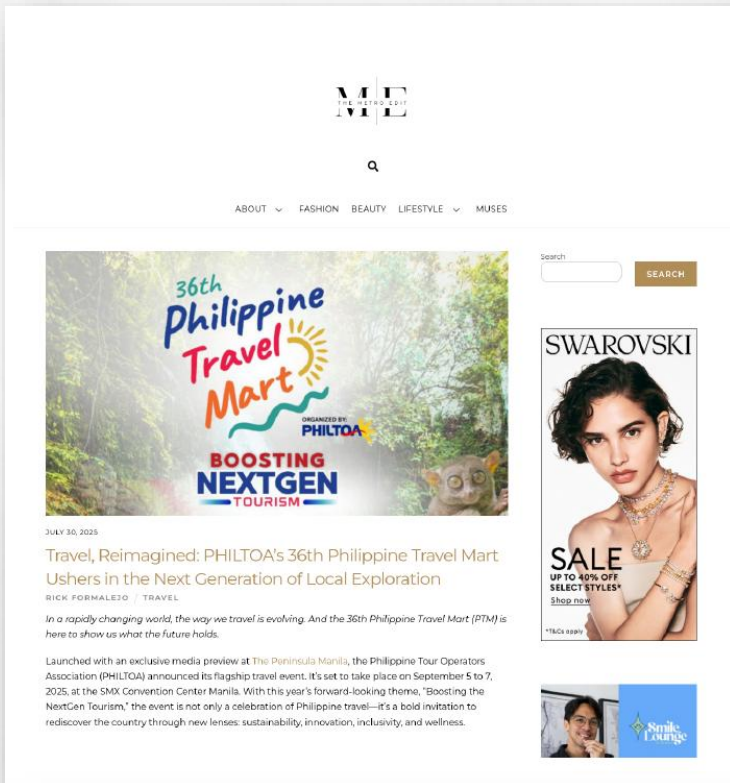
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Views *
117

Readership *
1.5 K

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



36th Philippine Travel Mart
ORGANIZED BY PHILTOA
BOOSTING NEXTGEN TOURISM

JULY 30, 2025

Travel, Reimagined: PHILTOA's 36th Philippine Travel Mart Ushers in the Next Generation of Local Exploration

RICK FORMALERO | TRAVEL

In a rapidly changing world, the way we travel is evolving. And the 36th Philippine Travel Mart (PTM) is here to show us what the future holds.

Launched with an exclusive media preview at The Peninsula Manila, the Philippine Tour Operators Association (PHILTOA) announced its flagship travel event. It's set to take place on September 5 to 7, 2025, at the SMX Convention Center Manila. With this year's forward-looking theme, "Boosting the NextGen Tourism," the event is not only a celebration of Philippine travel—it's a bold invitation to rediscover the country through new lenses: sustainability, innovation, inclusivity, and wellness.

> **themetroedit.com**

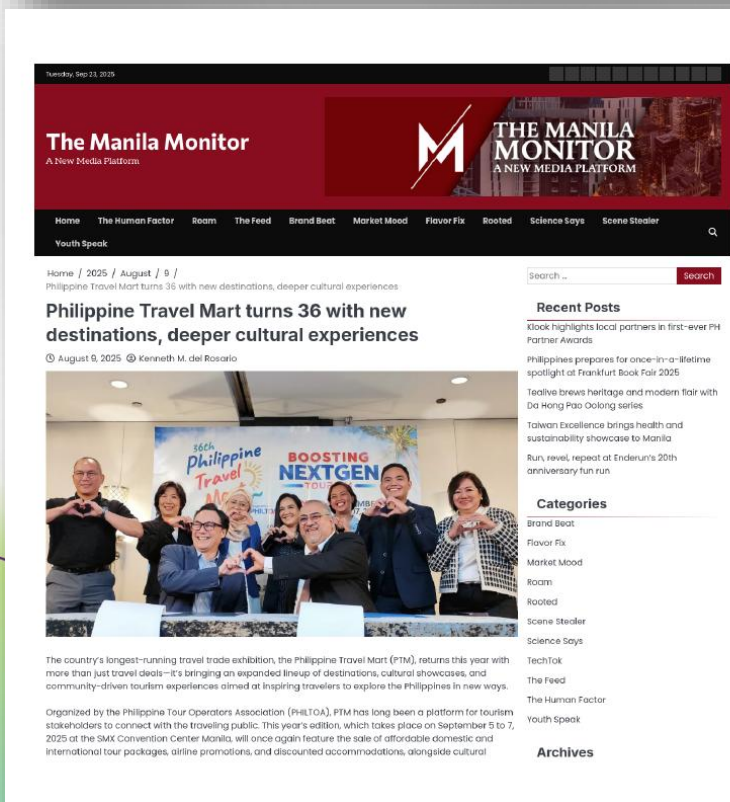
30th Jul 2025

PHILTOA Launches the 36th Philippine Travel Mart - The Metro Edit

[View online](#)

Web

Views *	Readership *
116	1.5 K



Tuesday, Sep 23, 2025

The Manila Monitor
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Home / 2025 / August / 9 /
Philippine Travel Mart turns 36 with new destinations, deeper cultural experiences

Philippine Travel Mart turns 36 with new destinations, deeper cultural experiences

August 9, 2025 @ Kenneth M. del Rosario

The country's longest-running travel trade exhibition, the Philippine Travel Mart (PTM), returns this year with more than just travel deals—it's bringing an expanded lineup of destinations, cultural showcases, and community-driven tourism experiences aimed at inspiring travelers to explore the Philippines in new ways.

Organized by the Philippine Tour Operators Association (PHILTOA), PTM has long been a platform for tourism stakeholders to connect with the traveling public. This year's edition, which takes place on September 5 to 7, 2025 at the SMX Convention Center Manila, will once again feature the sale of affordable domestic and international tour packages, airline promotions, and discounted accommodations, alongside cultural

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- Run, reveal, repeat at Enderun's 20th anniversary fun run

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> **themanilamonitor.com**

9th Aug 2025

Philippine Travel Mart turns 36; explores new ways to travel

[View online](#)

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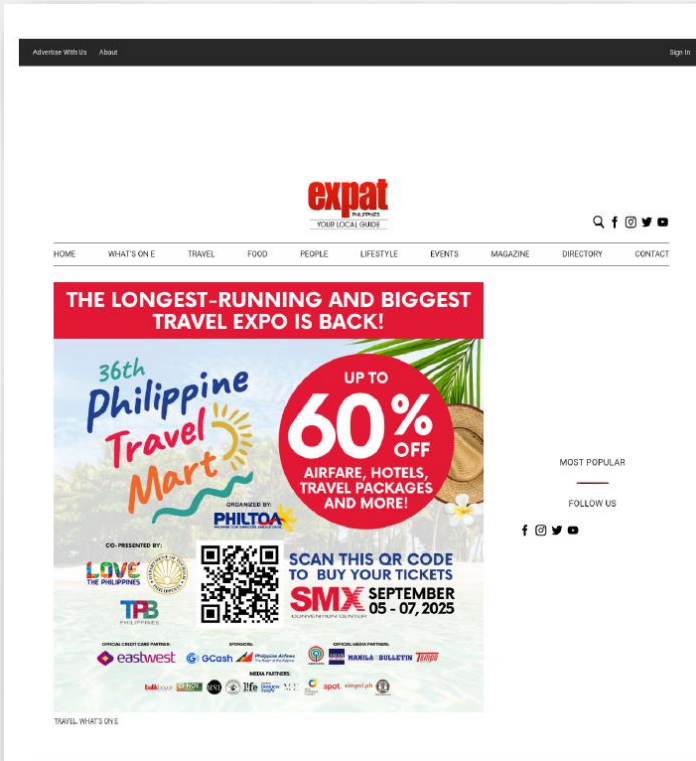
Views *	Readership *
115	1.5 K

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XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)



> Expat PH

29th Aug 2025

PHILTOA's 36th Philippine Travel Mart Boosts NextGen Tourism

[View online](#)

Web

Views *
110

Readership *
1.4 K

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> balikbayanmagazine.com

7th Aug 2025

PHILTOA Launches the 36th Philippine Travel Mart: Boosting the NextGen Tourism -

[View online](#)

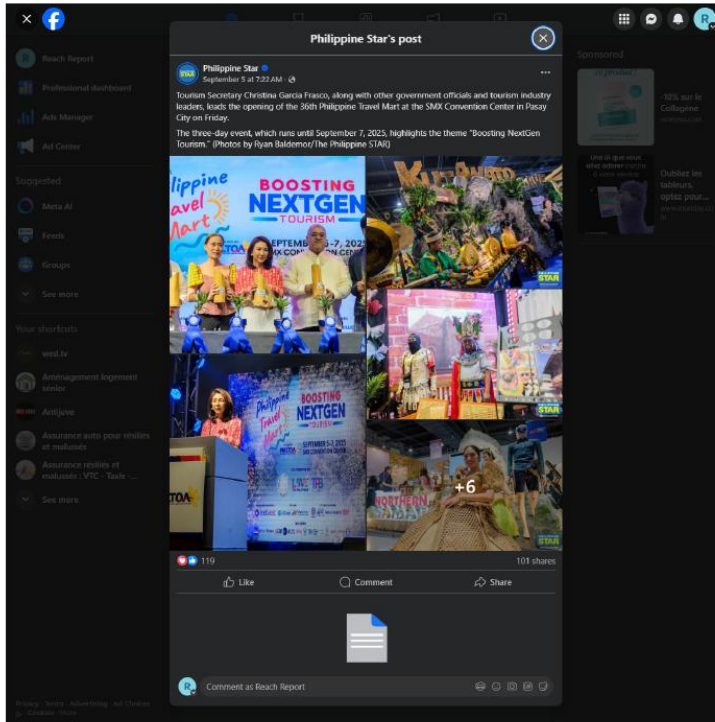
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Views *
92

Readership *
1.2 K

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)



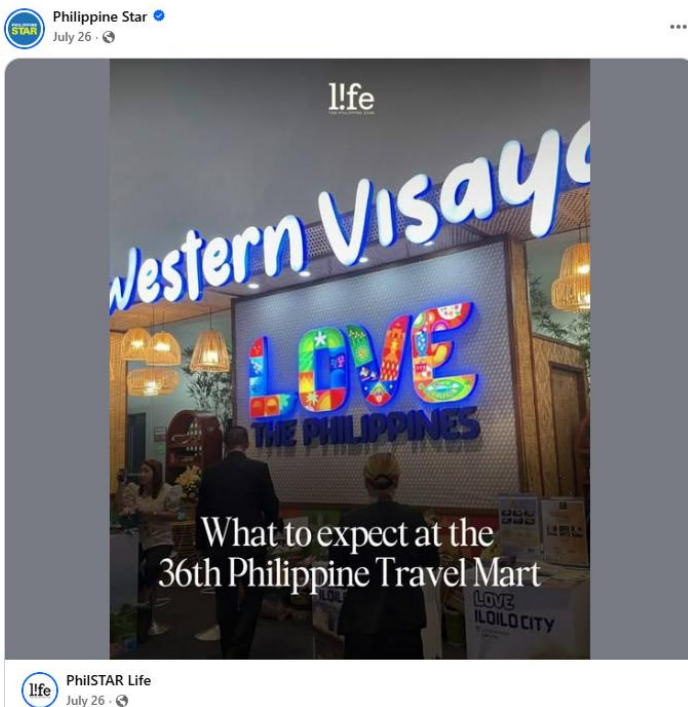
> FB post from Philippine Star

Tourism Secretary Christina Garcia Frasco, along with other government officials and tourism industry leaders, leads the opening of the 36th Philippine Travel Mart at the SMX Convention Center in Pasay City on Friday. The three-day event, which runs until September 7, 2025, highlights the theme "Boosting NextGen Tourism." (Photos by Ryan Baldemor/The Philippine STAR)

[View online](#)

Facebook

Views 7.3 M Followers 11 M



> FB post from Philippine Star

25th Sep 2025

DISCOVER THE UNSEEN PHILIPPINES The 36th Philippine Travel Mart is set to bring all 18 regions of the country under one roof—with hidden gems, travel deals, cultural shows, and experiences you won't find online. Ready to see a side of the Philippines you've never imagined? Read more details at the link in comments.

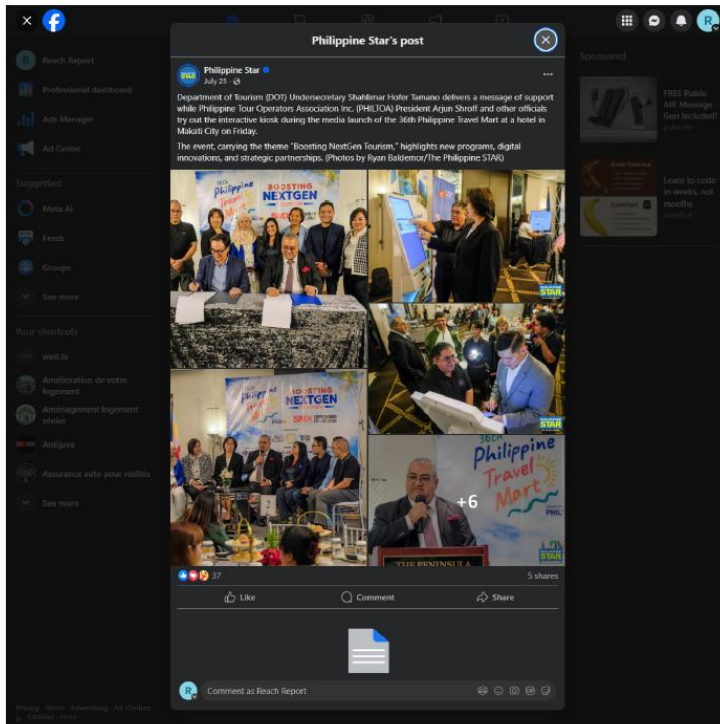
[View online](#)

Facebook

Views 7.3 M Followers 11 M

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)



> FB post from Philippine Star

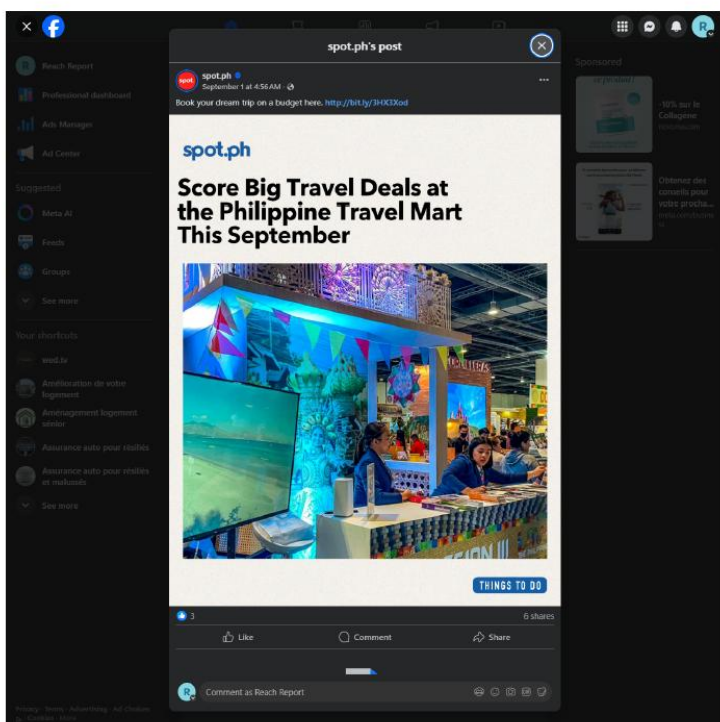
Department of Tourism (DOT) Undersecretary Shahlimar Hofer Tamano delivers a message of support while Philippine Tour Operators Association Inc. (PHILTOA) President Arjun Shroff and other officials try out the interactive kiosk during the media launch of the 36th Philippine Travel Mart at a hotel in Makati City on Friday. The event, carrying the theme "Boosting NextGen Tourism," highlights new...

