



BOOSTING NEXTGEN TOURISM

SEPTEMBER 5-7, 2025
SMX CONVENTION CENTER

CO-PRESENTED BY:



OFFICIAL CREDIT CARD PARTNER:



SPONSORS:



OFFICIAL MEDIA PARTNERS:



MEDIA PARTNERS:



POST EXHIBITION REPORT

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ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

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





ORGANIZED BY:
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PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

II. EVENT MANAGEMENT

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@philtoa.com
Website	:	www.philtoa.com



ORGANIZED BY:
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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



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..





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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



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Subdivision, Batasan
Hills, Quezon City

Mobile:
0917-790-5525
Facebook:
<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:
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Mobile:
0917-654-2935
0921-884-3595
Facebook:
WeRDEventsPlanner



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V. PARTNERS AND SPONSORS

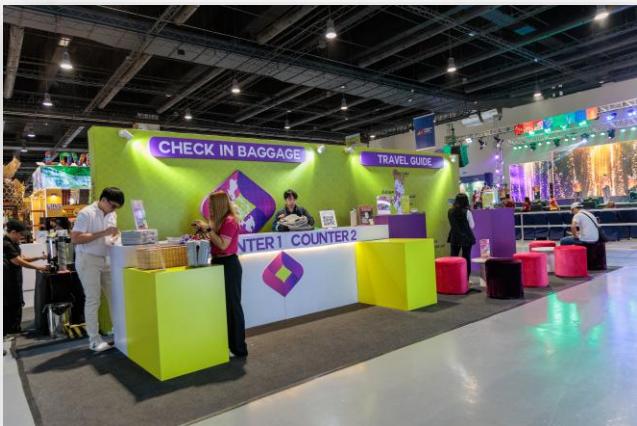
V. PARTNERS AND SPONSORS

A. CO-PRESENTERS



V. PARTNERS AND SPONSORS

B. OFFICIAL CREDIT CARD PARTNER



C. OFFICIAL AIRLINE PARTNER



D. SPONSOR



V. PARTNERS AND SPONSORS

E. OFFICIAL MEDIA PARTNERS



MANILA BULLETIN

Tempo
NEWS IN A FLASH

F. OTHER MEDIA PARTNERS



WhenInManila.com





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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

**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

DAY 2 - SEPTEMBER 6, 2025

VI. EVENT BRIEF D. EVENT PROGRAMS

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



ORGANIZED BY:
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PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

VII. PROGRAMS

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.

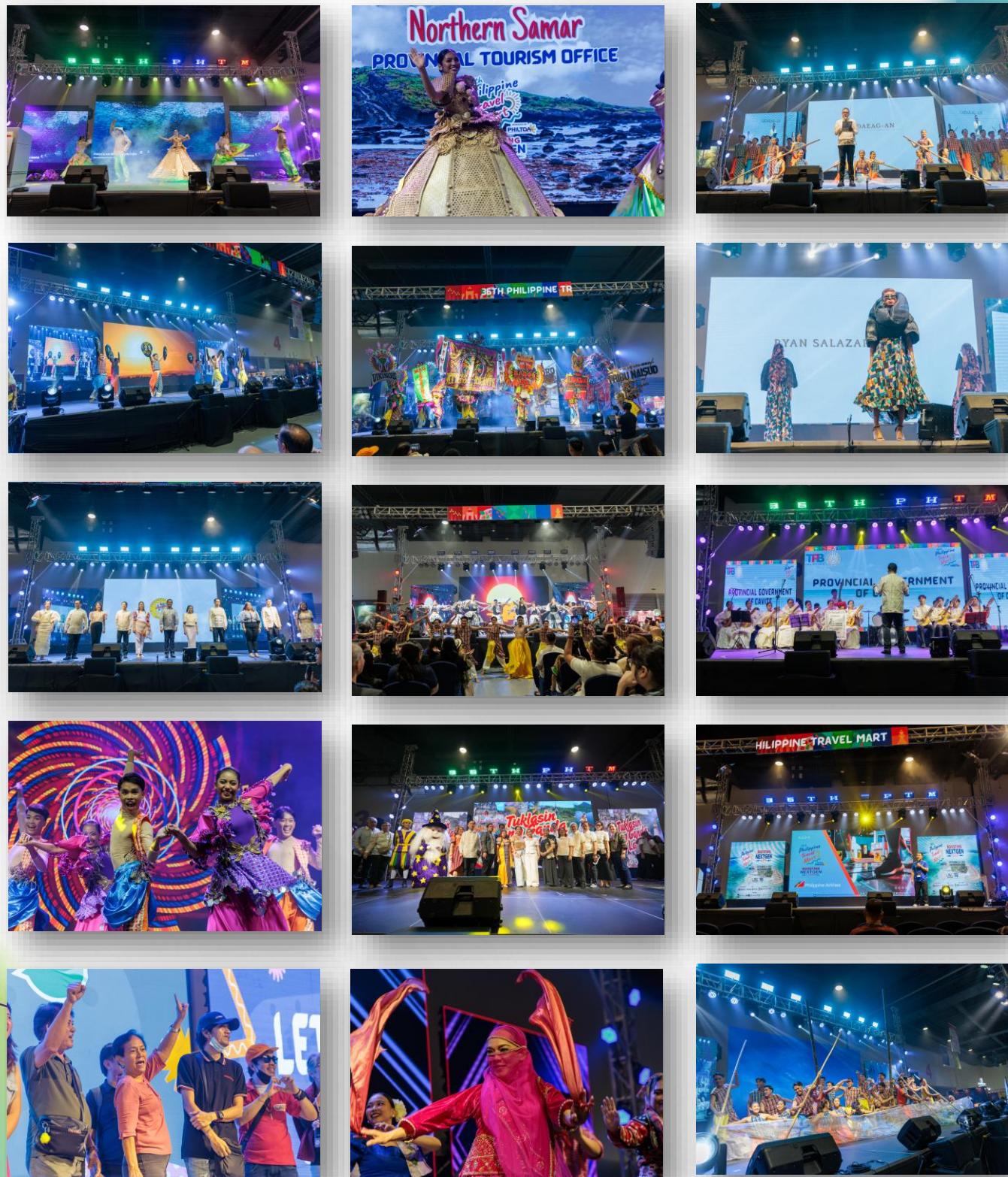
1. SYMBOLIC NURTUREMENT



VII. PROGRAMS

B. EXHIBITORS PRESENTATION

1. DAY 1



VII. PROGRAMS

B. EXHIBITORS PRESENTATION

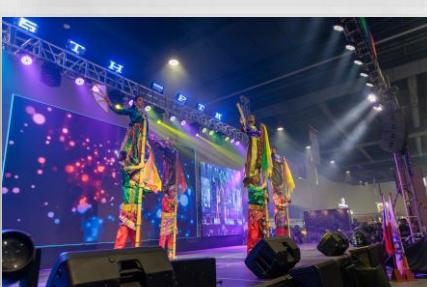
2. DAY 2



VII. PROGRAMS

B. EXHIBITORS PRESENTATION

3. DAY 3



VII. PROGRAMS

C. SUNDAY MASS



VII. PROGRAMS

D. CLOSING CEREMONIES

1. AWARDING





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PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

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. CESTDECCHERRY 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. DANAQ 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 MICROTEL 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. TUGAWE 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)

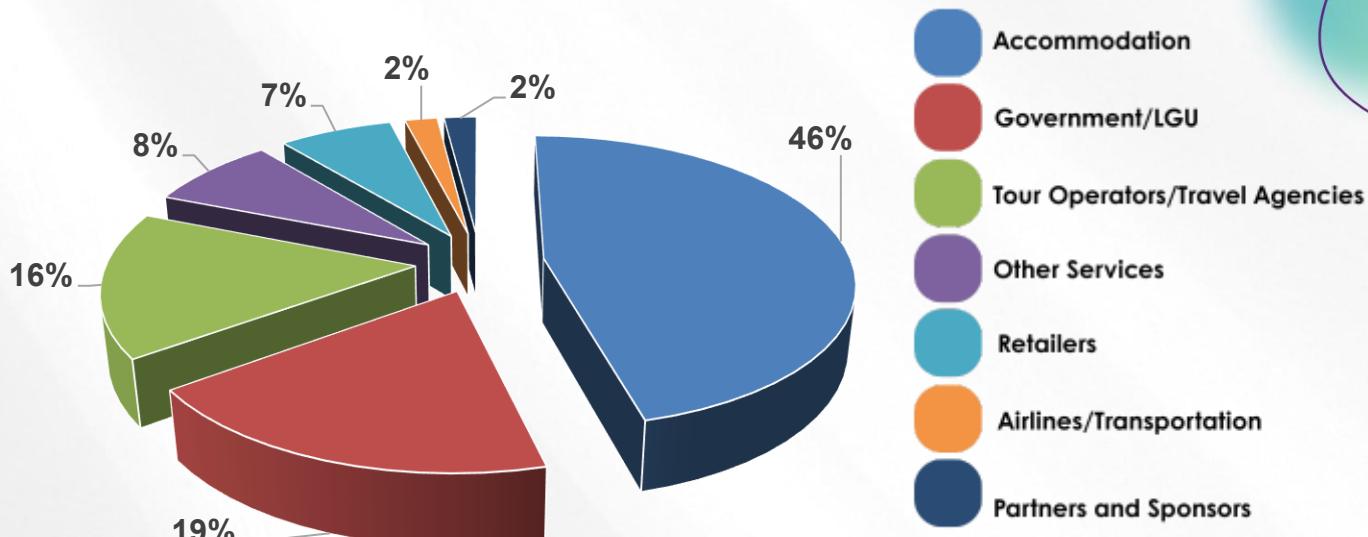
AIR, SEA & LAND TRANSPORTATION

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. ONSE 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:





ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XI. MARKETING COLLATERALS

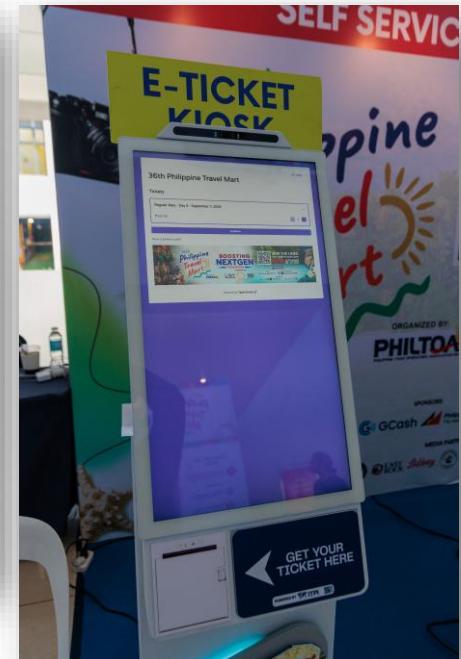
A. Welcome Arch



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)



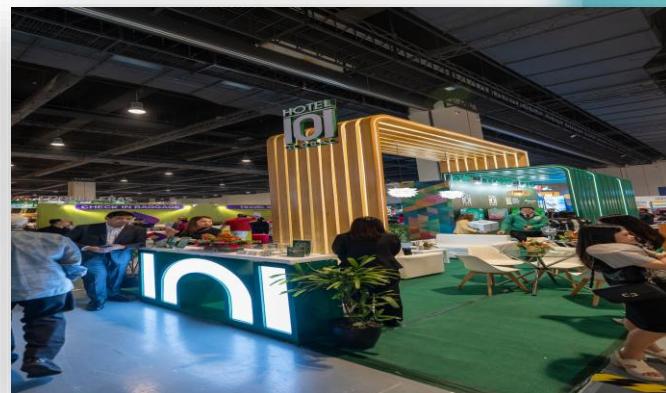
M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



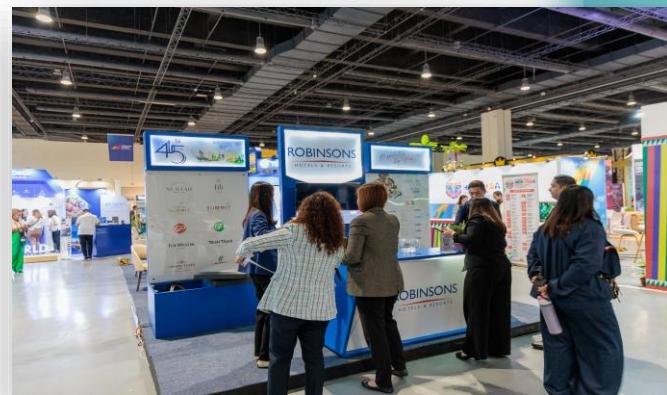
M. Booth Exhibits (Pavilion and Island Pavilion 9x6m & 9x4m)