[View online](#)

Facebook

Views
7.3 M

Followers
11 M



> FB post from spot.ph

Book your dream trip on a budget here.
<http://bit.ly/3HX3Xod>

[View online](#)

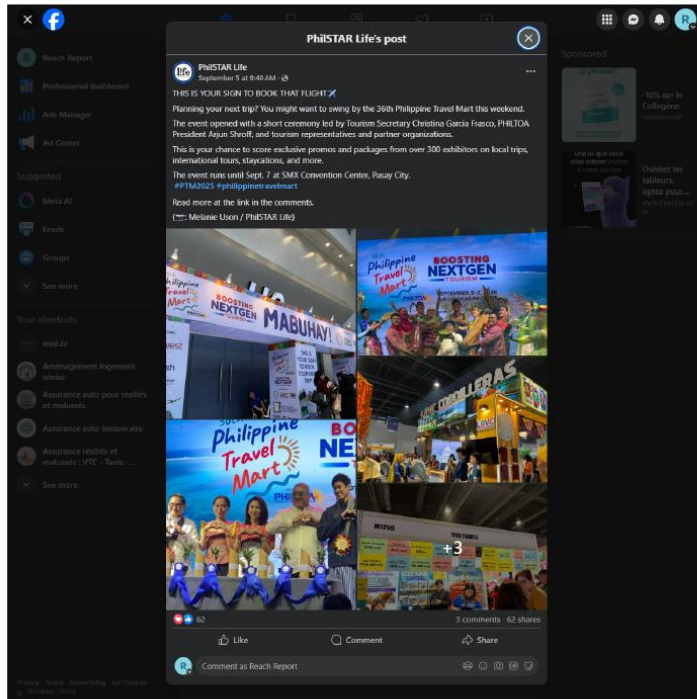
Facebook

Views
792.5 K

Followers
1.2 M

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)



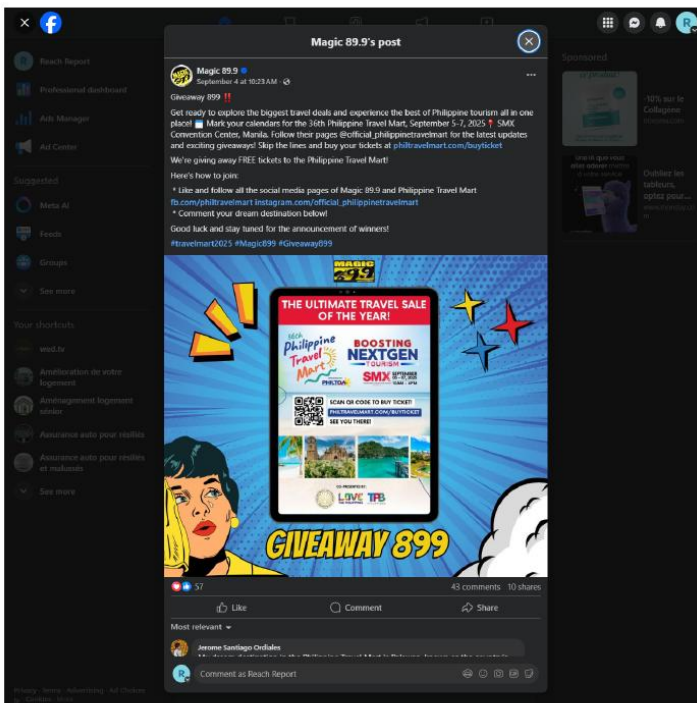
> FB post from PhilSTAR Life

THIS IS YOUR SIGN TO BOOK THAT FLIGHT
Planning your next trip? You might want to swing by the 36th Philippine Travel Mart this weekend. The event opened with a short ceremony led by Tourism Secretary Christina Garcia Frasco, PHILTOA President Arjun Shroff, and tourism representatives and partner organizations. This is your chance to score exclusive promos and packages from over 30...

[View online](#)

Facebook

Views 629.6 K Followers 953 K



> FB post from Magic 89.9

Giveaway 899 Get ready to explore the biggest travel deals and experience the best of Philippine tourism all in one place! Mark your calendars for the 36th Philippine Travel Mart, September 5-7, 2025 SMX Convention Center, Manila. Follow their pages @official_philippinetravelmart for the latest updates and exciting giveaways! Skip the lines and buy your tickets at philtravelmart.com/buyticket We're giving...

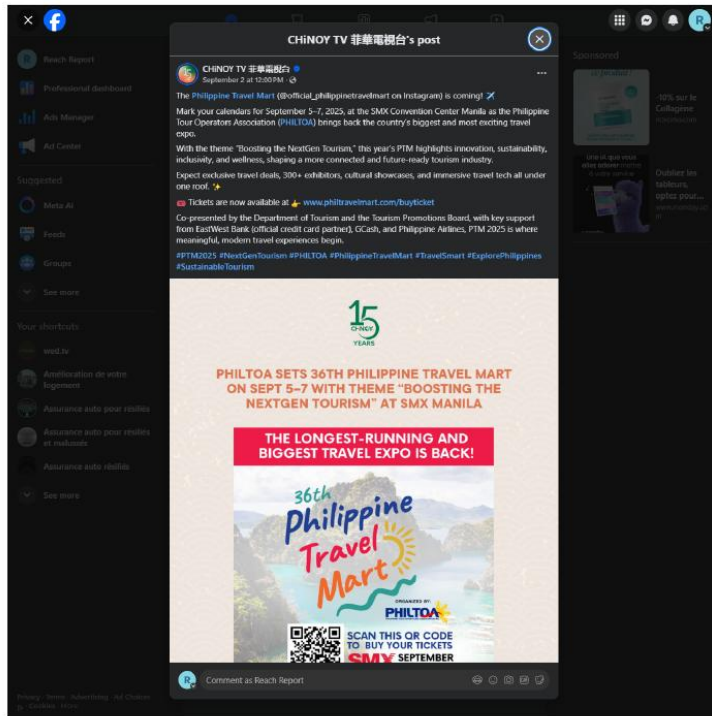
[View online](#)

Facebook

Views 513.3 K Followers 776 K

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)



> FB post from CHINOY TV 菲華電視台

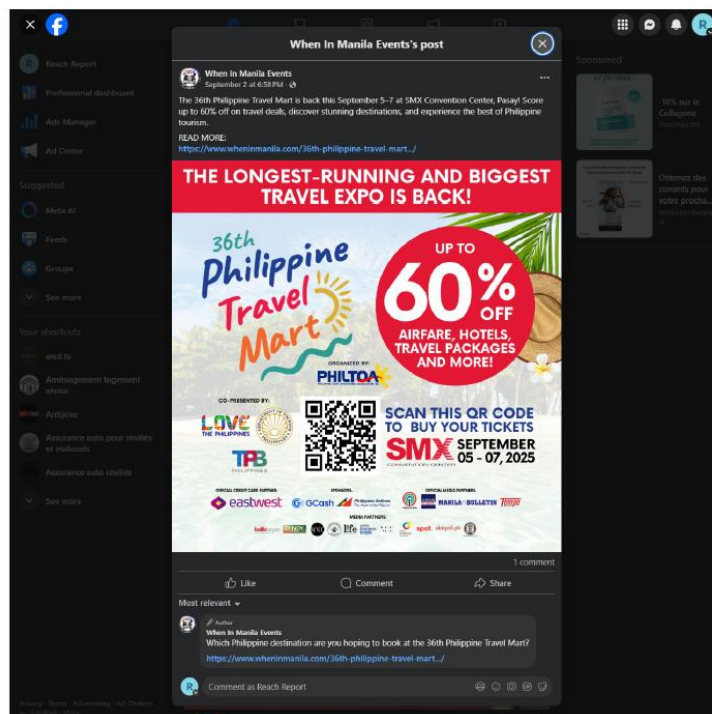
The Philippine Travel Mart (@official_philippinetravelmart on Instagram) is coming! Mark your calendars for September 5–7, 2025, at the SMX Convention Center Manila as the Philippine Tour Operators Association (PHILTOA) brings back the country's biggest and most exciting travel expo. With the theme "Boosting the NextGen Tourism," this year's PTM highlights innovation,...

[View online](#)

Facebook

Views
95 K

Followers
143 K



> FB post from When In Manila Events

The 36th Philippine Travel Mart is back this September 5–7 at SMX Convention Center, Pasay! Score up to 60% off on travel deals, discover stunning destinations, and experience the best of Philippine tourism. READ MORE: <https://www.wheninmanila.com/36th-philippine-travel-mart.../>

[View online](#)

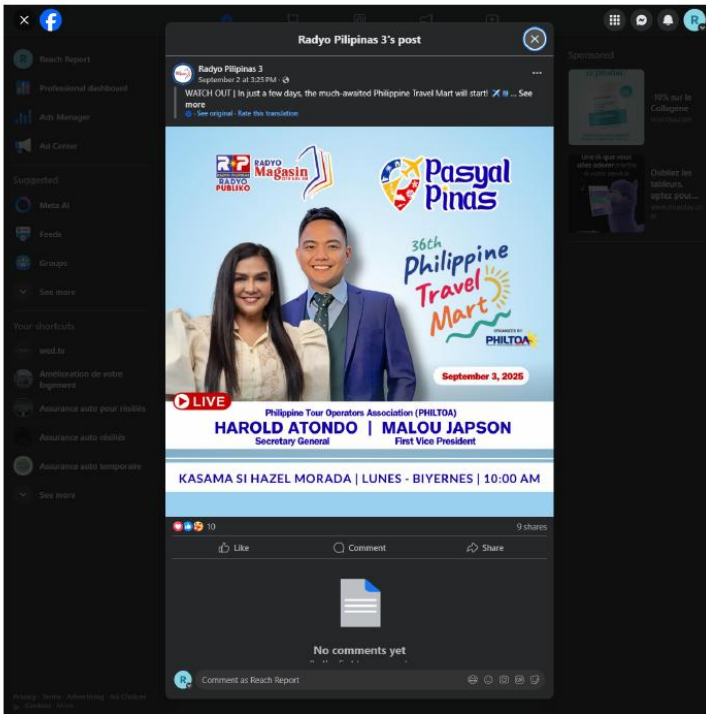
Facebook

Views
8.4 K

Followers
10 K

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)



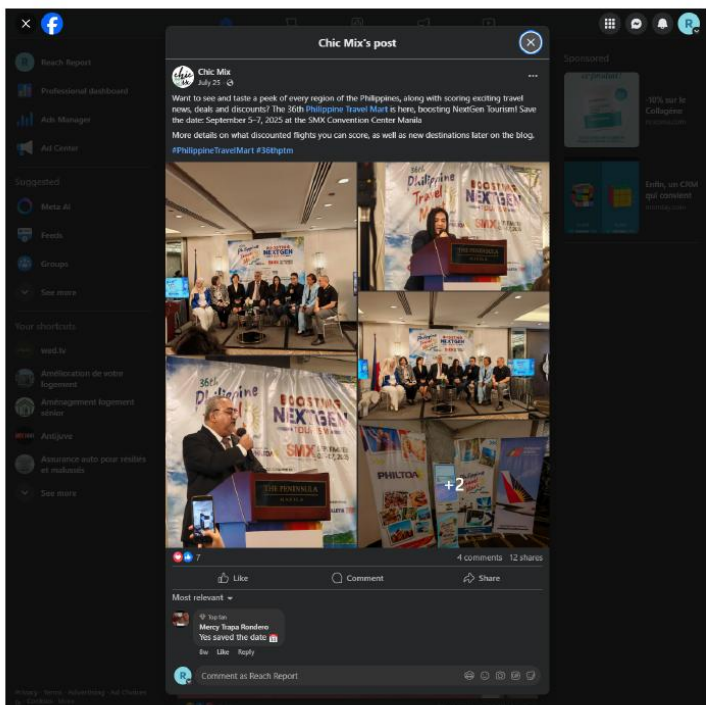
> FB post from Radyo Pilipinas 3

[View online](#)

Facebook

Views
8 K

Followers
12 K



> FB post from Chic Mix

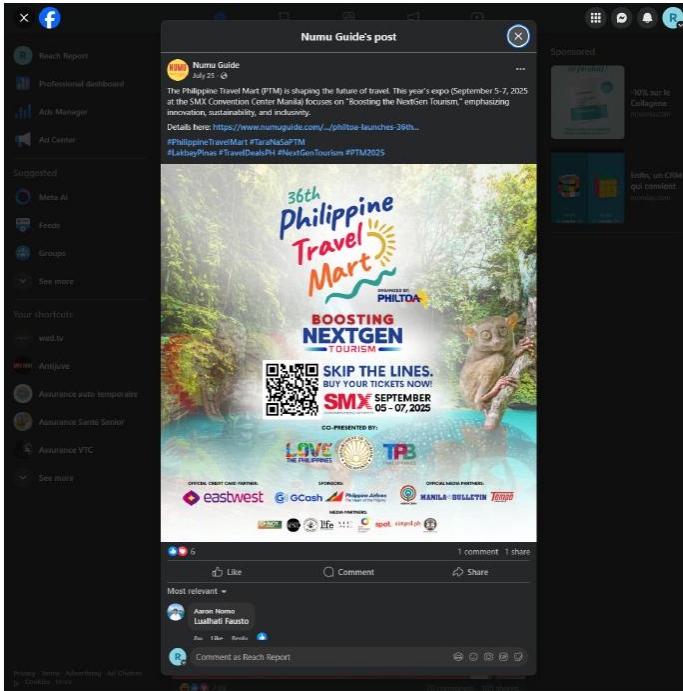
Want to see and taste a peek of every region of the Philippines, along with scoring exciting travel news, deals and discounts? The 36th Philippine Travel Mart is here, boosting NextGen Tourism! Save the date: September 5-7, 2025 at the SMX Convention Center Manila More details on what discounted flights you can score, as well as new destinations later on the blog. #PhilippineTravelMart #36thptm

[View online](#)

Facebook

Views
6.4 K

Followers
7 K



> **FB post from Numu Guide**

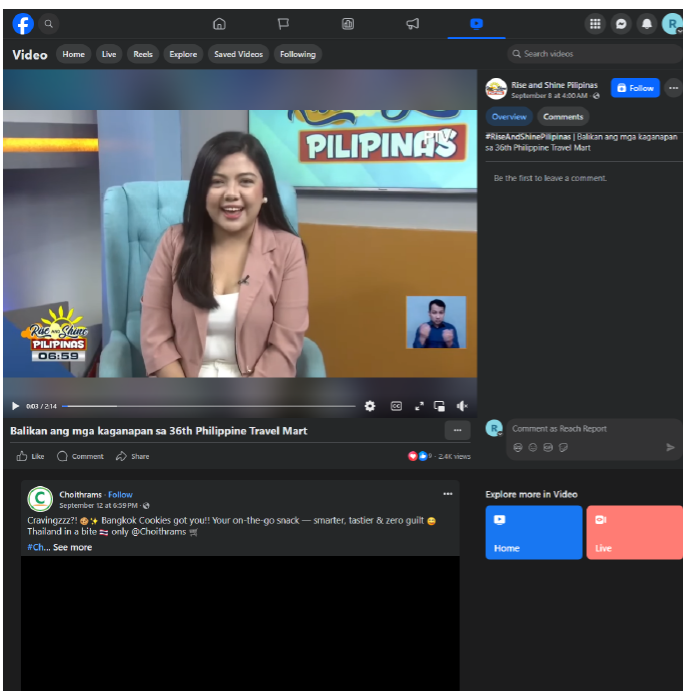
The Philippine Travel Mart (PTM) is shaping the future of travel. This year's expo (September 5-7, 2025 at the SMX Convention Center Manila) focuses on "Boosting the NextGen Tourism," emphasizing innovation, sustainability, and inclusivity. Details here: <https://www.numuguide.com/.../philtoa-launches-36th...> #PhilippineTravelMart #TaraNaSaPTM #LakbayPinas #TravelDealsPH #NextGenTourism...