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



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



N. Booth Exhibits (Super Prime 3x3m)



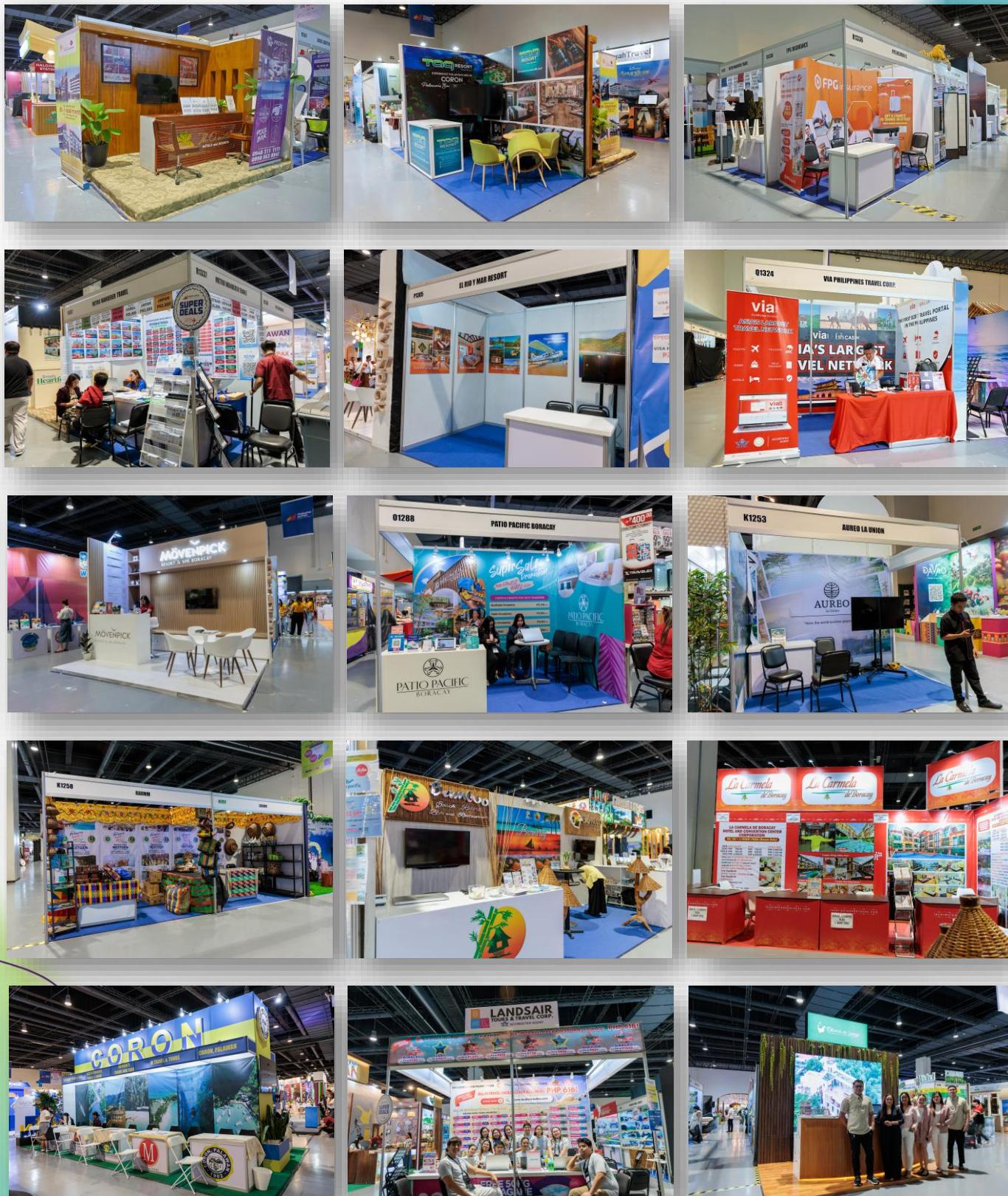
N. Booth Exhibits (Super Prime 3x3m)



N. Booth Exhibits (Super Prime 3x3m)



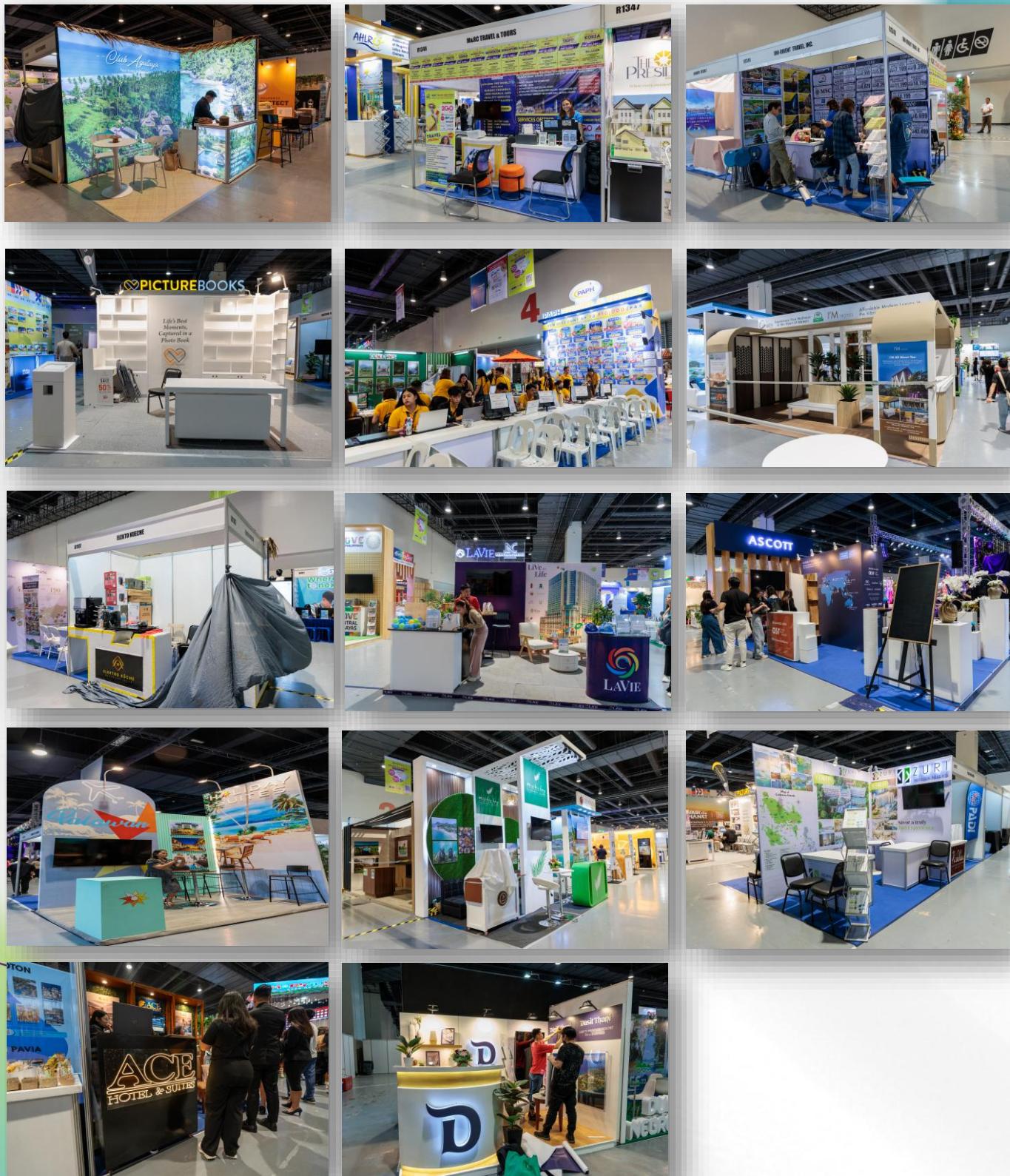
O. Booth Exhibits (Prime 2x3m)



O. Booth Exhibits (Prime 2x3m)



O. Booth Exhibits (Prime 2x3m)



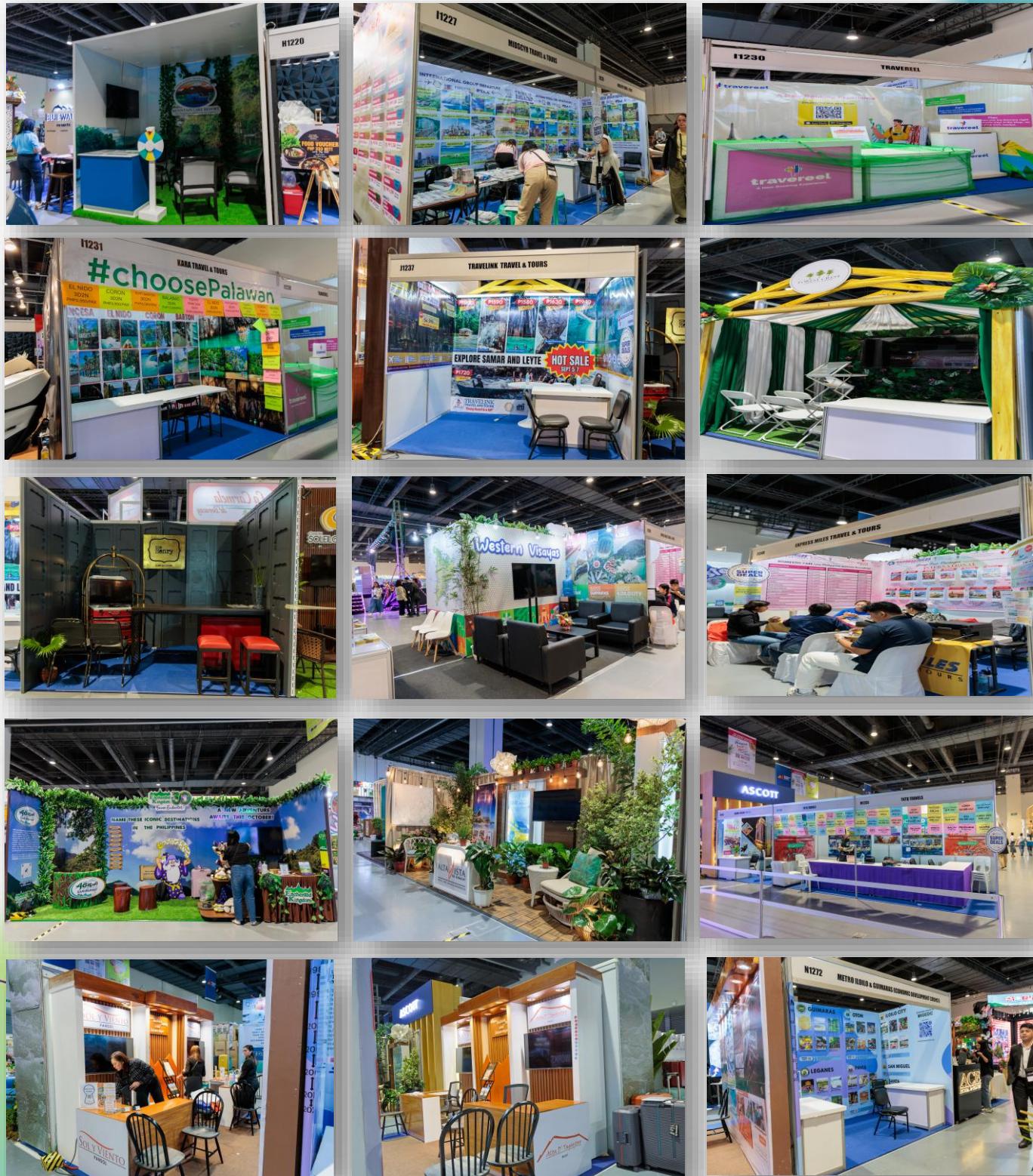
P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)



P. Booth Exhibits (Regular 2x3m)





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:



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.

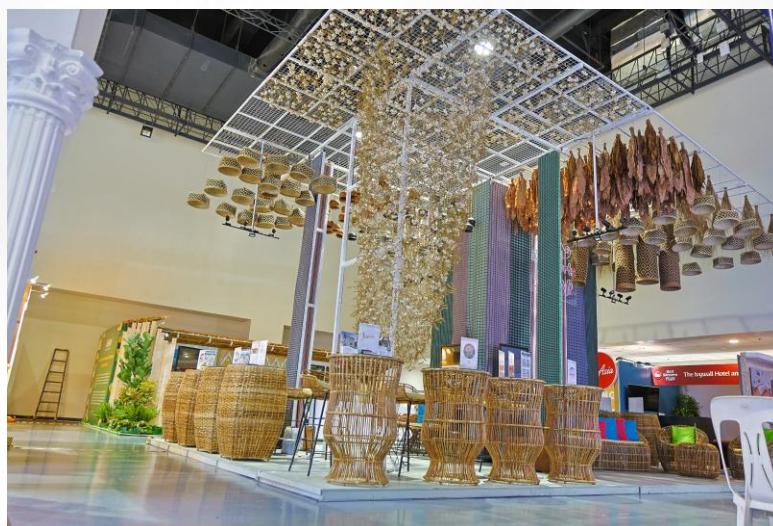
INNOVATION (20%)

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



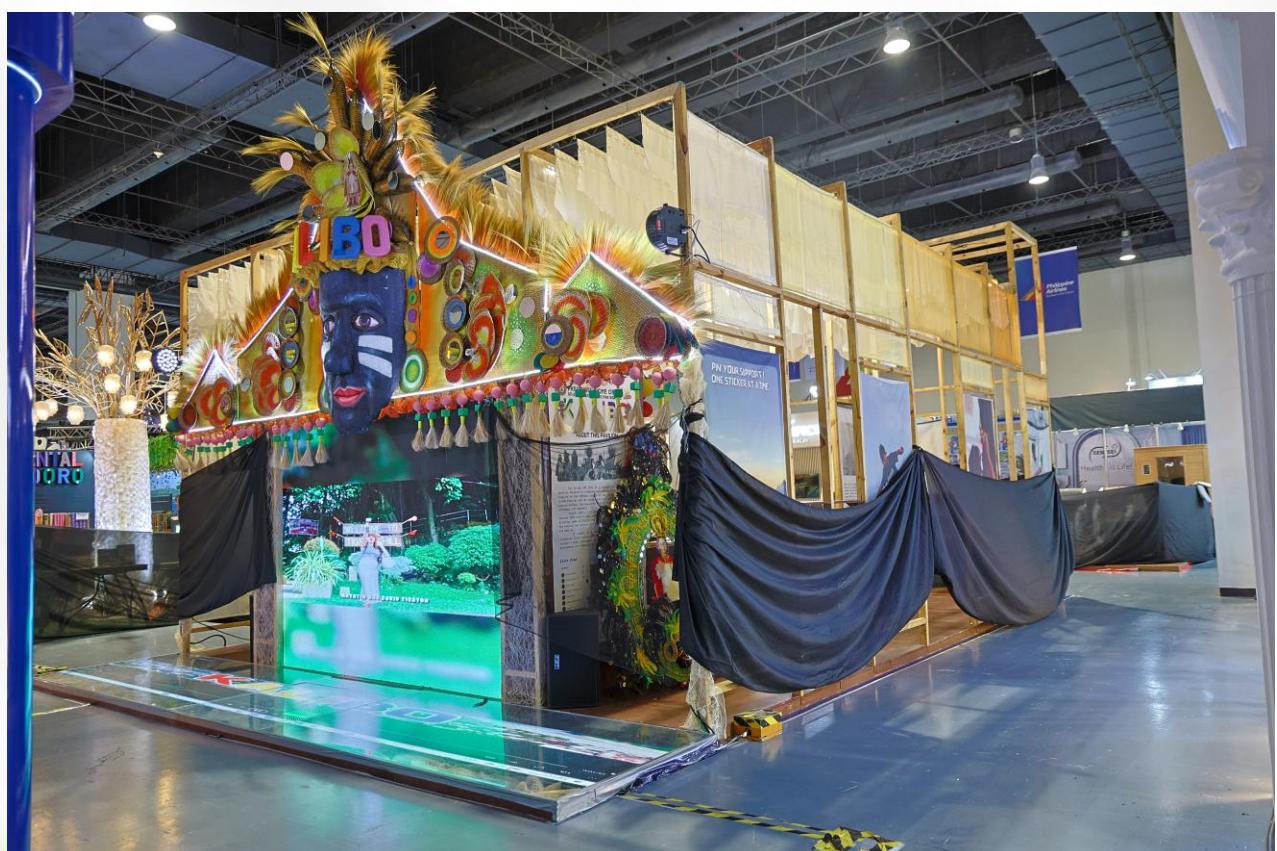
1st Runner Up
LGU Cotabato City



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%)

C. BEST PRESENTATION (ONSTAGE)

2nd Runner Up

Provincial Government of Capiz



1st Runner Up
LGU - Cotabato City



Winners

Province of Aklan and LGU Kalibo





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XV. AWARD TOKENS



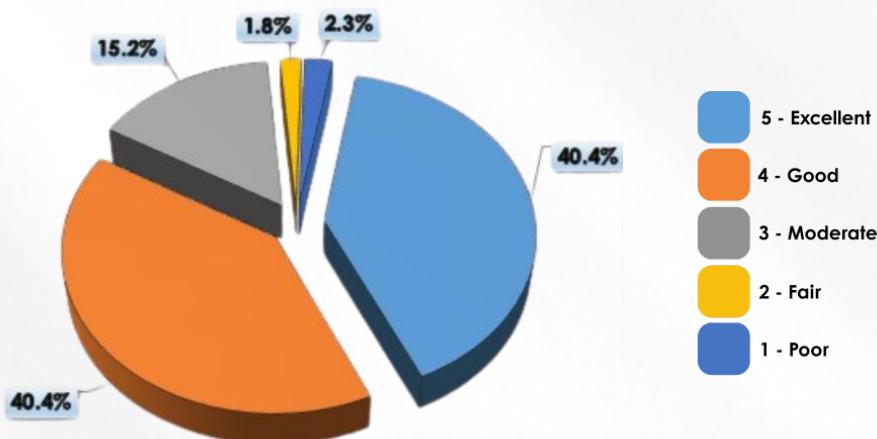


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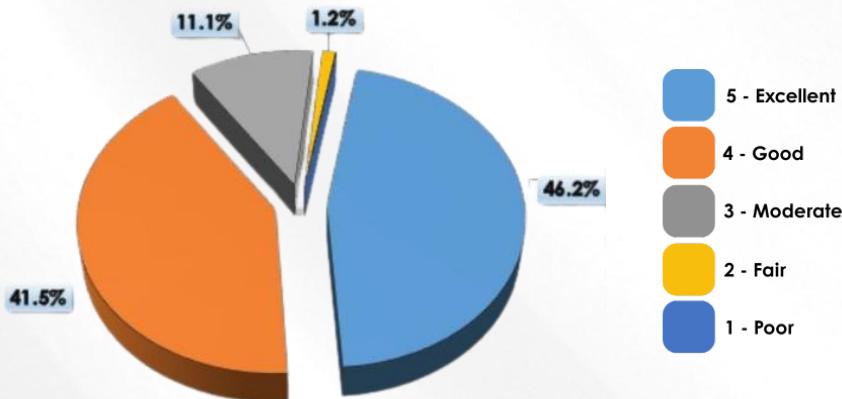
XVI. EXHIBITORS' SURVEY RESULT

XVI. EXHIBITORS' SURVEY RESULT

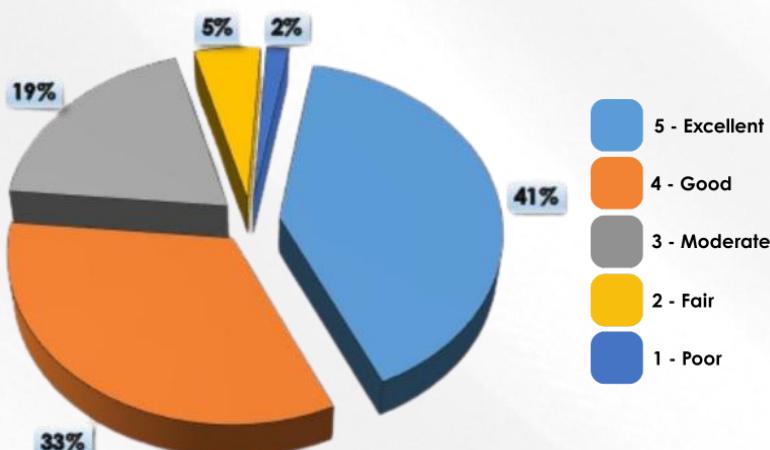
To what extent were you able to meet your objectives?



Overall Assessment of the 35th PTM

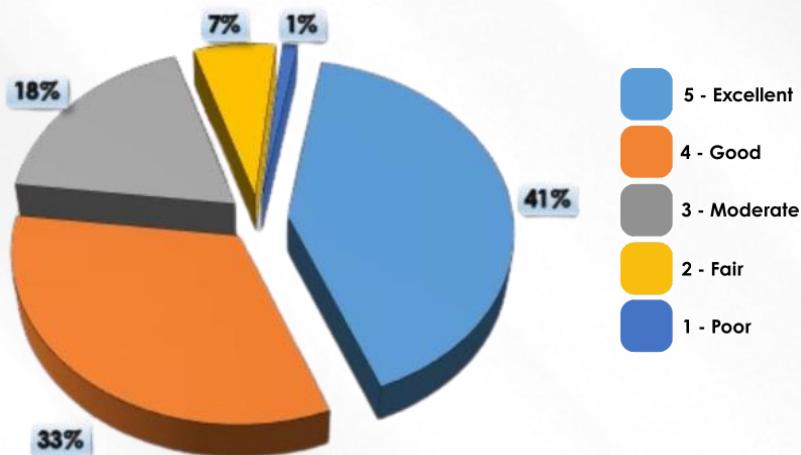


The visitor traffic was ranked favorably

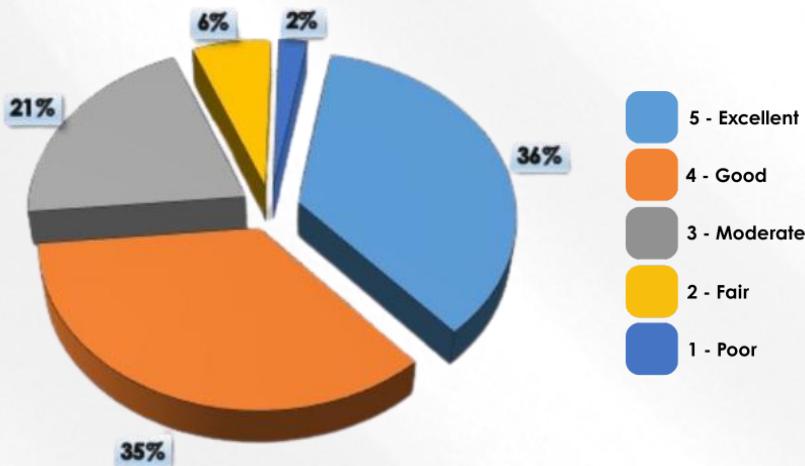


XVI. EXHIBITORS' SURVEY RESULT

How would you rank the quality of visitors?

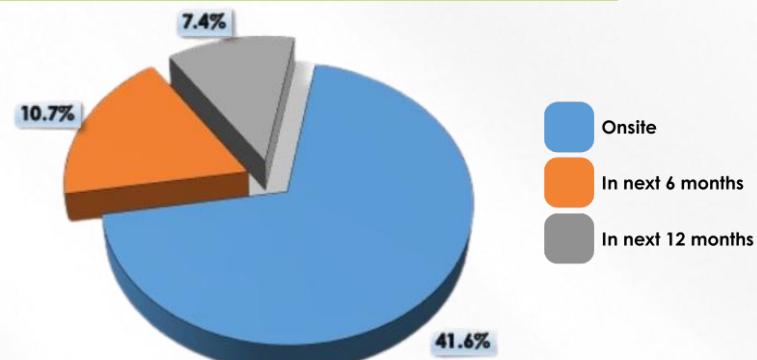


How would you assess the business generated at the fair?

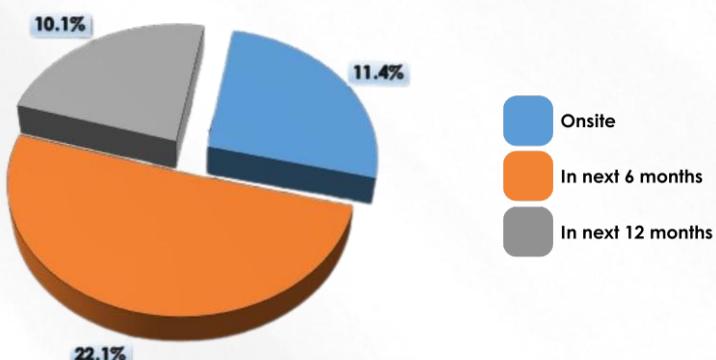


XVI. EXHIBITORS' SURVEY RESULT

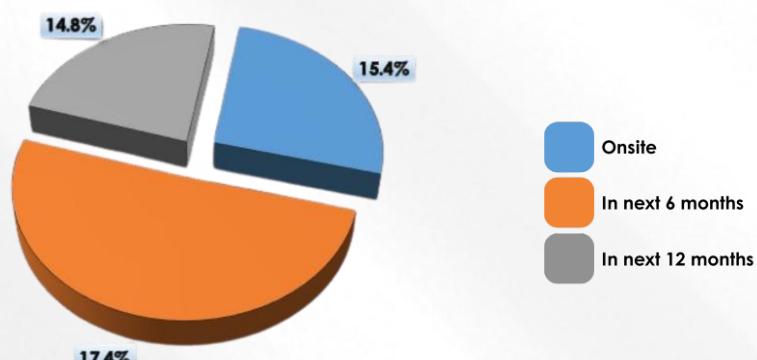
Php 250,000 or less



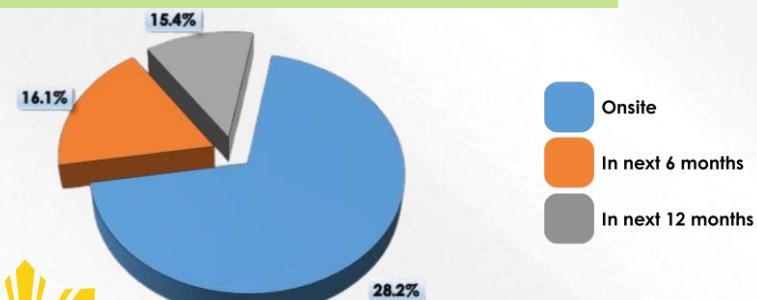
Php 251,000 to 500,000



Php 501,000 to 1M



Php 1M or more



Ranking the Services of:

5 - Excellent 4 - Good 3 - Moderate 2 - Fair 1 - Poor

A. Event Organizer/Manager:

	5 - Excellent	4 - Good	3 - Moderate	2 - Fair	1 - Poor
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%

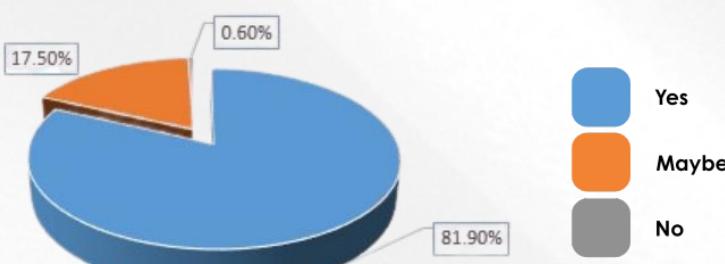
B. Official Contractor

	5 - Excellent	4 - Good	3 - Moderate	2 - Fair	1 - Poor
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





ORGANIZED BY:
PHILTOA
PHILIPPINE TOUR OPERATORS ASSOCIATION INC.