[View online](#)

Facebook

© Views
2.7 K

 Followers
1.5 K



- > **FB post from Rise and Shine Pilipinas**

#RiseAndShinePilipinas | Balikan ang mga kaganapan sa 36th Philippine Travel Mart

[View online](#)

Facebook

© Views
2.4 K

 Followers
97 K

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)

Instagram

11th Sep 2025

Instagram

[View online](#)

Instagram

Views *	Followers	Likes
38.5 K	428 K	18

Instagram

2nd Sep 2025

Instagram

[View online](#)

Instagram

Views *	Followers	Likes
36.9 K	404 K	510

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)

Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile



> Instagram

1st Sep 2025

Instagram

[View online](#)

- Meta AI
- AI Studio
- Threads
- More

More posts from discoveredmnl



Instagram

Views *
36.4 K

Followers
404 K

Likes
44

Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile



> Instagram

5th Sep 2025

Instagram

[View online](#)

- Meta AI
- AI Studio
- Threads
- More

More posts from justgotted



Instagram

Views *
21.4 K

Followers
234 K

Likes
290

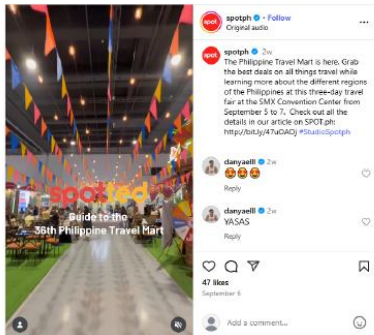
XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)

Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

- Meta AI
- AI Studio
- Threads
- More



More posts from spot.ph



> Instagram

6th Sep 2025

Instagram

[View online](#)

Instagram

Views * 17.2 K Followers 191 K Likes 47

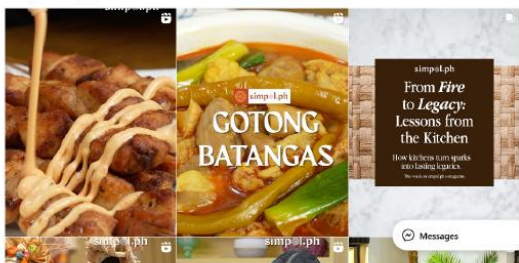
Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

- Meta AI
- AI Studio
- Threads
- More



More posts from simpil.ph



> Instagram

29th Jul 2025

Instagram

[View online](#)

Instagram

Views * 13.4 K Followers 149 K Likes 14

XVII. PUBLICITY & PROMOTIONS

C. PRESS RELEASE (FACEBOOK)

> Instagram

2nd Sep 2025

Instagram

[View online](#)

Instagram

Views *
13.4 K

Followers
149 K

Likes
11

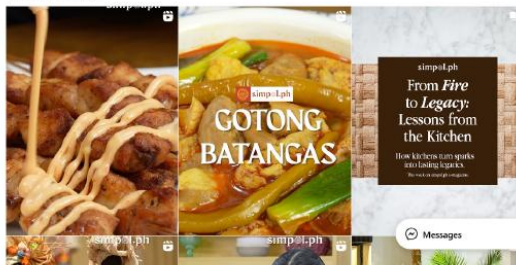
Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

- Meta AI
- AI Studio
- Threads
- More



More posts from simpal.ph



> Instagram

3rd Sep 2025

Instagram

[View online](#)

Instagram

Views *
6.2 K

Followers
68.9 K

Likes
26

Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

- Meta AI
- AI Studio
- Threads
- More



More posts from magic899



XVII. PUBLICITY & PROMOTIONS

D. PRESS RELEASE (INSTAGRAM)

Instagram
Home
Search
Explore
Reels
Messages
Notifications
Create
Profile

HOSTED BY
JJ TEY
JJ AYZZA
JJ IZBEL
SHANNAH ALMAZAN
THE 20th Annual of...
SEPTEMBER 2 | 7 PM

magic899 · Follow
magic899 · 3m
Catch Harold Alondra and Shannah Almazan from the Philippine Tour Operators Association (PHILTOA) on Chic Happens this September 2nd at 7pm on Magic 89.9! The Secretary General and Board of Trustees will be on the show to talk about the latest in Philippine tourism and what's next for the industry.
#ChicHappens #Magic899 #PHILTOA #PhilippineTourism
No comments yet.
Start the conversation.
20 likes
September 1
Add a comment...

More posts from magic899

STAY CONNECTED WITH US VIA MAGIC899.COM! GET FIRST DIBS ON TODAY'S BEST MUSIC, THE LATEST NEWS AND ALL THAT MAGIC!
THE MOST LIP-SYNCHING MOMENT FROM TAYLOR & TRAVIS' ENGAGEMENT PIC!
LIVE ON JUNE AND JULY 10 - SEPTEMBER 20 | 10:00 PM
Reyes
HILLARI

Instagram
Views * 6.2 K
Followers 68.9 K
Likes 20

Instagram
Home
Search
Explore
Reels
Messages
Notifications
Create
Profile

MAGIC 89.9
9,421 posts
68.9K followers
329 following
Magic 89.9
@magic899
Radio station today's Best Music Listen (live here) or peep our newest below! #EverythingIsMagic Unit 207, Dragon Plaza, 204 Corner Finance Street, Mandaluyong @ www.magic899.com/tickets/DonorThievesDance and 4 more

magic899's highlight 'ory
magic899's highlight 'ory
magic899's highlight 'ory
magic899's highlight 'ory
magic899's highlight 'ory
magic899's highlight 'ory
magic899's highlight 'ory

STAY CONNECTED WITH US VIA MAGIC899.COM! GET FIRST DIBS ON TODAY'S BEST MUSIC, THE LATEST NEWS AND ALL THAT MAGIC!
THE MOST LIP-SYNCHING MOMENT FROM TAYLOR & TRAVIS' ENGAGEMENT PIC!
LIVE ON JUNE AND JULY 10 - SEPTEMBER 20 | 10:00 PM
Reyes
HILLARI
MAGIC PLAYS
THE MAGIC POP 30
PITSTOP POLL OF THE WEEK

Instagram
Views * 6.2 K
Followers 68.9 K

XVII. PUBLICITY & PROMOTIONS

D. PRESS RELEASE (INSTAGRAM)

Instagram
Home
Search
Explore
Reels
Messages
Notifications
Create
Profile
Meta AI
AI Studio
Threads
More

winbigevents · Follow

winbigevents · 2w
The 36th Philippine Travel Mart is back this September 5-7 at SMX Convention Center. Travel Score up to 60% off on travel deals, discover stunning destinations, and experience the best of Philippine tourism.

READ MORE
<https://www.atheninnamla.com/36th-philippine-travel-mart-launches-with-exclusive-travel-deals-and-tourism-initiatives/>

winbigevents · 2w
Which Philippine destination are you hoping to book at the 36th Philippine Travel Mart?

1 like
September 2

Add a comment...

More posts from winbigevents

Instagram
Views * 938
Followers 10.4 K
Likes 1

Instagram
Home
Search
Explore
Reels
Messages
Notifications
Create
Profile
Meta AI
AI Studio
Threads
More

blueprintmagh and 2 others
Original audio

blueprintmagh · 2w
1 DAY LEFT! 📅

Organized by @offic_gphila, The 36th Philippine Travel Mart brought tourism suppliers in its 3-day expo at the SMX Convention Center Manila. Running from September 5-7, 2025, the expo promotes www.offic_gphila.com/36th-philippine-travel-mart highlighting new and emerging destinations and attractions for both local and international.

To know more about the #PTM2025, follow the Philippine Tour Operators Association PHILTOA at @offic_gphila, the Philippine Travel Mart at @offic_gphila, and the Tourism Promotions Board (TPB) Philippines at @philippines.tpb.

19 likes
September 6

Add a comment...

More posts from blueprintmagh

Instagram
Views * 30
Followers 101
Likes 19

XVII. PUBLICITY & PROMOTIONS

E. PRESS RELEASE (YOUTUBE)



> PTM 2025 DZMM

29th Jul 2025

<https://www.youtube.com/watch?v=zxBPUIqdxBE>

[View online](#)

Youtube

Views
41.6 K

Subscribers
1.3 M



> LIVE: DZMM Radyo Patrol 630, DZMM Teleradyo Afternoon Shows (31 August 2025)

31st Aug 2025

[View online](#)

Youtube

Views
28 K

Subscribers
1.3 M

XVII. PUBLICITY & PROMOTIONS

E. PRESS RELEASE (YOUTUBE)



> Radyo Magasin Livestream | September 3, 2025

3rd Sep 2025

[View online](#)

Youtube

	Views	Subscribers
	110	194



> CHIC HAPPENS | 09/02/25

2nd Sep 2025

Ready to dive into the wild, witty, and oh-so-real world of women? Tune in to Chic Happens — the show where smarts, sass, and sisterhood collide! Meet Ayzza, Tey and Izbel and get ready for some brains, style and glam, and the no-nonsense truth bombs. Together, they're tackling the everyday hustle of the modern woman — love, careers, skincare drama, and everything in between! ☑ Unfiltered. ☑...

[View online](#)

Youtube

	Views	Subscribers
	73	24.5 K

XVII. PUBLICITY & PROMOTIONS

E. PRESS RELEASE (YOUTUBE)



> 36th Philippine Travel Mart media launch | Opening Remarks by PHILTOA President Arjun Shroff

25th Jul 2025

[View online](#)

Youtube

Views
25

Subscribers
99.3 K

36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XVIII. DIGITAL MARKETING

1. Facebook

June 7 - Sept 12, 2025

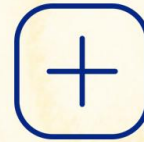
Overall Facebook and Instagram Performance



Followers
47,121



New Followers
9,441



Total posts:
475

June 1 - Sept 16, 2025

Facebook



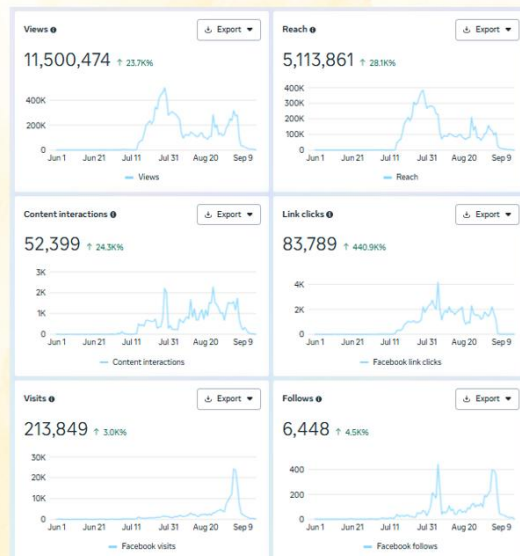
Current: 44,300
Follows Start: 38,341
15.5% increase



Views
11.5M

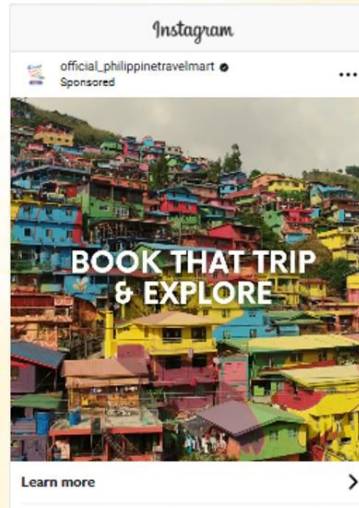
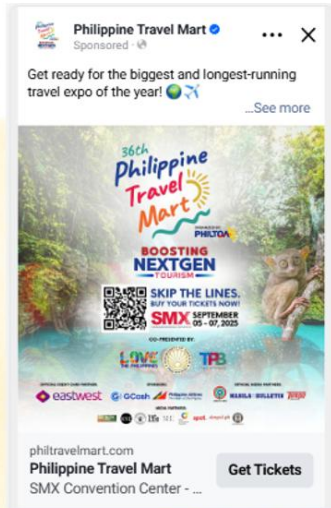


Reach
5.1M



1. Facebook

Sample Posts



Aaron Maniego

Sept 5, 2025

<https://www.instagram.com/reel/DOPqJ-dE8ge/?igsh=MXBpcmx6eGxodnN2aA==>



XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

Facebook Giveaways

GIVEAWAY!

P
PONTIENO
HOTEL



WIN

HOTEL GIFT CERTIFICATE
WITH BUFFET BREAKFAST
FOR TWO PERSONS

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

citadines
Bay City
Manila



WIN

OVERNIGHT STAY IN A
STUDIO DELUXE ROOM WITH
BREAKFAST FOR TWO

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

PHILIPPINE
TRAVEL
MART



WIN

OVERNIGHT STAY
AT MARCO VINCENT
DIVE RESORT

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

ARAW
HOSPITALITY GROUP



WIN

ARAW HOSPITALITY GROUP
MERCHANDISE ITEMS
5 WINNERS

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

somerset
MILLENNIUM MAKATI



WIN

OVERNIGHT STAY IN A
STUDIO EXECUTIVE ROOM
WITH BREAKFAST FOR TWO

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

somerset
SILVERIO MAKATI



WIN

OVERNIGHT STAY IN A
STUDIO PREMIER ROOM WITH
BREAKFAST FOR TWO

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

ASCOTT
MAKATI



WIN

OVERNIGHT STAY IN A
STUDIO DELUXE ROOM WITH
BREAKFAST FOR TWO

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

HOTEL
101
FORT



WIN

HOTEL GIFT CERTIFICATE
WITH BUFFET BREAKFAST
FOR TWO PERSONS

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

TRAVEL
DUNK



WIN

SOHOTON CAVE TOUR
FOR 2 PERSONS

36th Philippine Travel Mart PHILTOA

**BOOSTING
NEXTGEN
TOURISM**

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

Facebook Giveaways

GIVEAWAY!