XVII. PUBLICITY AND PROMOTIONS

XVII. PUBLICITY & PROMOTIONS

A. PRESS RELEASE (MEDIA LAUNCH)

PROGRAM



36th Philippine Travel Mart

ORGANIZED BY: **PHILTOA**

BOOSTING NEXTGEN TOURISM

CO-PRESENTED BY:

LOVE THE PHILIPPINES GOVERNMENT OF TOURISM
PHILIPPINES

TPB PHILIPPINES

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: **eastwest**

SPONSORS: **GCash** **Philippine Airlines** The Heart of the Filipino

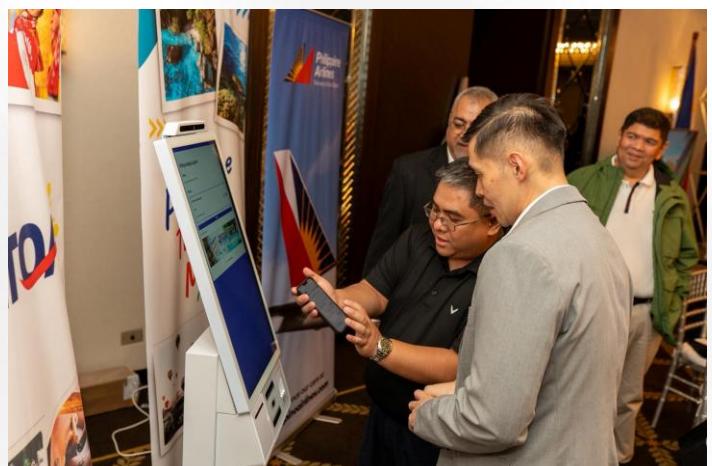
OFFICIAL MEDIA PARTNERS: **MANILA BULLETIN** **Tempo**

MEDIA PARTNERS: **CF NOY** **MNL** **life** **ME** **THE GREEN PLANET** **spot** **simpol.ph**



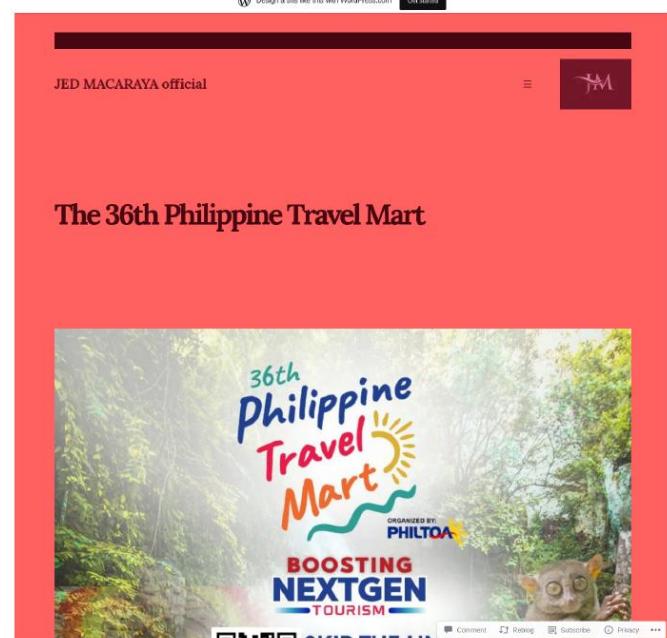

XVII. PUBLICITY & PROMOTIONS

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 * 👤 Readership *
2.6 M 166.6 M

> [philstar.com](#)

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

[View online](#)

Web

⌚ Views * 👤 Readership *
39.6 K 2.1 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

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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 9:41:22 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.

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

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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 10:59 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.

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

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2nd Aug 2025

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

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Views * Readership *

34.5 K 1.9 M

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26th Aug 2025

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

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Views * Readership *

34.5 K 1.9 M

XVII. PUBLICITY & PROMOTIONS

B. PRESS RELEASE (WEBSITE)

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DATING GAWI? TULOG NG DATING, MAKAKO PABINANG BINGOPUS PARA SA YO.

Manila 27PG 06:57 AM September 23, 2023

MANILA BULLETIN

Philippines World Business Opinion Lifestyle Entertainment Sports

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Lifestyle | Travel

A tapestry of adventure and culture

Uncovering the untamed beauty of Cagayan Valley

By MBBrand

Published Sep 3, 2025 05:17 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 evens back to the Paleolithic. Awa...

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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 (Philtoa), 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

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By Manila Standard

August 8, 2025, 6:55 PM



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WHAT'S NEW

Score Big Travel Deals at the Philippine Travel Mart This September

Book your dream trip on a budget here.

By Leona Vilai • 10 hours ago

(SPOT.ph) 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 SMX 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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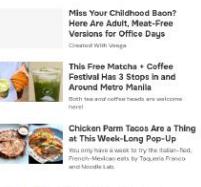
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Wagyu Bolognese Noodles Is the Star of Jorge Mendez's Buzzy Japanese-Meets-Italian Makana!

The chef pays tribute to Chef Margarita Flores with crowd-pleasing renditions on Japanese favorites.

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Here's Where You Can Get These Flaky, Buttery Croissants With Carmen's Best Soft Serve

Dreams do come true!

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

Events & Nightlife September 3, 2025 WhenInManila

The Philippine Travel Operators Association (PHILTOA) has officially launched the 36th Philippine T



Travel Mart (PTMI), 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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36th Philippine Travel Mart 2025: Boosting NextGen Tourism

by Melo Villareal · 2 months ago

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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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What to expect at the 36th Philippine Travel Mart
BY CAMILLE SANTAGO PUBLISHED JUL 27, 2025 6:03 AM



With 7,641 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 Arlyn

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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.

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.

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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-1P08.

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4th Sep 2025

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

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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.

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23rd Aug 2025

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

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36th Philippine Travel Mart
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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.

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30th Jul 2025

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

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

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The Philippine Tour Operators Association (PHILTOA) proudly launched the 36th Philippine Travel Mart (PTM) with an inclusive 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.

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Story of the Week

From Father's Kitchen to Culinary Cup: The Chefs Behind Marriott Manila's Winning Streak

Six PCC titles in 11 years show how discipline and mentorship shape a kitchen culture built to last.

Photo: P. Rivas

The Enduring Legacy of Tinapayan Festival: How One Man's Dream Nourished a Nation's Soul

On an ordinary morning in Manila, a taxi driver steps into Tinapayan Festival bakery on Dapitan Street. The air smells of freshly baked bread—warm, yeasty, comforting. He picks up a single premium loaf, golden and soft, and hurries home to share it with his children from Tinapayan Festival.

For founder Lucio "Chito" B. Chavez, moments like these mean to fill his bakery.

From Father's Kitchen to Culinary Cup: The Chefs Behind Marriott Manila's Winning Streak

"It's not just for Bread is a part small."

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THUMB ALIVE 2 weeks ago by Ron Ryan Buguio • 0 Comments

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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

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Travel Food Arts and Culture Wellness People Features +



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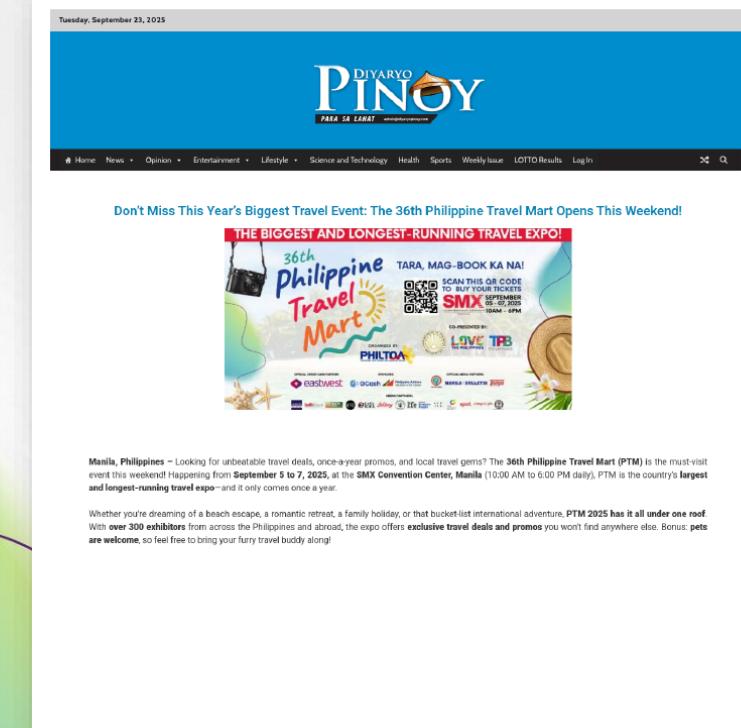
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JULY 30, 2025

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

RICK FORMALDO / 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.

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

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

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

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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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Philippine Travel Mart turns 36; explores new ways to travel

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36th Philippine Travel Mart
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ORGANIZED BY PHILTOA

CO-PRESENTED BY: LOVE THE PHILIPPINES, TPB

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Hotels & Resorts Travel

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

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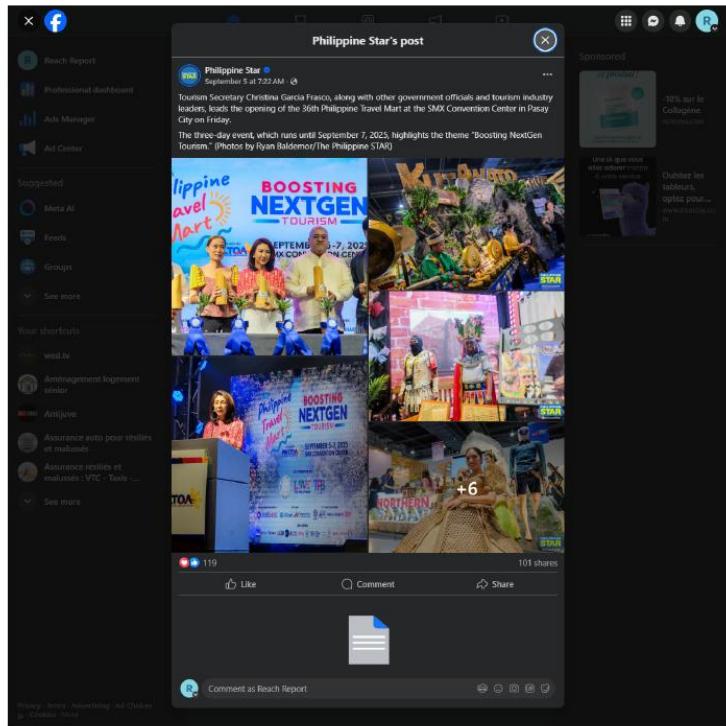
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C. PRESS RELEASE (FACEBOOK)



> 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)

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> 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.

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C. PRESS RELEASE (FACEBOOK)

Philippine Star's post

July 25, 2019

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 programs, digital innovations, and strategic partnerships. (Photos by Ryan Baldeon/The Philippine STAR)

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> 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...

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spot.ph's post

September 1 at 4:56AM

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

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Score Big Travel Deals at the Philippine Travel Mart This September

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PhilSTAR Life's post

September 5 at 9:40 AM

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 300 exhibitors on local trips, international tours, staycations, and more. The event runs until Sept. 7 at SMX Convention Center, Pasay City. #PTM2025 #philippinetravelmart Read more at the link in the comments. (via: Melanie Usen / PhilSTAR Life)

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> 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...

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629.6 K 953 K

Magic 89.9's post

September 4 at 10:23 AM

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 away FREE tickets to the Philippine Travel Mart!

Here's how to join:

- Like and follow all the social media pages of Magic 89.9 and Philippine Travel Mart. fb.com/philtravelmart instagram.com/official_philippinetravelmart
- Comment your dream destination below!

Good luck and stay tuned for the announcement of winners!

#travelmart2025 #Magic899 #Giveaway899

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> 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...

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CHINOY TV 菲華電台

September 2 at 10:00PM · 10%

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, sustainability, inclusivity, and wellness, shaping a more connected and future-ready tourism industry.

Expect exclusive travel deals, 300+ exhibitors, cultural showcases, and immersive travel tech all under one roof! 

Tickets are now available at www.philtravelmart.com/buytickets

Co-presented by the Department of Tourism and the Tourism Promotions Board, with key support from EastWest Bank (official credit card partner), Cebu, and Philippine Airlines, PTM 2025 is where meaningful, modern travel experiences begin.

#PTM2025 #PhilippineTravelMart #PHILTOA #PhilippineTravelMart #TravelSmart #ExplorePhilippines #SustainableTourism



PHILTOA SETS 36TH PHILIPPINE TRAVEL MART
ON SEPT 5-7 WITH THEME "BOOSTING THE
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> **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-philippinetravel-mart.../>

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Radyo Pilipinas 3's post

Radyo Pilipinas 3 September 3, 2025 · 9:35 AM

WATCH OUT! In just a few days, the much-awaited Philippine Travel Mart will start! [See more](#) [See original · Retire this translation](#)

RADYO MAGASIN **Pasyal Pinas**

36th Philippine Travel Mart **SPONSORED BY PHILTOA**

September 3, 2025

LIVE **Philippine Tour Operators Association (PHILTOA)**

HAROLD ATONDO | MALOU JAPSON
Secretary General First Vice President

KASAMA SI HAZEL MORADA | LUNES - BIERNES | 10:00 AM

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> FB post from Radyo Pilipinas 3

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Chic Mix's post

Chic Mix September 3, 2025 · 9:35 AM

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

36th Philippine Travel Mart **BOOSTING NEXTGEN TOURISM** **SMX CONVENTION CENTER MANILA**

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C. PRESS RELEASE (FACEBOOK)

Numu Guide's post
July 25, 2025

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 #PTM2025

SKIP THE LINES. BUY YOUR TICKETS NOW!
SMX SEPTEMBER 05 - 07, 2025

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Most relevant Aaron Nomo, Luaihdi Fausto

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> FB post from Numu Guide

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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

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Rise and Shine Pilipinas September 8 at 6:00 AM

Balikan ang mga kaganapan sa 36th Philippine Travel Mart

003 / 214

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Clawing2227: Bankok Cookies got you!! Your on-the-go snack — smarter, tastier & zero guilt! Thailand in a bite only @Choihrms

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11th Sep 2025

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10 things to do this September 2025

SEPTEMBER 2025 EVENTS

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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Looking for things to do this September?

Good news! We've lined up some exciting activities to keep you busy. From fun fairs and theater to magical films, creative workshops, and immersive art and science experiences, there's something for everyone to enjoy and brighten your days. Ready to make unforgettable memories? Swipe to explore! 🎉

#MSNSocial #DiscoverMNL

For you ✓

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September 2

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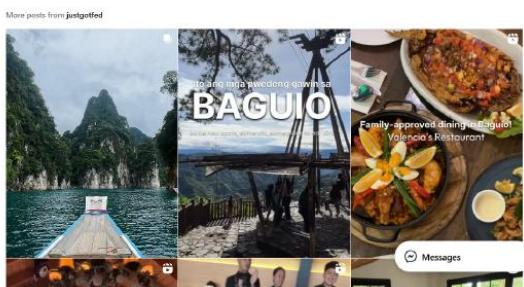


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Views * Followers Likes
36.4 K 404 K 44

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5th Sep 2025

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If you've been waiting for the right time to book that long-delayed family trip, barkada getaway, or solo escape, the 36th Philippine Travel Mart (PTM) is where it finally happens.

From September 5-7, 2025, head to the SMX Convention Center in Manila and score up to 60% off on tour packages, flight, hotels, and activities across the Philippines.

Skip the lines—buy tickets now: <https://philtravelmart.com/buyticket/>

No comments yet. Start the conversation.

11 likes September 2 Add a comment...

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We turned in, we took off, and what a journey it was! 🎵

PHILTOA's Harold Alonda and Shennah Almazan turned Chic Happens into a first-class trip of ideas and inspiration last night on Magic 89.9! 🎵

#ChicHappens #HaroldAlondaOnMagic #ShennahAlmazanOnMagic #PHILTOA #Magic899 #KissKissInTheMagic

official.philippinetravelmart See you guys this weekend at the Philippine Travel Mart!!!

26 likes September 3 Add a comment...

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THE MAGIC 89.9 ENGAGEMENT PIC! TAYLOR & TRAVIS' ENGAGEMENT PIC! LIVE ON AIR AND ONLINE — SATURDAY 8:00 | 9:00 PM

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6.2 K 68.9 K 26

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938 10.4 K 1

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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

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Youtube

Views 110 Subscribers 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. ...

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Youtube

Views 73 Subscribers 24.5 K

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E. PRESS RELEASE (YOUTUBE)



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

25th Jul 2025

[View online](#)

Youtube

25 Views

99.3 K Subscribers



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



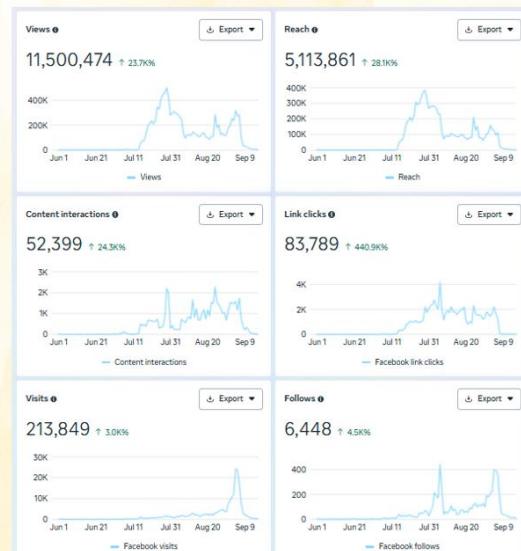
Current: 44,300
Follows Start:
38,341
15.5% increase



Views
11.5M



Reach
5.1M

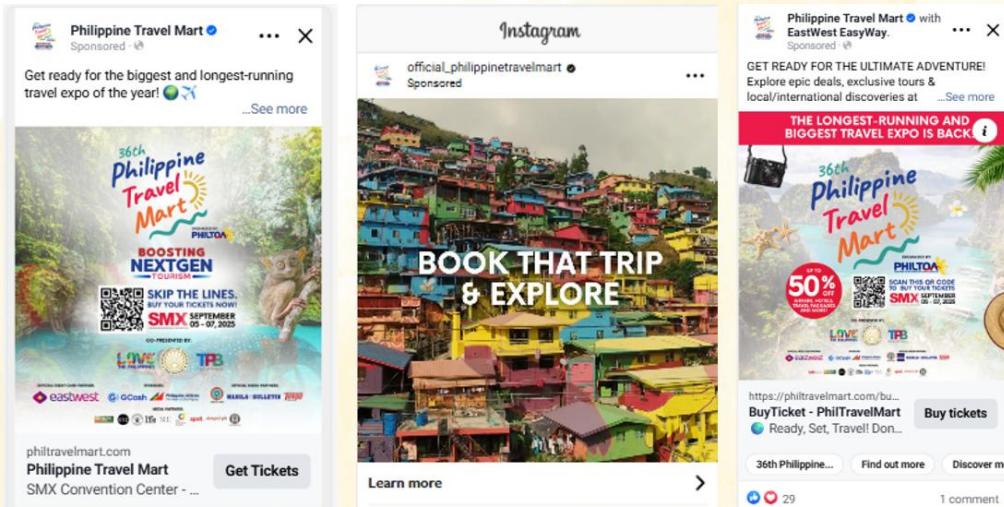


XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

1. Facebook

Sample Posts



Aaron Maniego

Sept 5, 2025

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



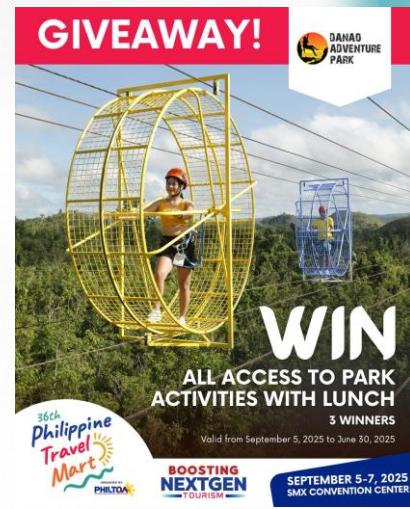
Facebook Giveaways



XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

Facebook Giveaways



XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

Facebook Giveaways

GIVEAWAY!



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!



WIN
OVERNIGHT STAY IN A STUDIO DELUXE ROOM WITH BREAKFAST FOR TWO

36th Philippine Travel Mart PHILTOA

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SEPTEMBER 5-7, 2025 SMX CONVENTION CENTER

GIVEAWAY!



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AN OVERNIGHT STAY FOR 2 PERSONS AT MICROTEL BY WYNDHAM PUERTO PRINCESA IN A 2-QUEEN BEDS ROOM

36th Philippine Travel Mart PHILTOA

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PHP14,000 WORTH OF ACCOMMODATION

36th Philippine Travel Mart PHILTOA

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36th Philippine Travel Mart PHILTOA

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36th Philippine Travel Mart PHILTOA

BOOSTING NEXTGEN TOURISM

SEPTEMBER 5-7, 2025 SMX CONVENTION CENTER

GIVEAWAY!



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LULJETTA'S HANGING GARDENS SPA GETAWAY PACKAGE FOR 2 PERSONS

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SEPTEMBER 5-7, 2025 SMX CONVENTION CENTER

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36th Philippine Travel Mart PHILTOA

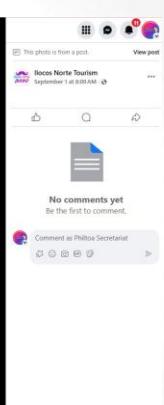
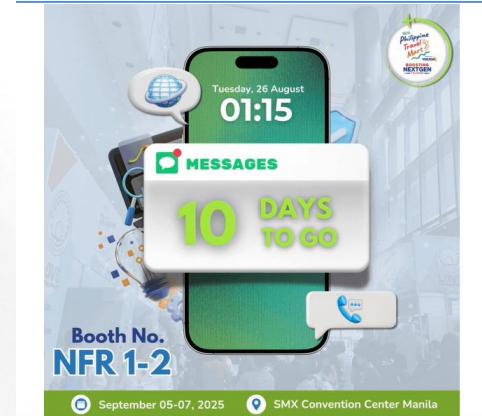
BOOSTING NEXTGEN TOURISM

SEPTEMBER 5-7, 2025 SMX CONVENTION CENTER

XVIII. DIGITAL MARKETING

A. SOCIAL MEDIA CONTENT

Facebook Countdown Posts from Exhibitors



2. Instagram

June 1 - Sept 16, 2025

Instagram



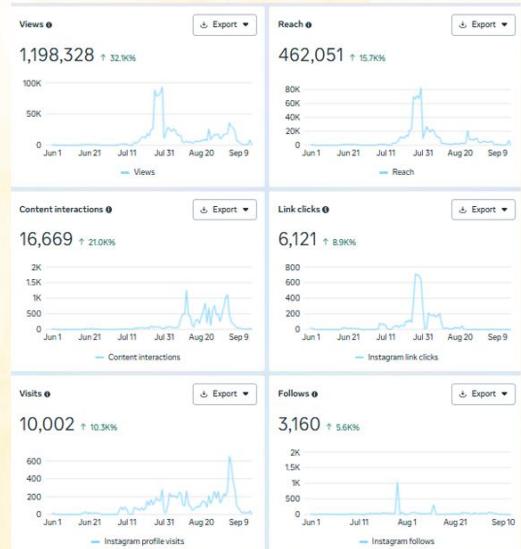
Current: 2,859
Follows Start: 0



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/deakinjames/375515253725704487/?utm_source=ig_story_item_share&igsh=1jpMhpjM0Vma2t
https://www.instagram.com/stories/deakinjames/37551717659950757/?utm_source=ig_story_item_share&igsh=1TvbWgxasW50MGoy
https://www.facebook.com/james.deakin.472/?mseen=1&www_xrfr



Wil Dasovich
Facebook / Instagram
September 5 & 6

<https://www.facebook.com/share/1AgBQJzZqGf7mibex/tid=wXff>
September 6
<https://www.instagram.com/reel/DOSequakBjI/?igsh=MTRqYmF0ZGJ3sMTY5MQ==>
September 8
https://www.instagram.com/stories/wil_dasovich/371796282407475630/?utm_source=ig_story_item_share&igsh=c2F5dWEzxXz7h5

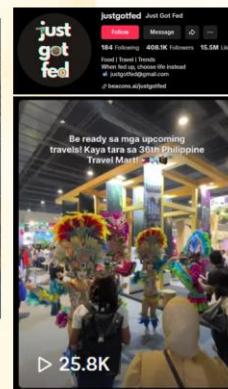
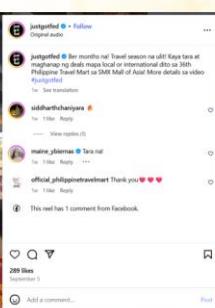