TKTQ Travels
Travel Agent and Cruise



WIN

3D2N BORACAY ISLAND LAND
ARRANGEMENT FOR TWO PERSONS
WITH FREE ISLAND HOPPING
FREE USE OF KAWA HOT BATH
FREE MERMAID PHOTOSHOOT

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

QV
adventures
Multiple Travel



WIN

OVERNIGHT STAY AT
HOTEL 101 MALL OF ASIA

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

DAHAO ADVENTURE
PARK



WIN

ALL ACCESS TO PARK
ACTIVITIES WITH LUNCH
3 WINNERS
Valid from September 5, 2025 to June 30, 2025

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

citadines
Sulawesi Makati



WIN

OVERNIGHT STAY IN A
STUDIO DELUXE ROOM WITH
BREAKFAST FOR TWO

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

New You



WIN

NEW YOU COLLAGEN
POUCHES

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

samba



WIN

ROOM ACCOMMODATION
AT SAMBA BLUEWATER RESORT

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

PAPH



WIN

2 ROUNDTRIP TICKETS
TO TAIWAN
SEPTEMBER 24-28, 2025

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

citadines
Sulawesi Makati



WIN

OVERNIGHT STAY IN A
STUDIO ROOM WITH
BREAKFAST FOR TWO

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

GIVEAWAY!

citadines
Angkor Borei



WIN

OVERNIGHT STAY IN A
STUDIO ROOM WITH
BREAKFAST FOR TWO

36th Philippine Travel Mart
PHILTOA

BOOSTING
NEXTGEN
TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

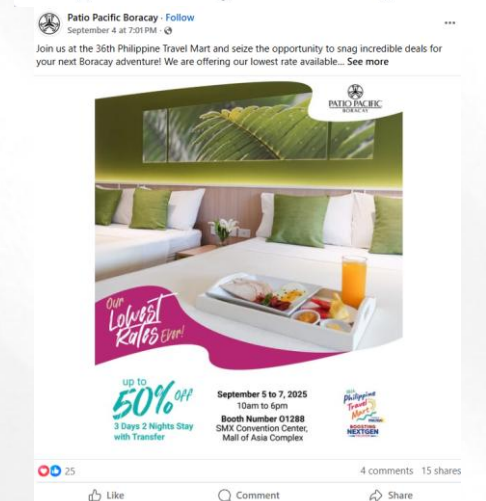
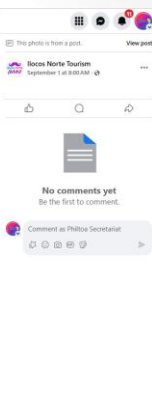
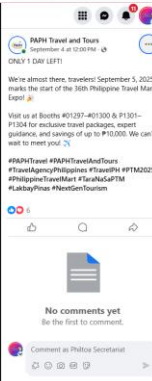
Facebook Giveaways



XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

Facebook Countdown Posts from Exhibitors



2. Instagram

June 1 - Sept 16, 2025

Instagram



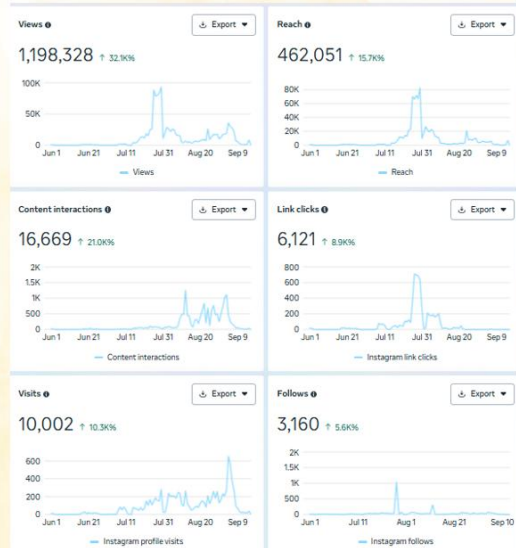
Current: 2,859
Follows Start: 0



1.2million



Reach
462k



Content

- Over 475 posts for FB and IG
- Giveaways: 32
- 3 AVPS - Preview + Teaser + Continuation AVP



XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

2. Instagram

James Deakin Facebook and Instagram Stories Facebook Live Sept 6, 2025

https://www.instagram.com/stories/deakin/3715515256725704487utm_source=ig_story_item_share&igsh=a3dpMhplMDVmazit
https://www.instagram.com/stories/deakin/371551716599507757utm_source=ig_story_item_share&igsh=d7VvWkGuaW50MGooy
https://www.instagram.com/stories/deakin/371551716599507757utm_source=ig_story_item_share&igsh=d7VvWkGuaW50MGooy
<https://www.facebook.com/share/13nc3L4wz7mbeetd-wvXlfr>



Wil Dasovich Facebook / Instagram September 5 & 6

<https://www.facebook.com/shares/1AqQizZgU7mbx160-wvXlfr>

September 6
<https://www.instagram.com/reel/D0SejueRy71gsh-MT8qYnF0ZGJmTY9MQ->

September 5
https://www.instagram.com/stories/wil_dasovich/3717062864674756307utm_source=ig_story_item_share&igsh=c2P5dWEixKz27T45



Just Got Fed Tiktok / Instagram September 5 & 6

https://www.instagram.com/justgotfed/3715515256725704487utm_source=ig_story_item_share&igsh=a3dpMhplMDVmazit



Instagram

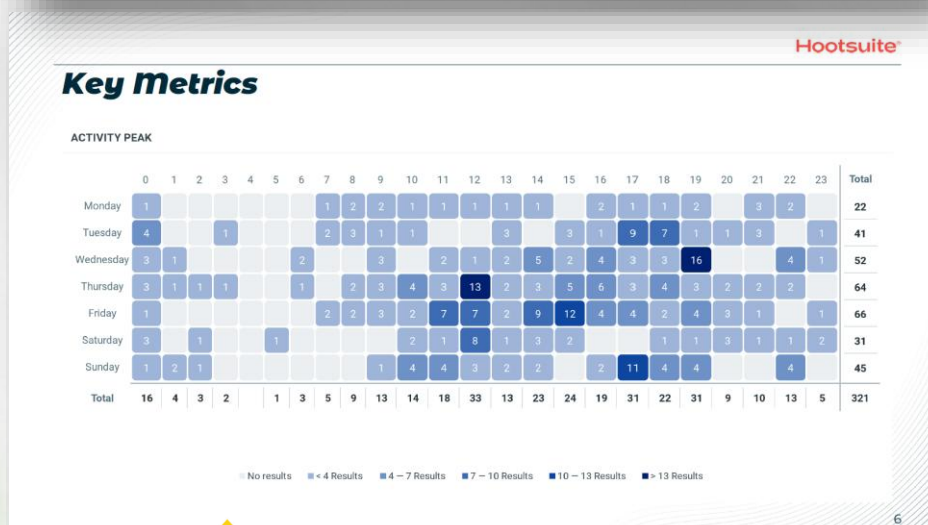
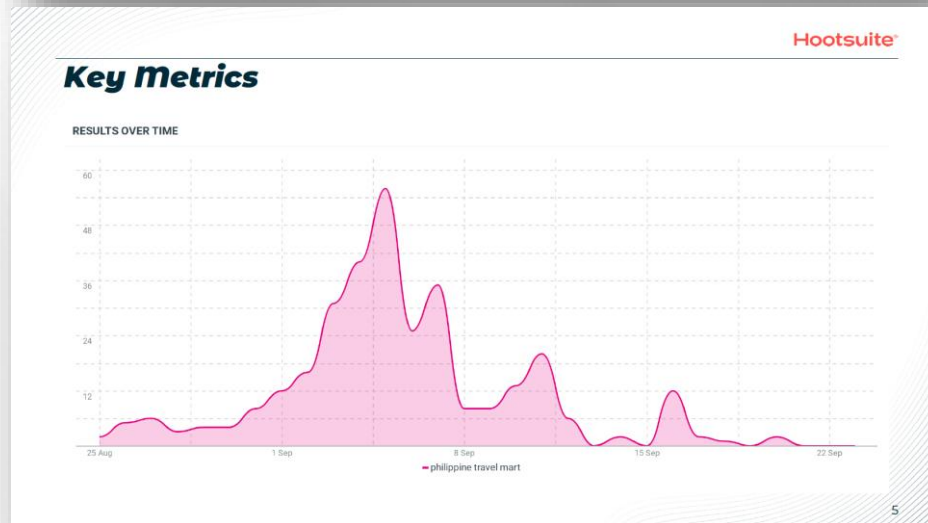
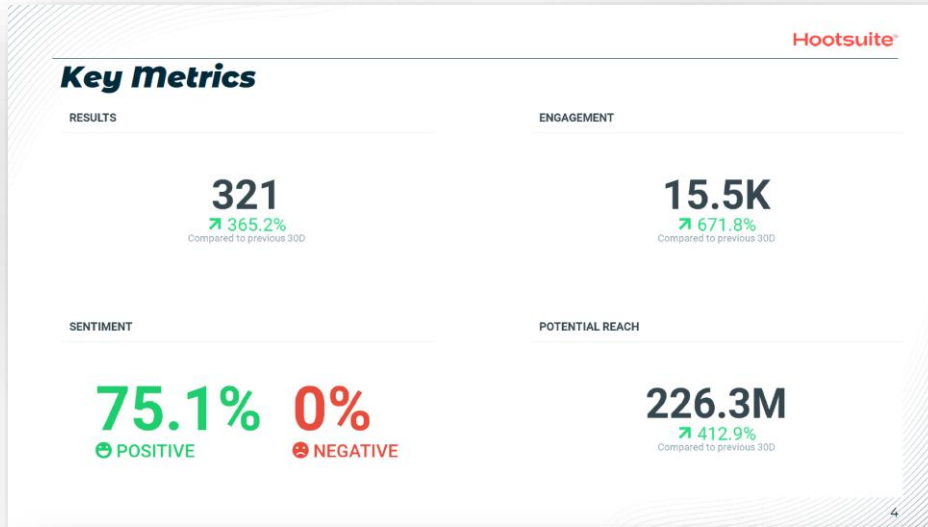


Tiktok

XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

Key Metrics



XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

Sentiments

Hootsuite

Sentiment

TOPICS LEADING TO POSITIVE SENTIMENTS

- Travel Deals & Promotions
- Philippine Tourism
- Local Businesses & Exhibitors
- EastWest Bank Sponsorship

Hootsuite

Sentiment

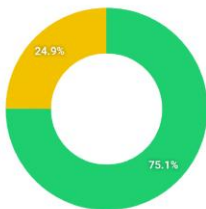
TOPICS LEADING TO NEGATIVE SENTIMENTS

- Flood control projects
- Petroleum price increases
- K9 handler misconduct
- Travel Mart events and promotions

Hootsuite

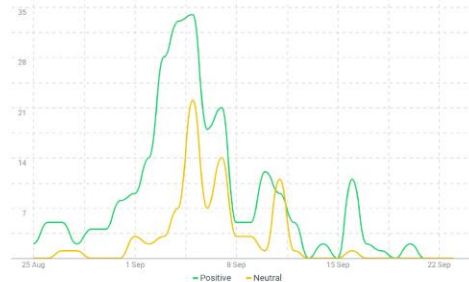
Sentiment

SHARE OF SENTIMENT



534% Positive
158% Neutral

SENTIMENT OVER TIME



10

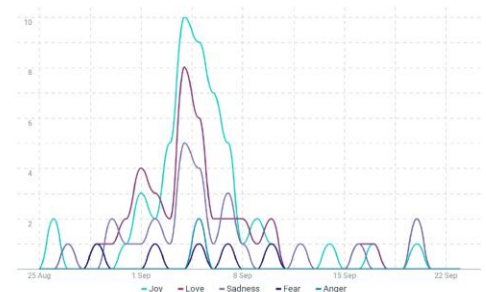
Hootsuite

Sentiment

SHARE OF EMOTION



EMOTIONS OVER TIME

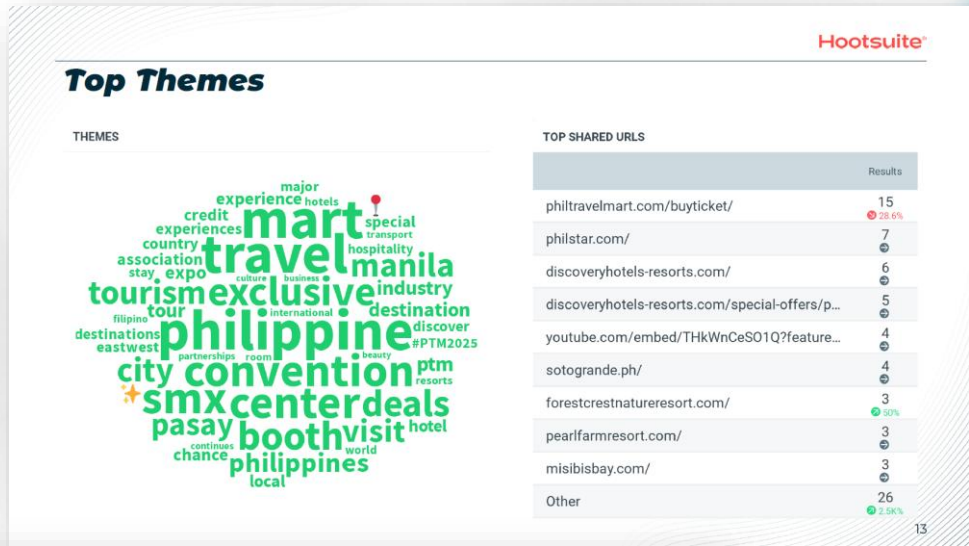


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XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

Top Themes



Top Themes

TOP HASHTAGS

	Results ↓	Positive	Negative	Engagement	Potential Reach	Authors	Net Sentiment
#PhilippineTravelMart	53 1.2%	48 1.9%	0	6.3K 13.1K%	15.3M 4.7K%	53 1.2%	100.00%
#PTM2025	35 483.3%	29 48%	0	2K 5.2K%	11.7M 1.3K%	35 483.3%	100.00%
#nintendoswitch	9	9	0	49	4.4K	9	100.00%
#playstation	9	9	0	49	4.4K	9	100.00%
#ps4	9	9	0	49	4.4K	9	100.00%
#ps5	9	9	0	49	4.4K	9	100.00%
#psp	9	9	0	49	4.4K	9	100.00%
#reels	9	9	0	49	4.4K	9	100.00%
#smx	9	9	0	49	4.4K	9	100.00%
#toys	9	9	0	49	4.4K	9	100.00%

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Top Themes

TOP BRANDS

	Results ↓	Positive	Negative	Engagement	Potential Reach	Authors	Net Sentiment
Facebook	28 833.3%	23 666.7%	0	2.3K 11.9K%	1.8M 1.6K%	28 833.3%	100.00%
non-governmental organisation	21	19	0	86	1.3M	21	100.00%
EastWest Bank	17 10.5%	17 5.6%	0	45 114.3%	32.2M 6.8%	17 10.3%	100.00%
parent company	16	16	0	2	413.6K	16	100.00%
Boost	13 333.3%	10 400%	0	146 40.4%	60.6M 4.4K%	13 333.3%	100.00%
Twitter	13	9	0	2K	522.7K	13	100.00%
Filipinos	12 1.1K%	8 700%	0	3	30.8M 115K%	12 1.1K%	100.00%
YouTube	12	10	0	56	5.4K	12	100.00%
Instagram	11 8.3%	9 25%	0	133 533.3%	1.2M 90.2%	11 8.3%	100.00%
Android	10	9	0	80	316.9K	10	100.00%

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XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

RESULTS

Hootsuite®

RESULTS

TV Patrol Weekend Playback | September 6, 2025 2K

ARS-CBN News | shared a video | YouTube | 06/09/25 19:30

Fiesta Feels: Free Lechon sa Quezon Booth, Sulit sa Travel M... 31

L-I Family Vlogs | shared a video | YouTube | 07/09/25 18:54

Discover Philippines | Support Local, Travel Local | Philippine... 23

SimplipH | shared a short | YouTube | 07/09/25 11:01

Discover Philippines | Support Local, Travel Local | Philippine... 23

SimplipH | shared a video | YouTube | 07/09/25 11:01

Mhica Aguilar Zyrren De Castro Kristine De Belen Andrea Pa... 13

Alexander Jorge Panglinan | shared a video | YouTube | 27/08/25 19:22

Iba't-ibang travel destinations sa Pilipinas, tampok sa 36th Ph... 9

ARS-CBN News | shared a video | YouTube | 06/09/25 22:52

Ally Madrid Chez Mercado Eah Ticzon Barbie Forteza Kaye D... 7

Alexander Jorge Panglinan | shared a video | YouTube | 03/09/25 22:46

Ninna Ricci, Madel Cruz, Nicole Angela International Pet Sum... 7

Alexander Jorge Panglinan | shared a video | YouTube | 31/08/25 09:28

Ms Universe 2018 Catriona Gray Taiwan Expo Excellence Sex... 5

Alexander Jorge Panglinan | shared a video | YouTube | 20/09/25 00:11

Sneak peek: 36th Philippine Travel Mart | ANC 5

ANC 24/7 | shared a video | YouTube | 05/09/25 20:03

17

Hootsuite®

RESULTS

Magie Basha Micah Pantoja Jenna Mendoza Atacia Hanna Kris... 5

Alexander Jorge Panglinan | shared a video | YouTube | 01/09/25 21:21

Silveria Gandillo Sexy Pinay Model Carshow Motorshow Philip... 4

Alexander Jorge Panglinan | shared a video | YouTube | 30/08/25 05:48

Silveria Gandillo Transport & Logistic Sep 19,2025 Day 3 Ca... 3

Alexander Jorge Panglinan | shared a video | YouTube | 20/09/25 00:26

Princess Queene Taruc Max Su Madelyn Santiago Bordallo S... 3

Alexander Jorge Panglinan | shared a video | YouTube | 07/09/25 00:20

THIS IS YOUR SIGN TO BOOK THAT FLIGHT! Planning your... 3

@philstarlife | shared an image | X | published on 05/09/25 at 15:43

36th Philippine Travel Mart Opening Ceremony 2

Where's RR | shared a video | YouTube | 09/09/25 18:08

Balikan ang mga kaganapan sa 36th Philippine Travel Mart 2

PTV Philippines | shared a video | YouTube | 08/09/25 07:59

Don't Miss the Philippine Travel Mart Travel Expo! #short #t... 2

Trisha Yu | shared a video | YouTube | 04/09/25 16:59

...and more deals at the 36th Philippine Travel Mart - PhilSTA... 2

philippine travel mart / facebook | created a post | Blogs | 03/09/25 22:45

Travel fair alert! 300+ deals await at Philippine Travel M... 2

@philstarlife | shared a link | X | published on 03/09/25 at 19:35

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XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

INFLUENCERS

Hootsuite®

Influencers

AUTHORS

163

↑ 297.6%
Compared to previous 30D

SITES

151

↑ 268.3%
Compared to previous 30D

SHARE OF MEDIA TYPES



Hootsuite®

Influencers

TOP AUTHORS

Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
ABS-CBN News http://www.youtube.com/		2		517.3K	258.7K	2K	984

Hootsuite®

Influencers

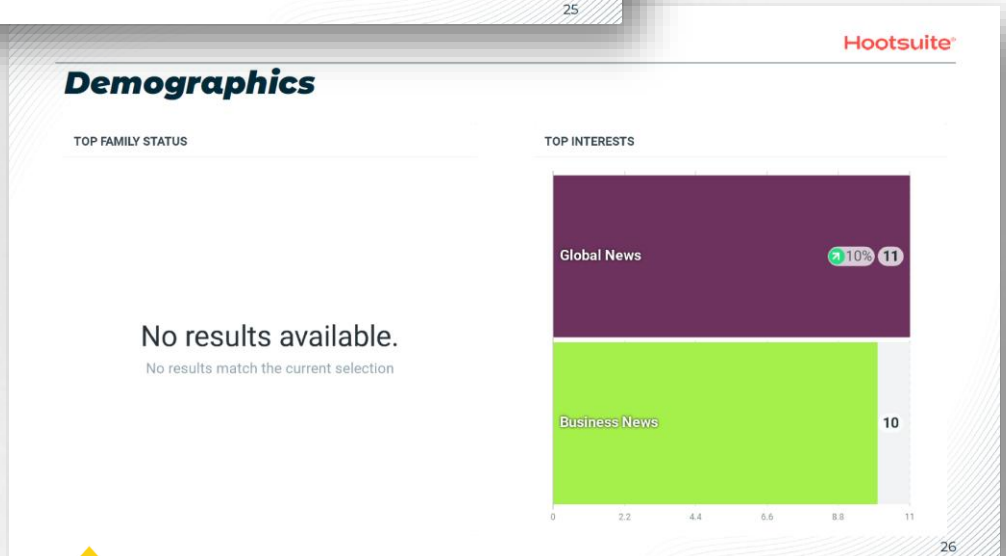
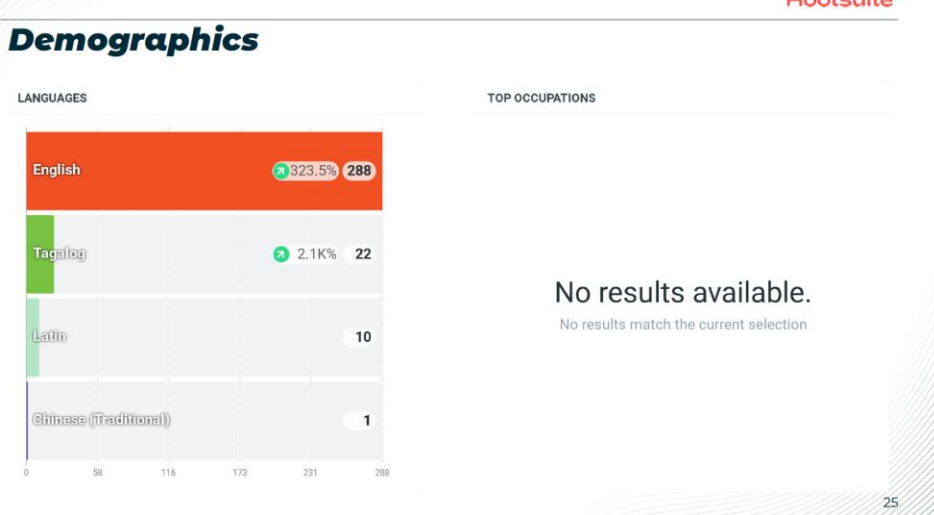
TOP SITES

Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
pia.gov.ph		5		995.6K	199.1K	4	0.8
philstarlife.com		2		607.7K	303.9K	3	1.5
manilastandard.net		2		322.3K	161.1K	1	0.5
orangemagazine.ph		1		11.6K	11.6K	1	1
rmn.ph		1		44.9K	44.9K	1	1
thebeat.asia		1		51.7K	51.7K	1	1
tribune.net.ph		1		300.7K	300.7K	1	1
visayas.politiko.com.ph		1		162.1K	162.1K	1	1
wheresrr.com		1		297	297	1	1
www.philstarlife.com		2		607.7K	303.9K	1	0.5

XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

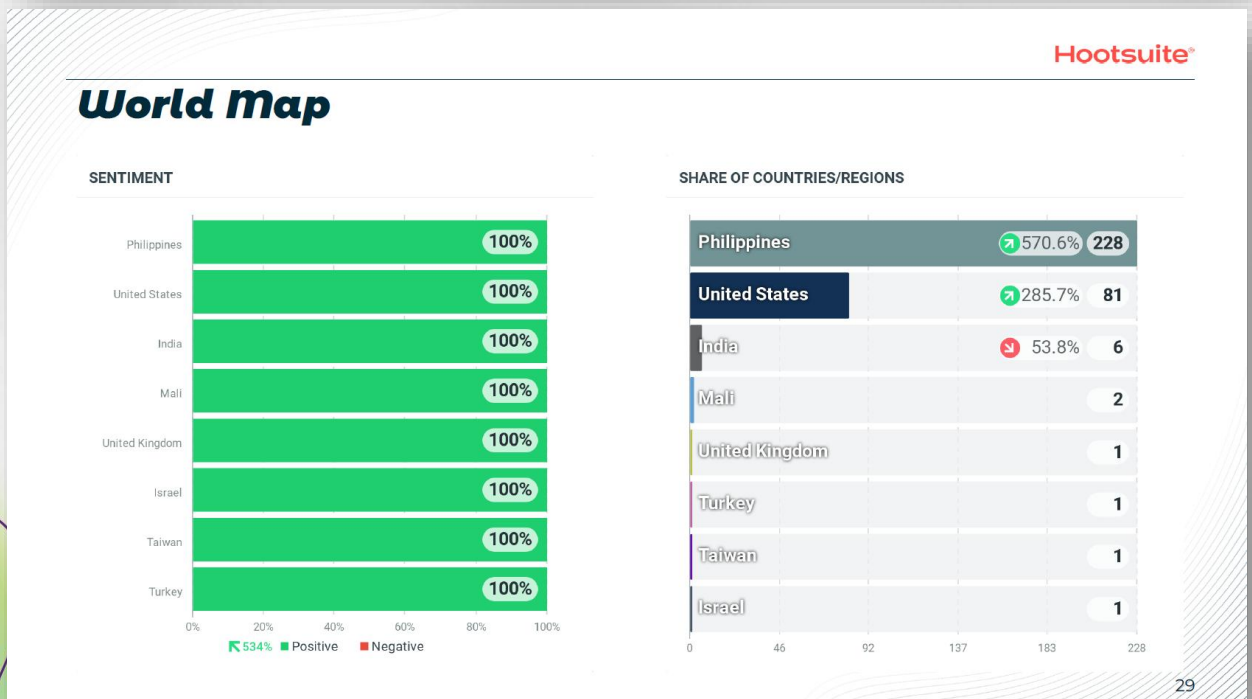
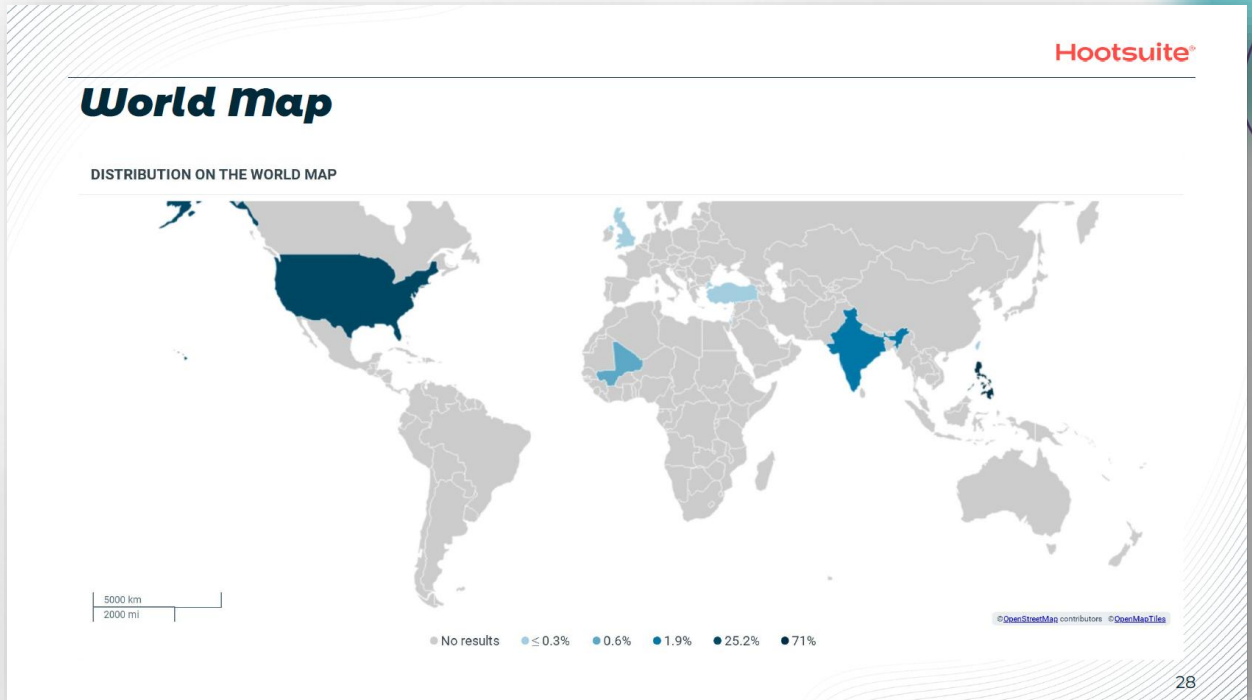
DEMOGRAPHICS



XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

WORLD MAP



XVIII. DIGITAL MARKETING

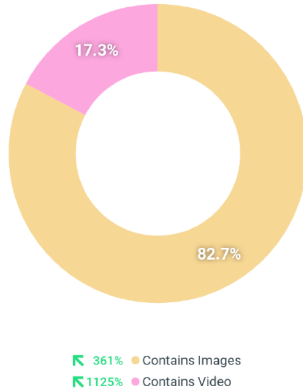
B. SOCIAL MEDIA ENGAGEMENT

VISUAL INSIGHTS

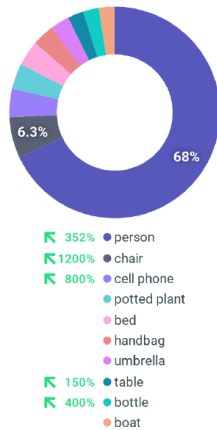
Hootsuite®

Visual Insights

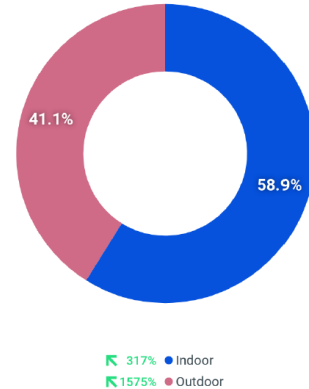
SHARE OF CONTENT



TOP IDENTIFIED OBJECTS



INDOOR/OUTDOOR SPLIT

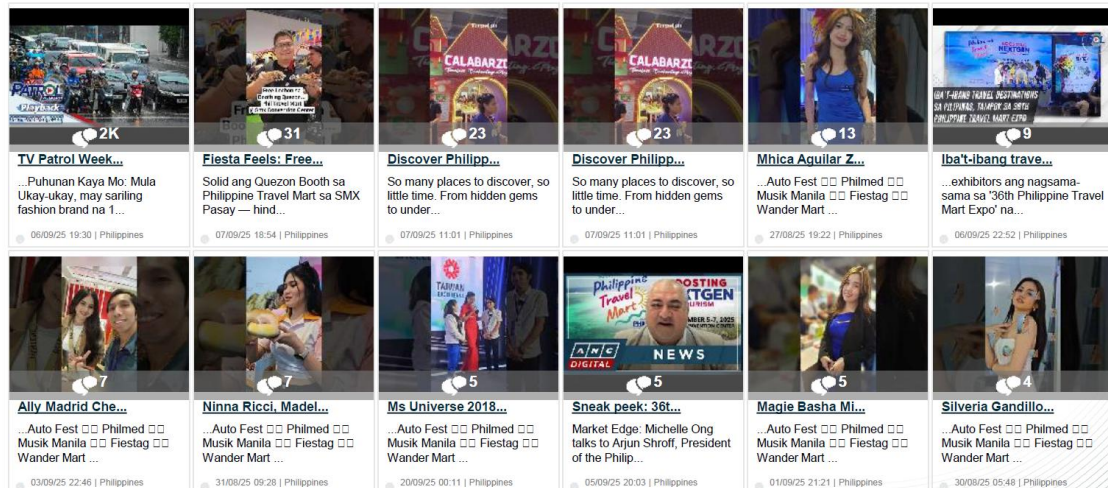


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Hootsuite®

Visual Insights

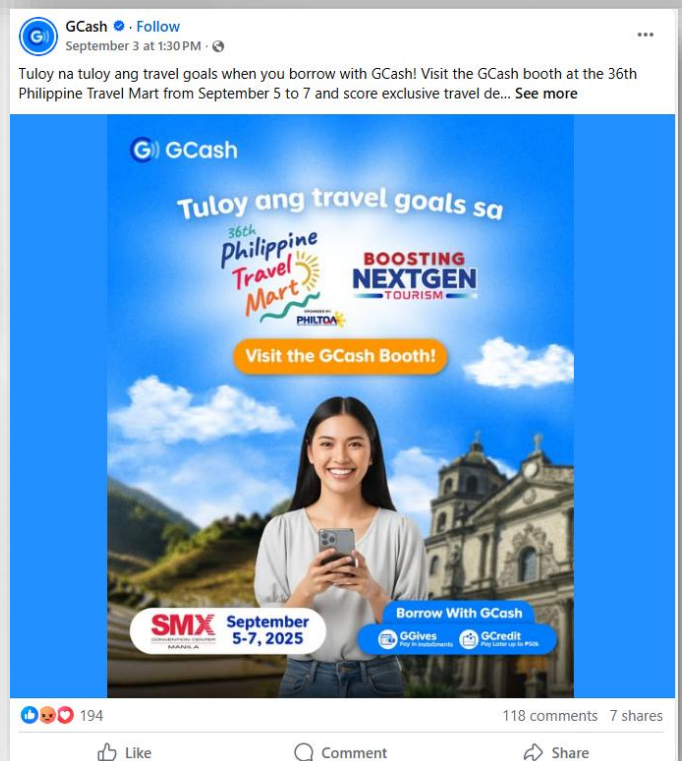
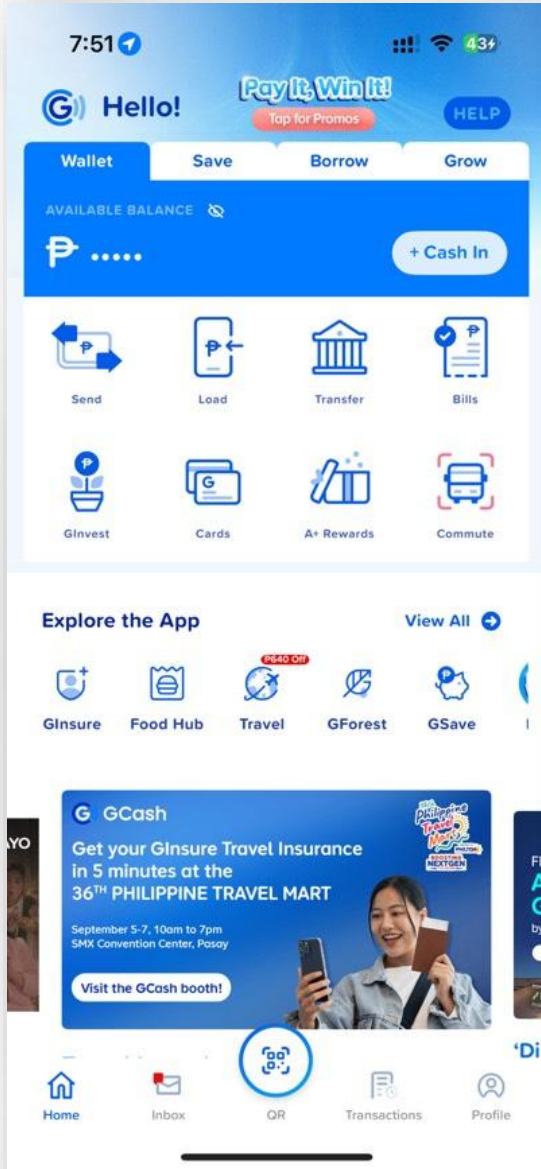
MOST ENGAGING POSTS