Just Got Fed
Tiktok / Instagram
September 5 & 6

<https://www.instagram.com/p/DCNt9jK3asWg/?hl=en>



Instagram

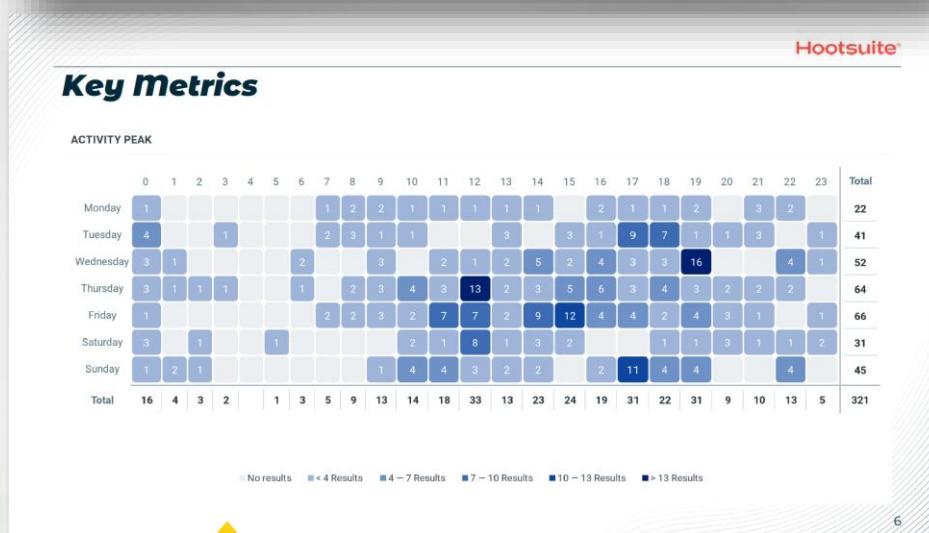
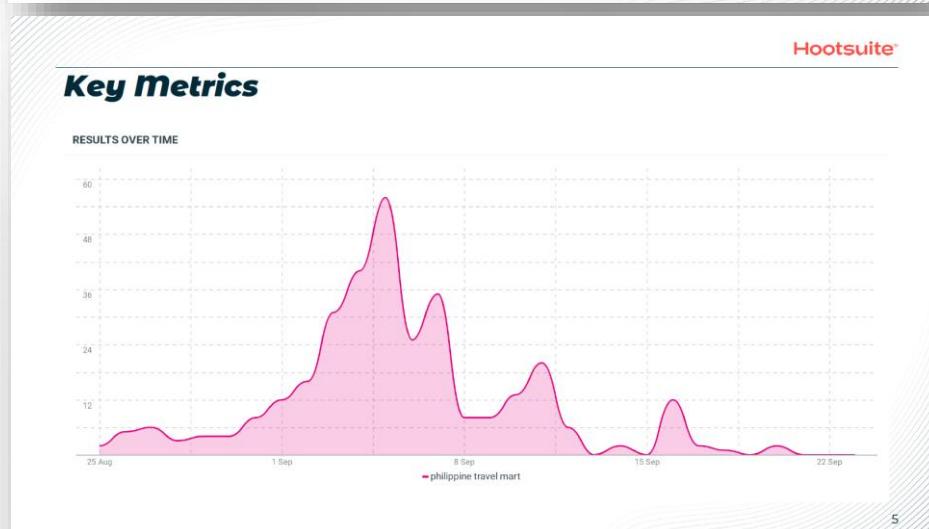
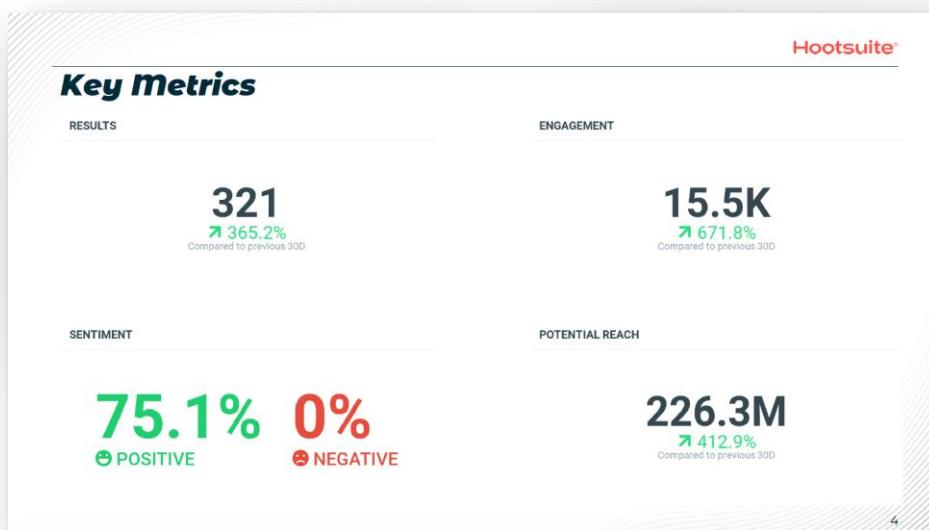


Tiktok

XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

Key Metrics



XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

Sentiments

Sentiment

TOPICS LEADING TO POSITIVE SENTIMENTS

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

Hootsuite®

Sentiment

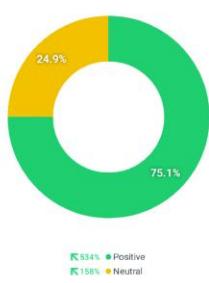
TOPICS LEADING TO NEGATIVE SENTIMENTS

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

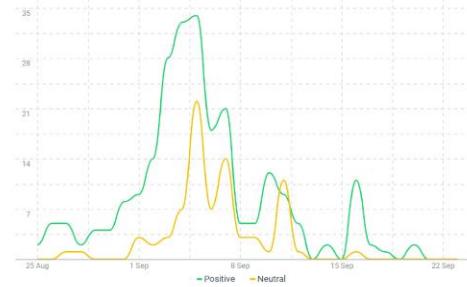
Hootsuite®

Sentiment

SHARE OF SENTIMENT



SENTIMENT OVER TIME

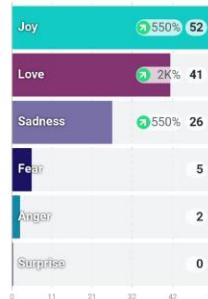


Hootsuite®

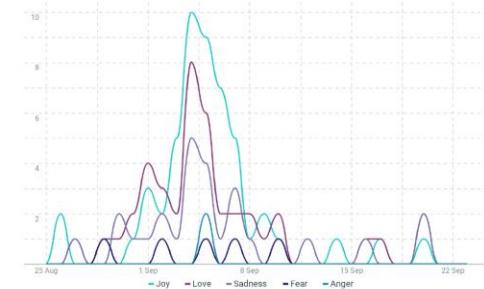
9

Sentiment

SHARE OF EMOTION



EMOTIONS OVER TIME



Hootsuite®

10

XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

Top Themes

Hootsuite®

Top Themes

THEMES

TOP SHARED URLs

URL	Results
philtravelmart.com/buyticket/	15
philstar.com/	7
discoveryhotels-resorts.com/	6
discoveryhotels-resorts.com/special-offers/p...	5
youtube.com/embed/THkWnCeSO1Q?feature...	4
sotogrande.ph/	4
forestcrestnatureresort.com/	3
pearlfarmresort.com/	3
misibisbay.com/	3
Other	26
	13

Hootsuite®

Top Themes

TOP HASHTAGS

Hashtag	Results	Positive	Negative	Engagement	Potential Reach	Authors	Net Sentiment
#PhilippineTravelMart	53	48 (82%)	0	6.3K	15.3M	53	100.00%
#PTM2025	35	29 (85.7%)	0	2K	11.7M	35	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

Brand	Results	Positive	Negative	Engagement	Potential Reach	Authors	Net Sentiment
Facebook	28	23 (83.3%)	0	2.3K	1.8M	28	100.00%
non-governmental organisation	21	19	0	86	1.3M	21	100.00%
EastWest Bank	17	17 (10.5%)	0	45	32.2M	17	100.00%
parent company	16	16	0	2	413.6K	16	100.00%
Boost	13	10 (33.3%)	0	146	60.6M	13	100.00%
Twitter	13	9	0	2K	522.7K	13	100.00%
Filipinos	12	8 (70%)	0	3	30.8M	12	100.00%
YouTube	12	10	0	56	5.4K	12	100.00%
Instagram	11	9 (8.3%)	0	133	1.2M	11	100.00%
Android	10	9	0	80	316.9K	10	100.00%

15

XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

RESULTS

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RESULTS

	TV Patrol Weekend Playback September 6, 2025	2K		Iba't-ibang travel destinations sa Pilipinas, tampok sa 36th Ph...	9
	...Puhunan Kaya Mo: Mula Ukay-ukay, may Sariling fashion brand na 14:37 - 36th Philippine Travel Mart, idinaos sa Pasay City 17:00 - Flood control projects ng mga Descaya sa Iloilo, pinatigti 19:59 - Protesta kontra...			...exhibitors ang nagsama-sama sa '36th Philippine Travel Mart Expo' na may layuning itampok ang ibat-ibang travel ... turista sa bansa. Gagapin ang '36th Philippine Travel Mart Expo' sa SMX Convention Center ...	
	ABS-CBN News shared a video YouTube 06/09/25 19:30			ABS-CBN News shared a video YouTube 06/09/25 22:52	
	Fiesta Feels: Free Lechon sa Quezon Booth, Sultu sa Travel M...	31		Ally Madrid Chez Mercado Eah Tizon Barbie Forteza Kaya D...	7
	Solid ang Quezon Booth sa Philippine Travel Mart sa SMX Pasay — hindi lang travel deals, may libring lechon pa! Ang saya ng experience, parang fiesta sa loob ng convention. Description...			...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon ☐ Comtech...	
	LJ Family Vlogs shared a video YouTube 07/09/25 18:54			Alexander Jorge Pangilinan shared a video YouTube 03/09/25 22:46	
	Discover Philippines Support Local, Travel Local Philippine...	23		Ninna Ricci, Madel Cruz, Nicole Angela International Pet Sum...	7
	So many places to discover, so little time. From hidden gems to underrated wonders, the Philippine Travel Mart has it all. Now we want to know — which destination would be YOUR next stop? Support local, travel local.			...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon ☐ AFEX Tra...	
	Simpliphil shared a short YouTube 07/09/25 11:01			Alexander Jorge Pangilinan shared a video YouTube 31/08/25 09:28	
	Discover Philippines Support Local, Travel Local Philippine...	23		Ms Universe 2018 Catriona Gray Taiwan Expo Excellence Sex...	5
	So many places to discover, so little time. From hidden gems to underrated wonders, the Philippine Travel Mart has it all. Now we want to know — which destination would be YOUR next stop? Support local, travel local.			...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon ☐ Comtech ☐...	
	Simpliphil shared a video YouTube 07/09/25 11:01			Alexander Jorge Pangilinan shared a video YouTube 20/09/25 00:11	
	Mhica Aguilar Zyreene De Castro Kristine De Belen Andrea Pa...	13		Sneak peek: 36th Philippine Travel Mart ANC	5
	...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon AFEX Trans...			Market Edge: Michelle Ong talks to Arjan Shroff, President of the Philippine Tour Operators Association (PHILTOA). Join ANC PRESTIGE to get access to perks: https://www.youtube.com/channel/UCvI6hEZLM_2_unkPSu...	
	Alexander Jorge Pangilinan shared a video YouTube 27/08/25 19:22			ANC 24/7 shared a video YouTube 05/09/25 20:03	

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RESULTS

	Magie Basha Micah Pantoja Jenna Mendoza Atacia Hanna Kris...	5		36th Philippine Travel Mart Opening Ceremony	2
	...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon ☐ Comtech...			36th Philippine Travel Mart Opening Ceremony #wheresrr #philippinetravelmart #philtoa #travel #tourism	
	Alexander Jorge Pangilinan shared a video YouTube 01/09/25 21:21			Where's RR shared a video YouTube 09/09/25 18:08	
	Silveria Gandillo Sexy Pinay Model Carshow Motorshow Philip...	4		Balikan ang mga kaganapan sa 36th Philippine Travel Mart	2
	...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon AFEX Tra...			Balikan ang mga kaganapan sa 36th Philippine Travel Mart For more news, visit: ► https://www.ptvnews.ph/ Subscribe to our DailyMotion Channel: ► http://www.dailymotion.com/peoplestv-television-incorporated...	
	Alexander Jorge Pangilinan shared a video YouTube 30/08/25 05:48			PTV Philippines shared a video YouTube 09/09/25 07:59	
	Silveria Gandillo Transport & Logistic Sep 19, 2025 Day 3 Ca...	3		Don't Miss the Philippine Travel Mart Travel Expo! #short #t...	2
	...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon ☐ Comtech ☐...			...and more deals at the 36th Philippine Travel Mart - PhilSTA...	
	Alexander Jorge Pangilinan shared a video YouTube 20/09/25 00:26			Trisha Yu shared a video YouTube 04/09/25 16:59	
	Princess Queenie Taruc Max Su Madelyn Santiago Bordallo S...	3		...and more deals at the 36th Philippine Travel Mart - PhilSTA...	2
	...Auto Fest ☐ Philmed ☐ Musik Manila ☐ Fiestag ☐ Wander Mart Travel and Lifestyle ☐ Hot Wheels ☐ International Pet Summit ☐ Philippine Poultry Show and ILDEX Philippines ☐ Beautycon ☐ Comtech...			...deals at the 36th Philippine Travel Mart By Published Sep 03, 2025 6:16 pm Philippine Travel Mart / Facebook Beyond just ... to P299 until Sept. 15 Philippine Travel Mart 36th Philippine Travel Mart Celebrity Camille...	
	Alexander Jorge Pangilinan shared a video YouTube 07/09/25 00:20			philstarlife created a post Blogs 03/09/25 22:45	
	THIS IS YOUR SIGN TO BOOK THAT FLIGHT! Planning your...	3		Travel fair alert! 300+ deals await at Philippine Travel M...	2
	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 Tou...			Travel fair alert! 300+ deals await at Philippine Travel Mart this weekend. Click below to read. buff.ly/FAYdZTz	
	l!fe shared an image X published on 05/09/25 at 15:43			l!fe 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