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XVIII. DIGITAL MARKETING

C. GCASH SOCIAL MEDIA/DIGITAL MARKETING



Aug 14 - Sept 12, 2025

Overall reach for social media and PR

POTENTIAL REACH

160.9M

↗ 264.2%

Compared to previous 30D

Source: Listening Tool via Hootsuite

Media Values

Php 38,788,000

104 releases as of Sept 12, 2025

Angles:

- PTM Launch
- DOT Secretary Updates
- Regional PRs

PR Values and Reach

Php 116,364,000

> Report summary

MEDIA COUNT **38** Websites **20** Facebook posts **12** Instagram posts **5** YouTube videos

CUMULATIVE REACH AND INSIGHTS

 Pieces of Coverage	75	 Online 75
 Readership*	2.7 B	
 Views*	31.7 M	
 Social shares	45.6 K	 45.6 K

1. MEDIA WRITE-UP LINKS

Date	Publication/Blog	Link
July 23	Out of Town Blog	https://outoftownblog.com/36th-philippine-travel-mart-2025-boosting-nextgen-tourism/amp/
July 25	Philippine Star	https://www.facebook.com/story.php?story_fbid=1217279797102564&id=100064616655120&mibextid=wwXlfr&rid=d7Rr8X7J9sNglmxG#
July 25	Numu Guide	https://www.facebook.com/100070152592404/posts/pfbid0UY34LEb7Z7A7DLXpuc3fMsfVxVrVKHm2itJfTtNRShHgXKwtJaZrWzhQMJaFgkXnl/?
July 25	Azrael Coladilla	https://www.facebook.com/567879275/posts/pfbid029Fwbi6iKUQV9mHX72g85Tv9haDTzwNppJqHER6LUtdEXPrdrBKE1YhVRw9bQDCqWl/
July 25	Orange Magazine	https://www.youtube.com/watch?v=r6r3yE3t8vg
July 25	Lakbay Magazine	https://www.facebook.com/share/r/1Au5RLdEJj/?mibextid=wwXlfr
July 25	Lakbay Magazine	https://lakbaymagazine.com/07/25/2025/2804/updates/philtoa-launches-36th-philippine-travel-mart-boosting-the-nextgen-tourism/
July 25	Jed Macaraya	https://officialjedmacaraya.wordpress.com/2025/07/26/the-36th-philippine-travel-mart/?fbclid=PAQ0xDswLxN0JleHRuA2FibQlxMQABp3HwCB_alo31hBASgdMNqbHgx82iFlwrfiabQQZUPefojLrtSm3wHylRh-Qg_aem_lq8iv0hbraKOO_Nvr_V2dA
July 25	Chic Mix	https://www.facebook.com/share/p/1G156e6KQF/
July 26	Philippine Star	https://www.facebook.com/share/p/1Dns3snWYC/
July 26	Phil Star Life	https://www.facebook.com/share/p/1EXWUfHZPL/

1. MEDIA WRITE-UP LINKS

July 26	Phil Star Life	https://philstarlife.com/living/681150-what-to-expect-at-thee-36th-travel-mart?page=3
July 27	DZMM Radio Guesting	https://youtu.be/9HSiAaYkPSM
July 27	Dude4Food	https://dude4food.blogspot.com/2025/07/boosting-nextgen-tourism-philtoa.html?l
July 30	Simpol.PH	https://www.instagram.com/reel/DMtZs96qKTu/?igsh=amZodGU4OWxvd2Z5
July 30	Rod Magaru	https://rodmagaru.com/2025/07/philtoa-kicks-off-36th-philippine-travel-mart-empowering-nextgen-tourism/
July 30	The Metro Edit	https://themetroidedit.com/travel/travel-reimagined-philtoas-36th-philippine-travel-mart-ushers-in-the-next-generation-of-local-exploration/
July 30	Orange Magazine	PHILTOA Launches the 36th Philippine Travel Mart: Boosting the NextGen Tourism - Orange Magazine
July 31	Viajero Kultura Pilipinas	https://viajerokulturapilipinas.com/philtoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism , https://www.facebook.com/share/p/1D5c4vpLR6/
July 31	Spot.PH	https://www.spot.ph/things-to-do/the-latest-things-to-do/score-big-travel-deals-at-the-philippine-travel-mart-this-september-a5138-20250731-dyn?utm_source=Instagram-Spot&utm_medium=Ownshare-LinkInBio&utm_campaign=20250731-ignp-things-to-do-score-big-travel-deals-at-the-philippine-travel-mart-this-september-a5138-20250731-dyn-
July 31	Spot.PH	https://www.facebook.com/story.php?story_fbid=1217623680393146&id=100064365774297&mibextid=wwXlfr&rdid=VCJ6P0oCBhBfnX7#
Aug 2	Manila Bulletin	https://mb.com.ph/2025/08/02/philtoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism
Aug 2	Travel and Tour World	https://www.travelandtourworld.com/news/article/step-into-the-future-of-travel-at-the-philippine-travel-mart-2025where-innovation-wellness-and-green-adventures-await-what-you-need-to-know/
Aug 4	Manila Times	https://www.manilatimes.net/2025/08/04/tmt-newswire/36th-philippine-travel-mart-to-boost-nexgen-tourism-philtoa/2161336

1. MEDIA WRITE-UP LINKS

Aug 7	Asian Journal	https://asianjournal.com/entertainment/events/philitoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism/
Aug 7	Balikbayan Magazine	https://balikbayanmagazine.com/travel/philitoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism/
Aug 8	The Chronicle	https://thechronicle.com.ph/eastwest-joins-forces-with-philitoa-to-power-36th-philippine-travel-mart/
Aug 8	Manila Standard	https://manilastandard.net/gallery/314627593/travel-mart-2.html
Aug 9	Manila Monitor	https://themanilamonitor.com/2025/08/09/philippine-travel-mart-turns-36-with-new-destinations-deeper-cultural-experiences/
Aug 15	Malaya	https://malaya.com.ph/business/marketing-board/philitoa-launches-36th-philippine-travel-mart-boosting-nextgen-tourism/
Aug 15	Discover MNL	https://www.facebook.com/share/1Atmr6GfNb/?mibextid=wwXlfr
Aug 15	Discover MNL	https://www.discovermnl.com.ph/philitoa-launches-36th-philippine-travel-mart-early-bird-rate-available-until-august-15/
Aug 23	Asian Journal	https://asianjournal.com/entertainment/events/36th-philippine-travel-mart-highlights-local-tourism-offers-travelers-up-to-60-in-savings/
Aug 24	Discover MNL	https://www.discovermnl.com.ph/36th-philippine-travel-mart-highlights-local-tourism-offers-travelers-up-to-60-in-savings/
Aug 26	Manila Bulletin	https://mb.com.ph/2025/08/26/36th-philippine-travel-mart-highlights-local-tourism-offers-travelers-up-to-60-percent-in-savings
Aug 26	Travel and Tour World	https://www.travelandtourworld.com/news/article/thirty-sixth-philippine-travel-mart-set-to-showcase-best-of-the-philippines-with-exclusive-discounts-and-cultural-wonders/
Aug 27	Bilyonaryo News Channel	https://bnc.ph/few-ask-about-our-budget-frasco-flags-tourism-faces-p100m-cuts-dot-expected-to-deliver-a-mansion-on-a-tent-budget/news/
Aug 29	Expat Magazine	https://www.facebook.com/share/19oCfyx6c/?mibextid=wwXlfr

1. MEDIA WRITE-UP LINKS

Aug 29	Expat Magazine	https://expatphilippines.ph/articles/philitoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism/
Aug 31	United News	https://www.unitednews.net.ph/en/article.php?post=116782
Aug 31	DZMM Travel ni Ahwel	https://www.youtube.com/live/cTErd8i2Crs?si=fOxOrJXhmi-ukO3K
Sept 1	Philippine Star	https://www.philstar.com/news-commentary/2025/08/31/2469456/aggressive-destination-good-deals-score-36th-philippine-travel-mart
Sept 1	Spot.PH	https://www.facebook.com/share/p/171XeGZMxZ/
Sept 1	Spot.PH	https://www.spot.ph/things-to-do/the-latest-things-to-do/score-big-travel-deals-at-the-philippine-travel-mart-this-september-a5138-20250731-dyn?utm_source=Facebook-Spot&utm_medium=Ownshare&utm_campaign=20250901-fbnp-things-to-do-score-big-travel-deals-at-the-philippine-travel-mart-this-september-a5138-20250731-dyn-fbold&fbclid=IwY2xjawMh3llleHRuA2FlbQlXMQABHkZrjzeKadRFc60GeMI2Cp-PedunKtYjcxXKyOmW6BgLUTXDJnSgQ5QoBBgA_aem_KFYogtmV1sbh63b_8xGBUQ
Sept 1	Spot.PH	https://www.facebook.com/share/p/1BJasosGhn/
Sept 2	Chinoy TV	https://www.facebook.com/share/p/1AzmYjEiHo/?mibextid=wwXlfr
Sept 2	Discover MNL	https://www.instagram.com/p/DOGKeaXk-Qt/?img_index=1&igsh=MXZ4bTFvc3dpMW10eg==
Sept 2	Discover MNL	https://www.instagram.com/reel/DOC2s_fE8XJ/?igsh=MXRkczR6aDViMHU0eA==
Sept 2	Magic 89.9 The Chic Show, 7 pm	https://www.youtube.com/watch?v=xSzFmi_zXB0
Sept 2	Magic 89.9 Facebook Page	https://www.facebook.com/stories/106020244894562/UzpfSVND0j11MTM4MjQxMjU2NjM2NjA=/?view_single=1&source=shared_permalink&mibextid=wwXlfr https://www.facebook.com/share/r/19Y5q8xtAV/?mibextid=wwXlfr
Sept 2	Magic 89.9 Instagram Page	https://www.instagram.com/reel/DODYkXqj4G6/?igsh=MTR0ajk1bWZyd3F1bw== https://www.instagram.com/stories/magic899/3712726839182983294?utm_source=ig_story_item_share&igsh=OGhvdGgwMmJuY2xq
Sept 2	Simpol.PH	https://www.instagram.com/p/DOGV8sREtQ8/?igsh=MXAwenl3Z21ndHVnNw==

1. MEDIA WRITE-UP LINKS

Sept 2	Radyo Pilipinas Facebook Page	https://www.facebook.com/share/p/17EAmmoPak/?mibextid=wwXlfr
Sept 3	Manila Bulletin	https://mb.com.ph/2025/09/03/a-tapestry-of-adventure-and-culture
Sept 3	Magic 89.9 Facebook	https://www.facebook.com/share/p/1C9ckwNdKs/?mibextid=wwXlfr
Sept 3	Magic 89.9 Instagram	https://www.instagram.com/p/DOIE3THDxcb/?igsh=OHRweDc2bTlhYm5l
Sept 3	Radyo Pilipinas	https://www.youtube.com/watch?v=uPoLIJ6QrhA
Sept 3	Bilyonaryo News Channel Trade Talks FB	https://www.facebook.com/share/v/15vVyBsYiS/
Sept 3	Bilyonaryo News Channel Trade Talks	https://drive.google.com/drive/folders/1TEkyDP40KawzyZlEzVb4URLtKB9svjP?usp=drive_link
Sept 3	When in Manila	https://www.wheninmanila.com/36th-philippine-travel-mart-launches-with-exclusive-travel-deals-and-tourism-initiatives/
Sept 3	When in Manila Facebook	https://facebook.com/1207291431398056/posts/1386031846857346
Sept 3	When in Manila Instagram	https://www.instagram.com/p/DOG3-U_kc2P/
Sept 3	When in Manila Threads	https://www.threads.com/@wimbigevents/post/DOG3_vkj_LN
Sept 3	Philippine Information Agency	https://pia.gov.ph/negros-orientals-tourism-industry-fuels-economic-growth-reports-p7b-in-revenue/
Sept 4	Magic 899 Facebook Giveaway Post	https://www.facebook.com/share/p/1AEo84XGaz/
Sept 5	Magic 899 Facebook Giveaway Winners Post	https://www.facebook.com/share/p/1G9XMGJaDr/
Sept 5	Philippine Star Facebook Post	
Sept 5	Philippine Star Life Facebook Post	https://www.facebook.com/share/p/1A6RBCFAuj/
Sept 5	Travel and Tour World	https://www.travelandtourworld.com/news/article/discovery-hospitality-unveils-exclusive-offers-at-philippine-travel-mart-2025/#google_vignette
Sept 5	Gov Sol Aragonés FB Live	https://www.facebook.com/share/p/17QJgEkFLh/?mibextid=wwXlfr https://www.facebook.com/share/p/17QJgEkFLh/?mibextid=wwXlfr https://www.facebook.com/share/v/19iCEGim8B/?mibextid=wwXlfr
Sept 5	Gov Sol Aragonés FB Live	https://www.facebook.com/share/v/1Eh2LSfHse/?mibextid=wwXlfr