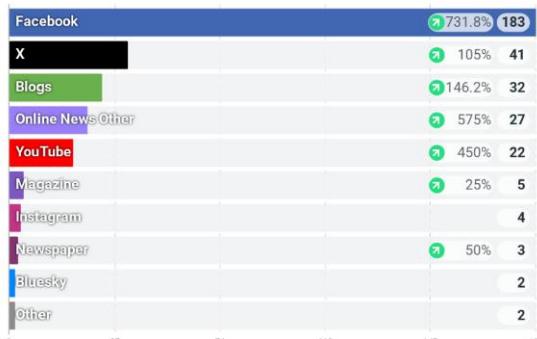
SITES

151

▲ 268.3%

Compared to previous 30D

SHARE OF MEDIA TYPES



20

Hootsuite®

Influencers

TOP AUTHORS

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

21

Hootsuite®

Influencers

TOP SITES

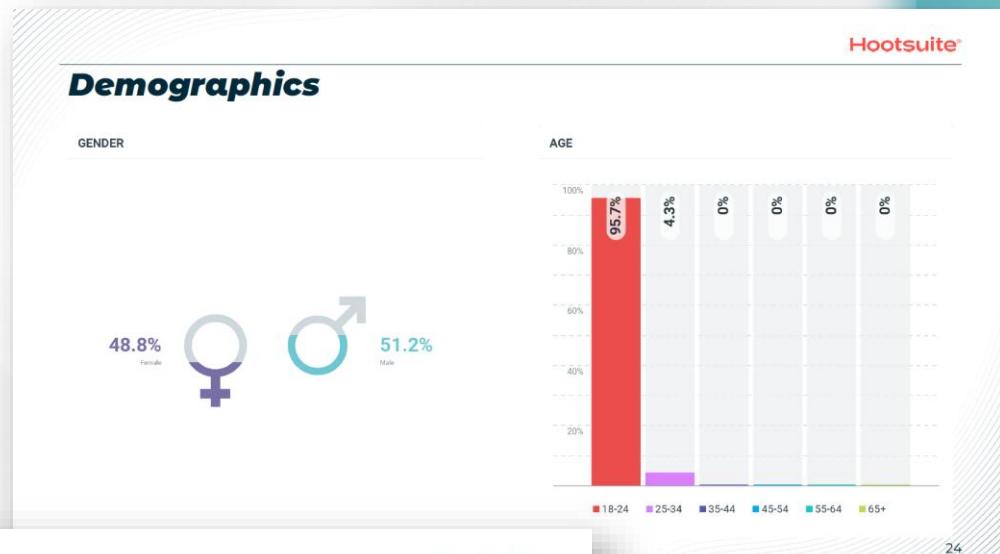
Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
pia.gov.ph	Facebook	5	Positive	995.6K	199.1K	4	0.8
philstarlife.com	YouTube	2	Positive	607.7K	303.9K	3	1.5
manilastandard.net	Facebook	2	Positive	322.3K	161.1K	1	0.5
orangenmagazine.ph	YouTube	1	Positive	11.6K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

22

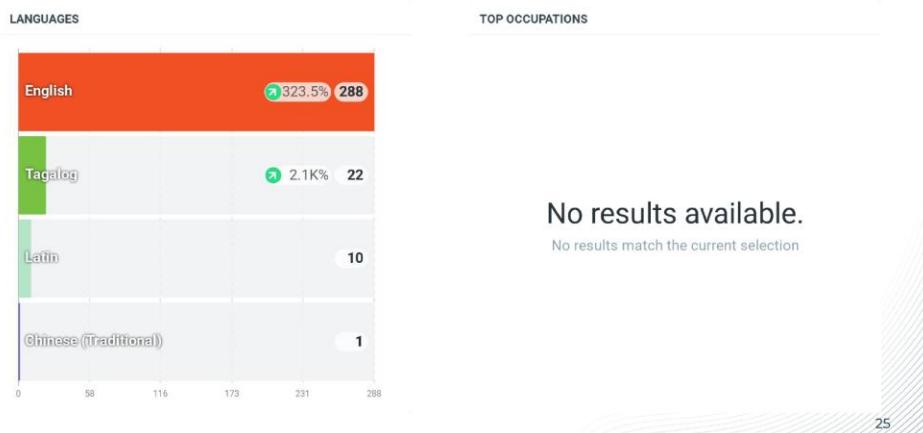
XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