1. MEDIA WRITE-UP LINKS

Sept 6	Cong Ann Matibag FB	https://www.facebook.com/share/p/1BwJXfg9MU/?mibextid=wwXlfr
Sept 6	Cong Ann Matibag FB	https://www.facebook.com/share/p/1BwJXfg9MU/?mibextid=wwXlfr https://www.facebook.com/share/r/1C71jmtbaV/?mibextid=wwXlfr
Sept 5	Bilyonaryo News Channel Agenda	https://drive.google.com/drive/folders/1TEkyDP40KqWzyZIEzVb4URLtIKB9svjP?usp=drive_link
Sept 5	Diyaryo Pinoy	https://www.diyaryopinoy.com/2025/09/05/dont-miss-this-years-biggest-travel-event-the-36th-philippine-travel-mart-opens-this-weekend/?
Sept 5	Bilyonaryo News Channel	https://vt.tiktok.com/ZSAv7eaQA/
Sept 5	Philippine Star	https://www.facebook.com/share/p/1C6UpKUqCB/?mibextid=wwXlfr
Sept 5	Politiko	https://visayas.politiko.com.ph/2025/09/05/gov-miraflores-offers-the-best-of-aklan-in-36th-ph-travel-mart/social-snitch/
Sept 5	Manila Standard Print / Online	https://manilastandard.net/gallery/314639371/travel-mart-3.html
Sept 5	Lakwatserong Pinoy	https://vt.tiktok.com/ZSAvXBmyv/
Sept 5	Just Got Fed	https://www.instagram.com/reel/DON9jk1kaWG/?igsh=MXZwdWcydnQ2MXpadw%3D%3D
Sept 5	Spot.PH	https://www.instagram.com/reel/DOP5VPpIRhl/?igsh=MXJzY2VtOTZyMjRpbWw=
Sept 5	Tech and Lifestyle Journal	https://techandlifestylejournal.com/36th-philippine-travel-mart-opens-this-september-5-weekend
Sept 5	Wheres RR	https://wheresrr.com/2025/09/05/travel-living/must-visit-this-weekend-the-36th-philippine-travel-mart-is-now-open/
Sept 6	Simpol.PH	https://www.facebook.com/share/p/19k8RmUEAV/
Sept 6	James Deakin Stories	https://www.instagram.com/stories/deakinitis/3715515255725704487?utm_source=ig_story_item_share&igsh=a3dpMHpiMDVmazIt https://www.instagram.com/stories/deakinitis/3715517176599507757?utm_source=ig_story_item_share&igsh=dTVvbWgxaW50MGoy
Sept 6	James Deakin FB Live	https://www.facebook.com/share/19ixc3E4wz/?mibextid=wwXlfr
Sept 6	Manila Standard	https://manilastandard.net/gallery/314639371/travel-mart-3.html
Sept 7	Manila Times	https://www.manilatimes.net/2025/09/06/photos/travel-mart/2180165
Sept 7	Blueprint Magazine	https://www.instagram.com/reel/DOQyPdWj6LR/?igsh=dmh5YWp4ODBwYmZu
Sept 7	Wil Dasovich	https://www.facebook.com/share/r/1AgBQUzZqG/?mibextid=wwXlfr
Sept 7	Simpol.PH	https://www.facebook.com/share/p/175gds6ebD/

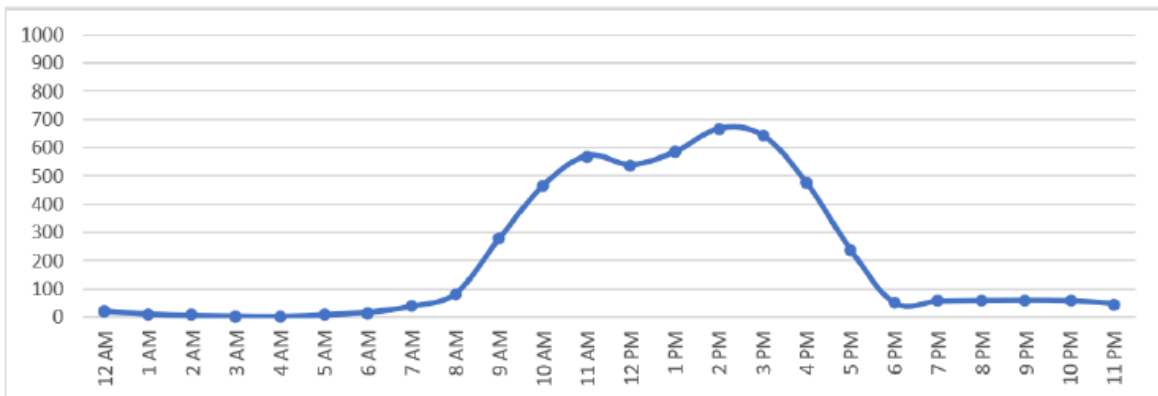
1. MEDIA WRITE-UP LINKS

Sep-07	Simpol.PH	https://www.facebook.com/share/r/18Q4et7et4/
Sep-08	TV Patrol (ABS CBN	https://www.facebook.com/watch/?v=750367597980573
Sep-08	Police Files Tonite	https://www.policefilestonite.net/2025/09/08/lgu-kalibo-snares-best-booth-honor-in-philippine-travel-mart/
Sep-08	Rise and Shine PTV 4	https://www.facebook.com/share/v/19oC2pG42Y/
Sep-08	Philippine Information Agency	https://pia.gov.ph/obra-ni-juana-weaves-dreams-empowers-women-in-pagadian/
Sep-08	Simpol.PH	https://www.facebook.com/share/r/1C5PTP8ott/
Sep-10	LionHear TV	https://www.lionheartv.net/2025/09/eastwest-leads-tourism-empowerment-as-major-sponsor-of-philippine-travel-mart-2025/
Sep-10	PNA	https://www.pna.gov.ph/articles/1258451
Sep-10	The Daily Tribune	https://tribune.net.ph/2025/09/10/eastwest-powers-philippine-travel-mart-2025-as-major-sponsor
Sep-10	Leyte Samar Daily News	https://www.leytesamardailynews.com/northern-samar-showcases-sustainable-tourism-gems-at-philippine-travel-mart-2025/
Sep-10	Panay News	panaynews.net/capiz-scores-back-to-back-win-for-best-in-booth-at-36th-ph-travel-mart/
Sep-10	EastWest Leads Tourism Empowerment as Major Sponsor of Philippine Travel Mart 2025	https://powtex.blogspot.com/2025/09/eastwest-leads-tourism-empowerment-as.html
Sep-11	Pep.PH	https://www.dailymotion.com/video/x9aqc30
Sep-11	Pep.PH	https://www.instagram.com/reel/DOdlhCbiZd1/?igsh=dzEybHdsNW1sMzZz
Sep-14	The Manila Standard	https://manilastandard.net/lifestyle/314642855/philitoas-travel-mart-the-greatest-show-in-town.html
Sep-19	Chinoy TV	https://www.facebook.com/share/r/14Hte2prCxm/

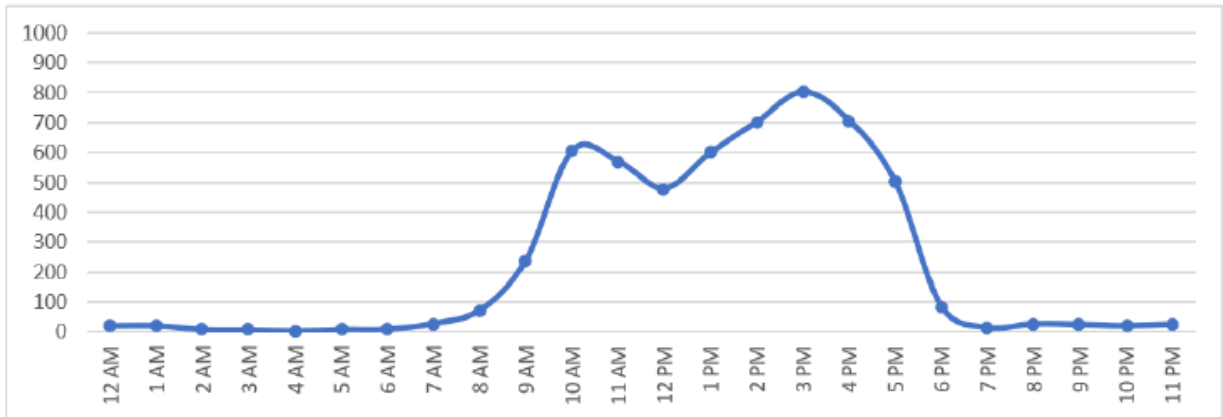
Tickets	36th PTM
Paid Tickets	25,385
Free Tickets	5,369
Total	30,754

Sales Breakdown by Event Day

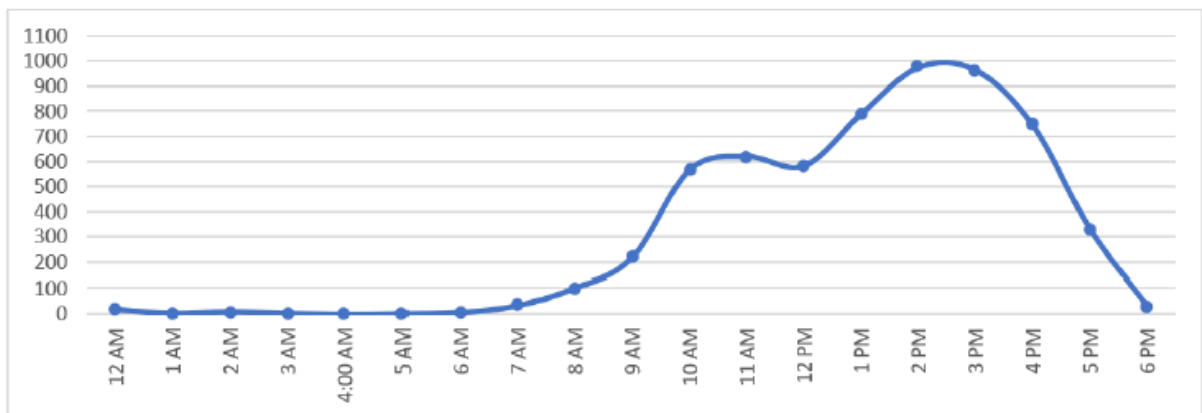
- Day 1



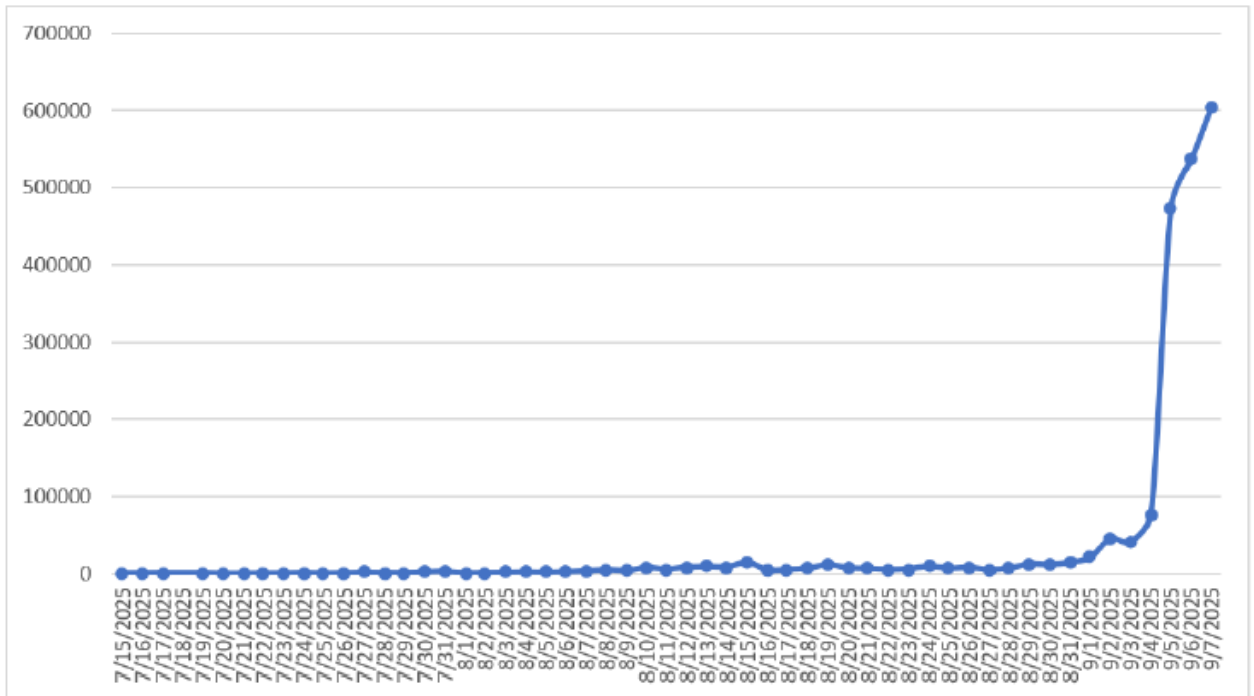
• Day 2



• Day 3



Total Sales (Overall Uptime)



36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XIX. COMMENTS AND FEEDBACK

What in particular did you find commendable in the way the event was handled this year?

1. **ADORNO 72 HOME DECORS** – Aisle should be spacious
2. **AKLAN PROVINCIAL GOVERNMENT** – Well promoted and marketed esp. to media
3. **ALTA VISTA DE BORACAY** – PHILTOA Team + Their Marketing Efforts
4. **AQUALIVING RVS APPLIANCES TRADING** – Nothing
5. **AQUANMUNDO SPORTS INC.** – Event was handled very professional
6. **ARAW HOSPITALITY INC.** – None in particular
7. **ARRENDA TRAVEL AND TOURS** – Responsiveness of Secretariat
8. **ARTERRA HOTEL & RESORT INC.** – Responsiveness
9. **ASSOCIATION OF HUGOM AND LAIYA RESORT OWNERS** – If we can push more advertisement
10. **ATDX INC.** – Ingress and Egress are very organize. Booths placements are also organize.
11. **BAGUIO COUNTRY CLUB CORPORATION** – Promotion thru social media
12. **BARMIM** – The event was organized; transaction with PHILTOA Secretariat was smooth.
13. **BE HOTELS & RESORTS** – Better Entrance
14. **BLUEWATER RESORTS** – Advertisement
15. **BORACAY MANDARIN ISLAND HOTEL** – Very organize
16. **CAPIZ PROVINCIAL GOVERNMENT** – Responsiveness
17. **CEBU TRIP TOURS & RENT A CAR** – Good marketing promotions
18. **CESTDECHERRY TRAVEL & TOURS** – PHILTOA secretariat is very accommodating

What in particular did you find commendable in the way the event was handled this year?

19. **CLUB BALAI ISABEL HOTEL & RESORT** – Good as always
20. **CLUB WYNDHAM** – Event is well organized
21. **CORO HOTEL** – The theme “NextGen Tourism”
22. **CTPH LIFESTYLE & TRAVEL SERVICES** – They were able to fit numerous number of choices
23. **DANAO ADVENTURE PARK** – Excellent social media promotion and responsiveness
24. **DOT 5** – The organizer were responsive
25. **DOT 9** – Prompt to answer queries
26. **DOT Central Visayas** – Decline in attendance and interest
27. **DOT NCR REGIONAL OFFICE** – Prompt response
28. **ENDURLAND DEVELOPMENT CORP.** – Overall foot traffic
29. **ESTANCIA DE LORENZO** – Vloggers are here / nice opening
30. **FAIRWAYS & BLUEWATER BORACAY** – Well organized, promoted extensively
31. **FERENZO HOLDINGS... (AUREO LA UNION)** – Event highlighted heavily on each best qualities
32. **FOUR POINTS BY SHERATON PALAWAN** – Handling responsive as always
33. **FPG INSURANCE CO., INC.** – Promotion of Philippine Regions
34. **HIPPOCAMPUS CEBU INC.** – It was properly organized
35. **HOTEL SOGO** – Organized Event
36. **ISLAND HOME SUPPLY** – Spontaneity is the key
37. **JW RESORTS INC.** – Digitalized Procedure
38. **KANDAYA RESORT** – The program flow and promotions
39. **KARA TRAVEL AND TOURS** – Organized Event
40. **LANDSAIR TOURS & TRAVEL CORP.** – Smooth sailing compared before
41. **MAD SUN TRAVEL AND TOURS** – Organized and the promotions

What in particular did you find commendable in the way the event was handled this year?

- 42. **MAISON BUKANA PRIVATE RESORT** – Crowd Control was good
- 43. **METRO WANDERER TRAVEL SERVICES** – Smooth program flow and booth arrangements
- 44. **MITHI RESORT AND SPA** – Do not combine Travel Expo and Diving Show
- 45. **NEW COAST HOTEL MANILA** – Staff are very accommodating. Well organized. Efficient
- 46. **OCEANICA RESORT** – Promotions way better than 2024
- 47. **PAEC GLOBAL** – Booth arrangements were generally well spaced, giving exhibitors good visibility
- 48. **PANGLAO VISTA SUITES** – Organization marketing
- 49. **PAPH TRAVEL AND TOURS** – Well organized. No inconvenience
- 50. **PAPH TRAVEL AND TOURS** – (duplicate removed if same entry)
- 51. **PATIO PACIFIC BORACAY** – Organized. Everything went smooth
- 52. **PICTUREBOOKS** – How the organizer solve & answer inquiries
- 53. **PONTEFINO HOTEL** – Very organize... everything is easy and fast
- 54. **PRINCESA GARDEN ISLAND RESORT AND SPA** – Nothing in particular
- 55. **PROVINCIAL GOVERNMENT OF BATANES** – Organized and more foot traffic
- 56. **PROVINCIAL GOVERNMENT OF LAGUNA** – The Program/Show
- 57. **PROVINCIAL GOVERNMENT OF NORTHERN SAMAR** – Quick response in queries
- 58. **PROVINCE OF NEGROS ORIENTAL** – Hopeful next year, you will prioritize us
- 59. **PUGCUP** – Prompt assistance to exhibitors concerns
- 60. **QUEZON PROVINCIAL TOURISM OFFICE** – Organized Communication
- 61. **RAJAH TRAVEL CORPORATION** – List of Exhibitors
- 62. **RANCHO BERNARDO** – Prompt action and assistance. Diligent in follow through
- 63. **REGENT TRAVEL** – Programs and booth designs
- 64. **RICHVILLE HOTEL... VIVERE HOTEL** – Responsiveness of organizers
- 65. **SAMBA BLUEWATER RESORT** – More sales and walk-in inquire
- 66. **SHILOH 777 SOLUTIONS** – Well organized & presentable
- 67. **SHROFF TRAVEL** – Showcases Philippine Culture

What in particular did you find commendable in the way the event was handled this year?

- 68. **SM PRIME HOLDINGS INC. - LANSON PLACE MOA** – Foot Traffic
- 69. **SM PRIME HOLDINGS INC. - PICO SANDS HOTEL** – The Secretariat Team
- 70. **SM PRIME HOLDINGS INC. - TAAL VISTA HOTEL** – Seamless Ingress
- 71. **SOTOGRADE DAVAO HOTEL INC.** – Responsiveness
- 72. **STANDARD INSURANCE** – Well organized
- 73. **STARLITE FERRIES INC.** – Well-organized and inspiring event
- 74. **SUNLIGHT HOTELS & RESORTS** – Event promotion
- 75. **TAGAYTAY COUNTRY HOTEL** – Marketing & Promotion
- 76. **THE ALPHA SUITES** – Activities were engaging
- 77. **THE BELLEVUE RESORTS** – Very good marketing effort
- 78. **THE HENRY HOTEL** – Very organized
- 79. **THE LIND BORACAY** – Great!
- 80. **THE MANILA HOTEL** – We commend all the staff for playing such a big role on assisting guests
- 81. **THE ORIENTAL HOSPITALITY** – All staff are accommodating
- 82. **TKTQ TRAVELS** – Digital Engagement
- 83. **TRAVEL SPECIALIST VENTURES GROUP** – Marketing and website
- 84. **UNI-ORIENT TRAVEL INC.** – Better opportunities to network
- 85. **VIA PHILIPPINES TRAVEL CORP.** – Seamless integration of technology
- 86. **VICTORY OF ALTHEA'S TRAVEL** – Responsiveness of the staff
- 87. **WALKTHEPLANET INC.** – Very organized, professional and smooth-sailing
- 88. **WELLWAVE CO. (HIRO)** – Excellent help generate our sales
- 89. **WORLDHOTEL MAKATI INC. DBA I'M HOTEL** – PHILTOA is consistent; MSD has to improve

What in particular did you find inappropriate/unfavorable in the way the event handled this year?

1. **ALTA VISTA DE BORACAY** – Late floor plan for RSVP.
2. **AQUANMUNDO SPORTS INC.** – Long lines at comfort room.
3. **AQUALIVING RVS APPLIANCES TRADING** – None.
4. **ARAW HOSPITALITY INC.** – None in particular.
5. **ARTERA HOTEL & RESORT INC.** – Setup issues.
6. **BAGUIO COUNTRY CLUB CORPORATION** – Short exhibit time.
7. **BARMM** – Security guard shouting at contractor.
8. **CAPIZ PROVINCIAL GOVERNMENT** – Slow internet, visitor sticker issues.
9. **CESTDECHERRY TRAVEL & TOURS** – Competing loud speaker/sound system from DOT booths.
10. **CHROMA HOSPITALITY INC.** – Less foot traffic than previous year.
11. **CLUB AGUTAYA RESORT** – Event ends too early.
12. **CLUB WYNDHAM** – Scam booths nearby selling kitchenware.
13. **COAST BORACAY** – Wrong timing of expo, ineffective for hotel market.
14. **CORO HOTEL** – Non-refundable contractor pass.
15. **CTPH LIFESTYLE & TRAVEL SERVICES** – None that I can remember.
16. **DANAO ADVENTURE PARK** – Loud booth noise disrupting business interaction.
17. **DOT 12** – Cramped booth spaces.
18. **DOT Central Visayas** – Narrow pathways, booth overcrowding.
19. **FERENZO HOLDINGS... (AUREO LA UNION)** – Low foot traffic; event should be during payday week.
20. **FOUR POINTS BY SHERATON PALAWAN** – Loud LED wall, hot booth space.
21. **FPG INSURANCE CO., INC.** – Food beside Muslim exhibitor.

What in particular did you find inappropriate/unfavorable in the way the event handled this year?

- 22. **HIPPOCAMPUS CEBU INC.** – Booth encroachment and rule violations.
- 23. **HOTEL SOGO** – Food stalls needed separate space to reduce crowding.
- 24. **ISLAND HOME SUPPLY** – Too much smoke in venue; allergy concern.
- 25. **KARA TRAVEL AND TOURS** – None so far, excellent!
- 26. **LANDSAIR TOURS & TRAVEL CORP.** – Internet cost increase.
- 27. **M&RC TRAVEL AND TOURS** – Disrespectful secretariat.
- 28. **MAISON BUKANA PRIVATE RESORT** – Too loud speakers from other booths.
- 29. **METRO WANDERER TRAVEL SERVICES** – None.
- 30. **MITHI RESORT AND SPA** – Conflicting expos dividing attention.
- 31. **MUST BE SUN RETAIL CORP.** – Need for more foot traffic.
- 32. **NEW COAST HOTEL MANILA** – None, the event is very nice and handled appropriately.
- 33. **NOVOTEL MANILA ARANETA CITY** – Long lines for survey submission.
- 34. **NOVOTEL SUITES MANILA AT ACQUA** – Tedious ingress/egress.
- 35. **OCEANICA RESORT** – Booth placed far from Bohol stakeholders.
- 36. **ONE OF COLLECTION** – Car pass issues, map confusion, traffic mismanagement.
- 37. **PANGLAO VISTA SUITES** – Student crowd not spending; booth layout ignored.
- 38. **PAPH TRAVEL AND TOURS** – Not enough ingress time for Prime booths.
- 39. **PONTEFINO HOTEL** – None so far, this is our first time joining.
- 40. **PROVINCIAL GOVERNMENT OF BATANES** – Lack of CR availability.
- 41. **PROVINCIAL GOVERNMENT OF LAGUNA** – Nothing.
- 42. **PROVINCIAL GOVERNMENT OF NORTHERN SAMAR** – Miscommunication on stage time, parking issues.
- 43. **PROVINCE OF NEGROS ORIENTAL** – Can't think of anything.
- 44. **RICHVILLE HOTEL - VIVERE HOTEL** – Poor exhibitor screening.
- 45. **ROBINSONS HOTELS AND RESORTS** – Exit-only doors reduced foot traffic.
- 46. **SHROFF TRAVEL** – Confusing booth numbering.
- 47. **SM PRIME HOLDINGS INC. - PICO SANDS HOTEL** – None.

What in particular did you find inappropriate/unfavorable in the way the event handled this year?

- 48. **SOTOGRADE DAVAO HOTEL INC.** – Booth setup issues.
- 49. **STARLITE FERRIES INC.** – No inappropriate experience. We all enjoy the event.
- 50. **THE FARM AT SAN BENITO** – Low quality of market.
- 51. **THE LIND BORACAY** – Longer ingress time requested.
- 52. **THE MANILA HOTEL** – None so far, the event is as smooth as expected.
- 53. **TRAVEL SPECIALIST VENTURES GROUP** – Inconsistent destination advertising rules.
- 54. **TWO SEASONS HOTEL AND RESORTS** – Poor booth location, schedule change.
- 55. **UNI-ORIENT TRAVEL INC.** – Poor booth layout affecting bookings.
- 56. **VIA PHILIPPINES TRAVEL CORPORATION** – Favorable for all the participants.
- 57. **WATERFRONT HOTELS AND CASINO** – Regional/pavilion booth placement blocking smaller booths.
- 58. **WELLWAVE CO. (HIRO)** – None.
- 59. **WORLD MASTER INTERNATIONAL TRAVEL** – Lack of communication re: tarpaulin setup.
- 60. **WORLDHOTEL MAKATI INC. DBA I'M HOTEL** – Booth setup delay, extra charges.
- 61. **ZURI HOTELS AND RESORTS** – Decline in foot traffic and quality of bookers.

Pls. give us your comments/suggestions to improve the organization of the event next year.

1. **ADORNO 72 HOME DECORS** – Thank you, Looking forward for the next event.
2. **AKLAN PROVINCIAL GOVERNMENT** – Freebies for exhibitors.
3. **ALTA VISTA DE BORACAY** – Wants earlier booth reservation.
4. **AQUALIVING RVS APPLIANCES TRADING** – Wonderful.
5. **AQUANMUNDO SPORTS INC.** – Suggests portalets due to high foot traffic.
6. **ARAW HOSPITALITY INC.** – Booth was too hot.
7. **ASSOCIATION OF HUGOM AND LAIYA RESORT OWNERS** – More online advertisement.
8. **ATDX INC.** – Booths should be more spacious.
9. **BAGUIO COUNTRY CLUB CORPORATION** – More event time on weekends.
10. **BARMM** – Security guard misconduct during ingress.
11. **BE HOTELS & RESORTS** – More marketing before the event.
12. **CALAMIAN ISLANDS TRAVEL AND TOURS** – Loud sound systems from neighboring booths.
13. **CAPIZ PROVINCIAL GOVERNMENT** – Enforce booth guidelines.
14. **CESTDECHERRY TRAVEL & TOURS** – Airlines shouldn't sell tickets inside expo.
15. **CHROMA HOSPITALITY INC.** – Unclear comment but implies marketing concerns.
16. **CLUB BALAI ISABEL HOTEL & RESORT** – Great Work!
17. **CLUB WYNDHAM** – No to non-travel exhibitors.
18. **COAST BORACAY** – Event dates should target travelers not just students.
19. **CORO HOTEL** – Suggests timing event around payday.
20. **CORON SOLEIL GARDEN RESORT INC.** – Massage chair vendors soliciting clients.
21. **CTPH LIFESTYLE & TRAVEL SERVICES** – Keep up the good work and keep striving for the best.
22. **DANAO ADVENTURE PARK** – Noise issues, uncooperative booths.
23. **DOT 9** – Pavilion reservation.

Pls. give us your comments/suggestions to improve the organization of the event next year.

24. **DOT Central Visayas** – Narrow pathways, lack of activities.
25. **ELEKTRO** – The event was absolutely great!
26. **ESTANCIA DE LORENZO** – The organizers were approachable and accommodating.
27. **FERENZO HOLDINGS...** – Loud stage sounds affecting buyers.
28. **FOUR POINTS BY SHERATON PALAWAN** – Overall, excellent event. Until next year.
29. **ILOCOS NORTE TOURISM OFFICE** – Needs more marketing & international exhibitors.
30. **KANDAYA RESORT** – None, thank you!
31. **KARA TRAVEL AND TOURS** – Everything is well planned and organized, very impressive!
32. **MAISON BUKANA PRIVATE RESORT** – Volume limits for vendors with speakers.
33. **M&RC TRAVEL AND TOURS** – Organizer's attitude needs improvement.
34. **MIDSCYR TRAVEL AND TOURS** – Extend hours, improve Wi-Fi.
35. **MUST BE SUN RETAIL CORP** – Post participants on social media.
36. **NEW COAST HOTEL MANILA** – Job well done, thank you.
37. **NOVOTEL SUITES MANILA AT ACQUA** – Proper scheduling needed for multiple expos.
38. **PAEC GLOBAL** – Suggests mobile app with maps & schedules.
39. **PAPH TRAVEL AND TOURS** – Fair booth prep time, heat concerns.
40. **PROVINCE OF NEGROS ORIENTAL** – More healthy food concessionaires/options.
41. **PROVINCIAL GOVERNMENT OF NORTHERN SAMAR** – Suggests online parking payments.
42. **PRINCESA GARDEN ISLAND RESORT AND SPA** – Longer hours, earlier opening.
43. **PUGCUP** – Thank you for opportunity.

Pls. give us your comments/suggestions to improve the organization of the event next year.

44. **QUEZON PROVINCIAL TOURISM OFFICE** – Thank you for organizing this event.
45. **RAMYER TRAVEL & TOUR** – Excellent.
46. **RANCHO BERNARDO LUXURY VILLAS & RESORT** – More traffic/buyers, support for properties.
47. **RICHVILLE HOTEL MANAGEMENT INC** – Non-travel-related exhibitors present.
48. **ROBINSONS HOTELS AND RESORTS** – Poor communication on media materials.
49. **SHROFF TRAVEL** – Prefer different bank partnerships.
50. **SM PRIME HOLDINGS INC. - PICO SANDS HOTEL** – Continue what we've been doing the past years.
51. **SM PRIME HOLDINGS INC. - TAAL VISTA HOTEL** – Everything went well, See you again next year.
52. **SOL Y VIENTO HOTELS AND RESORTS** – No service invoices for F&B; loud music from other booths.
53. **THE BELLEVUE RESORTS** – Needs more space.
54. **THE FARM AT SAN BENITO** – Promote event across more channels.
55. **THE LIND BORACAY** – Thank you!
56. **THE MANILA HOTEL** – More booth space for more company.
57. **THE ORIENTAL HOSPITALITY AND RESTAURANT...** – Everything is good!
58. **TRAVEL SPECIALIST VENTURES GROUP, INC.** – Guidelines for what can be sold.
59. **UNI-ORIENT TRAVEL INC.** – Organize booths by business type.
60. **VENUS PARKVIEW HOTEL** – Congratulations PHILTOA! See you next year.
61. **VIA PHILIPPINES TRAVEL CORPORATION** – More booth designs from other provinces.
62. **WATERFRONT HOTELS AND CASINO** – Nearby booth too loud, no action taken.
63. **WELLWAVE CO. (HIRO)** – None.
64. **ZURI HOTELS AND RESORTS** – Booth blocking the path; monitoring needed.

36th Philippine Travel Mart

ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XX. CLOSING REMARKS

36th Philippine Travel Mart

XX. CLOSING REMARKS



With heartfelt appreciation, we extend our deepest thanks to everyone who contributed to making this event a resounding success. Your dedication, collaboration, and hard work brought every detail to life—delivering exceptional value, meaningful connections, and a strong return on investment for all. This celebration of unity and passion truly highlighted the power of collective effort in shaping new opportunities for the future of tourism.

Mark your calendars! The 37th Philippine Travel Mart will take place on September 4–6, 2026 at SMX. We can't wait to welcome you once again for another inspiring, impactful, and rewarding experience.

Thank you for being an essential part of this journey—we look forward to building more milestones together.

PTM 2025 Team