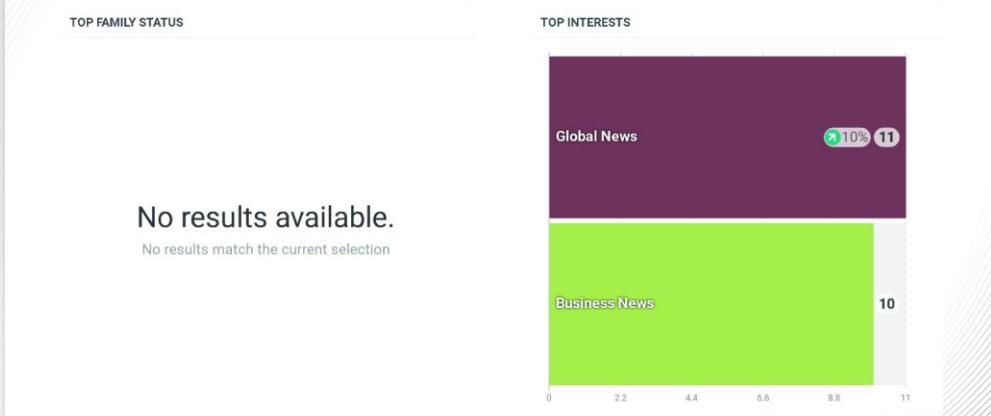
DEMOGRAPHICS



Demographics



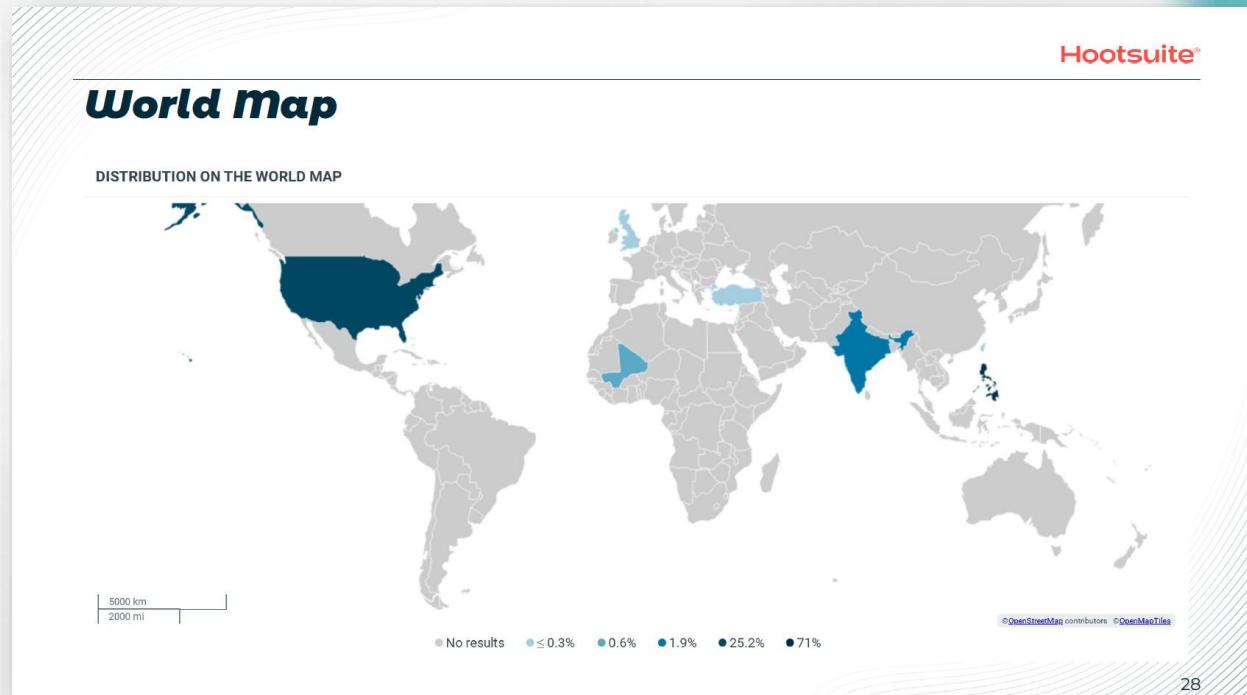
Demographics



XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

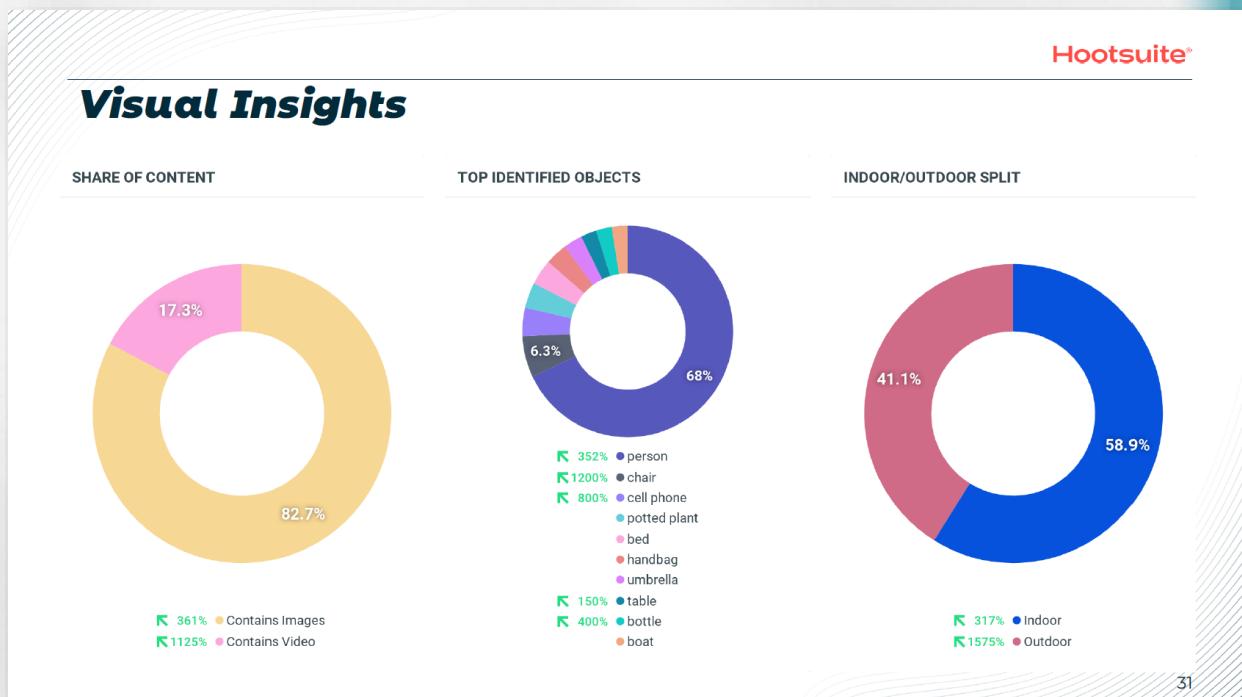
WORLD MAP



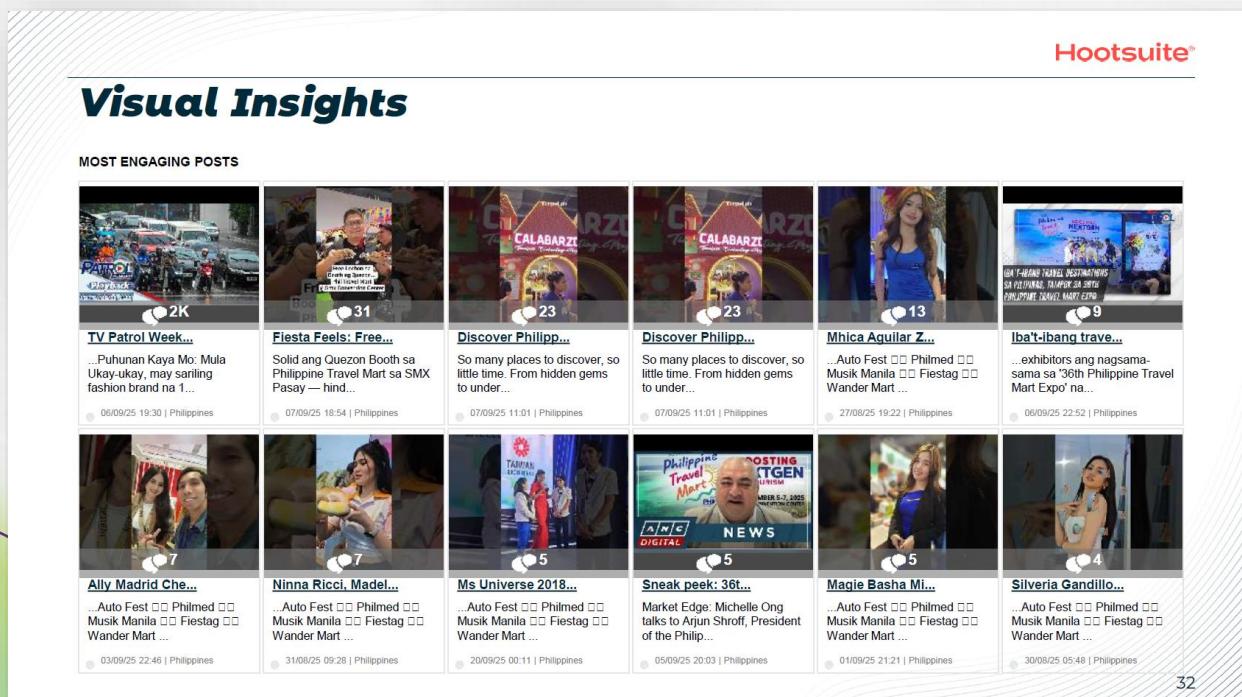
XVIII. DIGITAL MARKETING

B. SOCIAL MEDIA ENGAGEMENT

VISUAL INSIGHTS

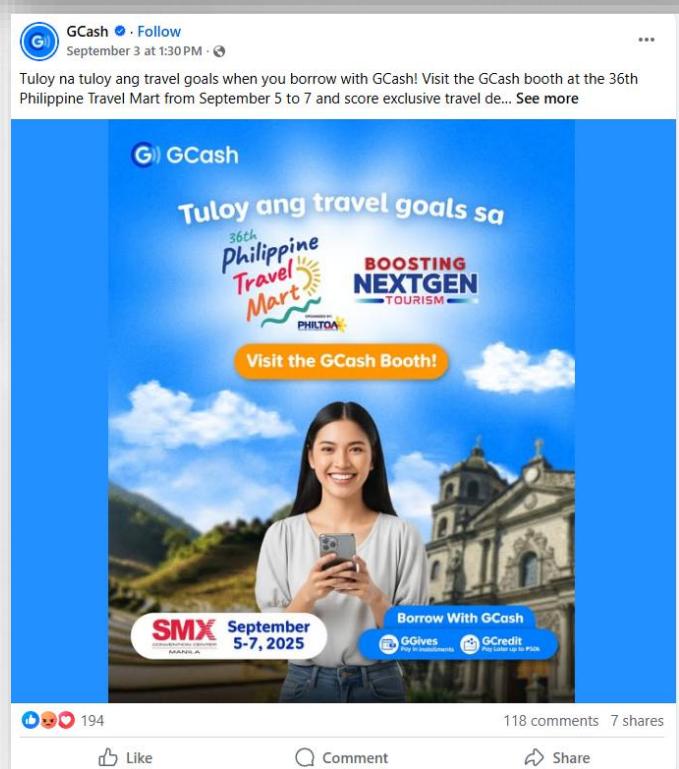
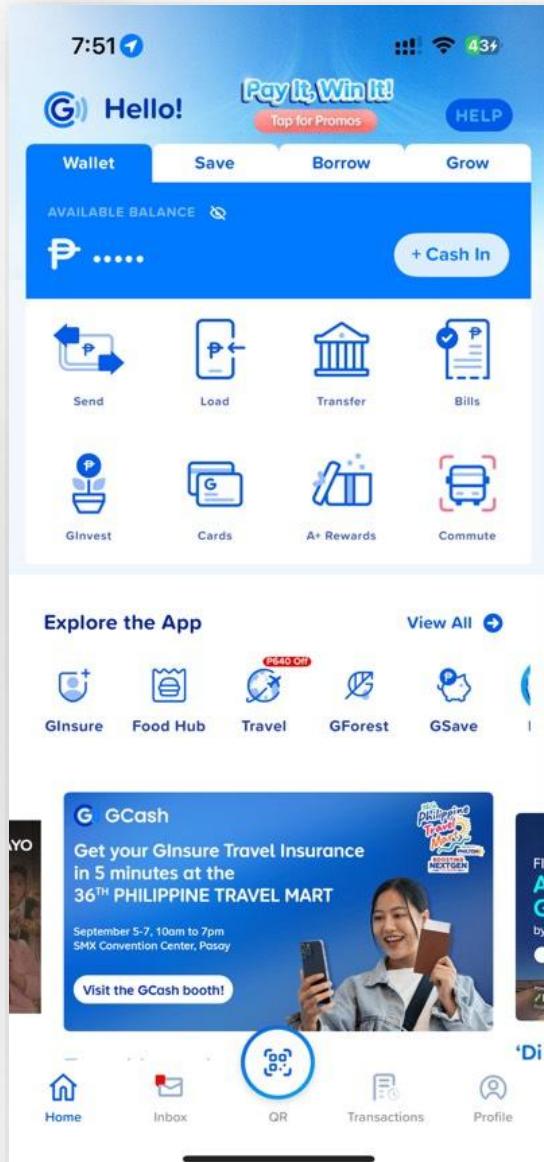


31



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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&did=d7Rr8X7J9sNglmxG#
July 25	Numu Guide	https://www.facebook.com/100070152592404/posts/pfbid0UY34LEb7Z7A7DLXpuc3fMsfVxVrVKHm2itJfTtNRShHgXKwtJaZrWzhQMJqFgkXnl/?
July 25	Azrael Coladilla	https://www.facebook.com/567879275/posts/pfbid029Fwbi6iKUQV9mHX72g85Tv9haDTzwNppJqHER6LUTdEXPrdrBKE1YhVRw9bQDCqWI/
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/philtboa-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=PAQ0xDSwLxN0JleHRuA2FlbQlxMQABp3HwCB_alo31hBAsgdMNabHax82iFlwrfiabOQZUPefojLrtSm3wHyLRh-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?i
July 30	Simpol.PH	https://www.instagram.com/reel/DMtZs96aKTu/?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://themetroedit.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://viajerkulturapilipinas.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=wwwXlfr&rdid=VCJ6P0oCBlhBfnX7#
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-nextgen-tourism-philtoa/2161336

1. MEDIA WRITE-UP LINKS

Aug 7	Asian Journal	https://asianjournal.com/entertainment/events/philtoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism/
Aug 7	Balikbayan Magazine	https://balikbayanmagazine.com/travel/philtoa-launches-the-36th-philippine-travel-mart-boosting-the-nextgen-tourism/
Aug 8	The Chronicle	https://thechronicle.com.ph/eastwest-joins-forces-with-philtoa-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/philtoa-launches-36th-philippine-travel-mart-boosting-nextgen-tourism/
Aug 15	Discover MNL	https://www.facebook.com/share/1Atmr6GfNb/?mibextid=wwXIf
Aug 15	Discover MNL	https://www.discovermnl.com.ph/philtoa-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/19oCfyrx6c/?mibextid=wwXIf

1. MEDIA WRITE-UP LINKS

Aug 29	Expat Magazine	https://expatphilippines.ph/articles/philt0a-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=IwY2xjawMh3llleHRuA2FlbQIxMQABHkZrjekadRFc60GeMI2Cp-PedunKtYjcxXKyOmW6BqLUTXDJnSgQ5QoBBgA_aem_KFYogtmV1sbh63b_8xGBUQ
Sept 1	Spot.PH	https://www.facebook.com/share/p/1B JasosGhn/
Sept 2	Chinoy TV	https://www.facebook.com/share/p/1AzmYjElHo/?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=MXRkcR6aDViMHU0eA==
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/UzpfSVNDOjI1MTM4MjQxMjU2NjM2NjA=?view_single=1&source=shared_permalink&mibextid=wwXlfr https://www.facebook.com/share/r/19Y5q8xtAV/?mibextid=wwXlfr https://www.instagram.com/reel/DODYkXqj4G6/?igsh=MTR0ajk1bWZyd3F1bw==
Sept 2	Magic 89.9 Instagram Page	https://www.instagram.com/stories/magic899/3712726839182983294?utm_source=ig_story_item_share&igsh=O GhvdGgwMmJuY2xq
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/17EAmmoPgk/?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/1TEkyDP40KqwzyZlEzVb4URLtIKB9svjP?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_vkjLN
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 Aragones 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 Aragones 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/1TEkyDP40KaWzyZIEzVb4URLtKB9svjP?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/?igshid=MXZwdWcydnQ2MXpqdw%3D%3D
Sept 5	Spot.PH	https://www.instagram.com/reel/DOP5VPplRhl/?igshid=MXJzY2VlOTZyMjRpZw==
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&igshid=a3dpMHpiMDVmazlt https://www.instagram.com/stories/deakinitis/3715517176599507757?utm_source=ig_story_item_share&igshid=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/?igshid=dmh5YWp4ODBwYmZu
Sept 7	Wil Dasovich	https://www.facebook.com/share/r/1AgBQUzqG/?mibextid=wwXlfr
Sept 7	Simpol.PH	https://www.facebook.com/share/p/175gds6ebD/

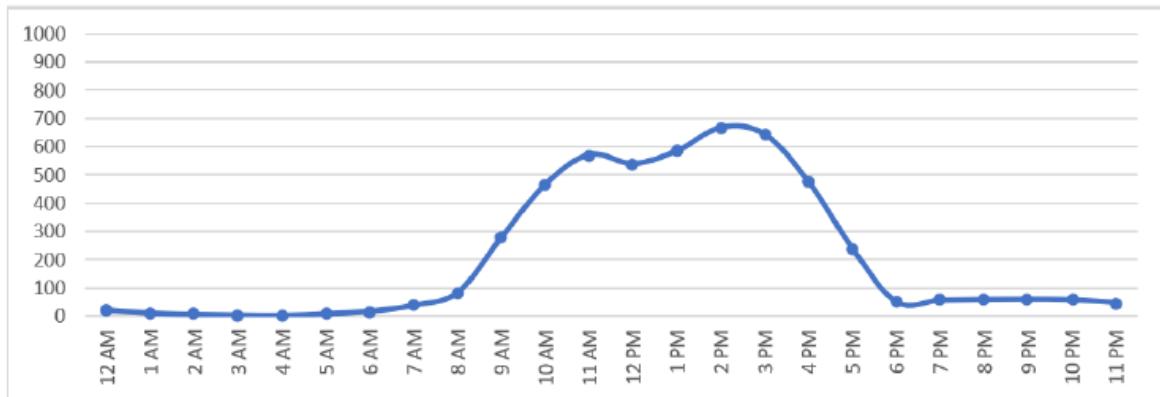
1. MEDIA WRITE-UP LINKS

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-snare-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.lionhearttv.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/x9qcp30
Sep-11	Pep.PH	https://www.instagram.com/reel/DOdlhCbiZd1/?igsh=dzEybHdsNW1sMzZz
Sep-14	The Manila Standard	https://manilastandard.net/lifestyle/314642855/philtas-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

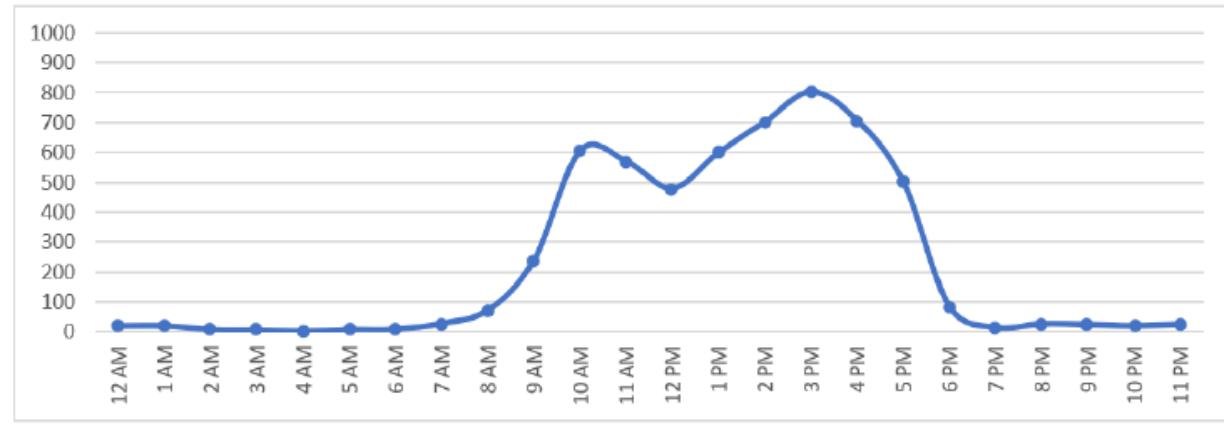
- *Day 1*



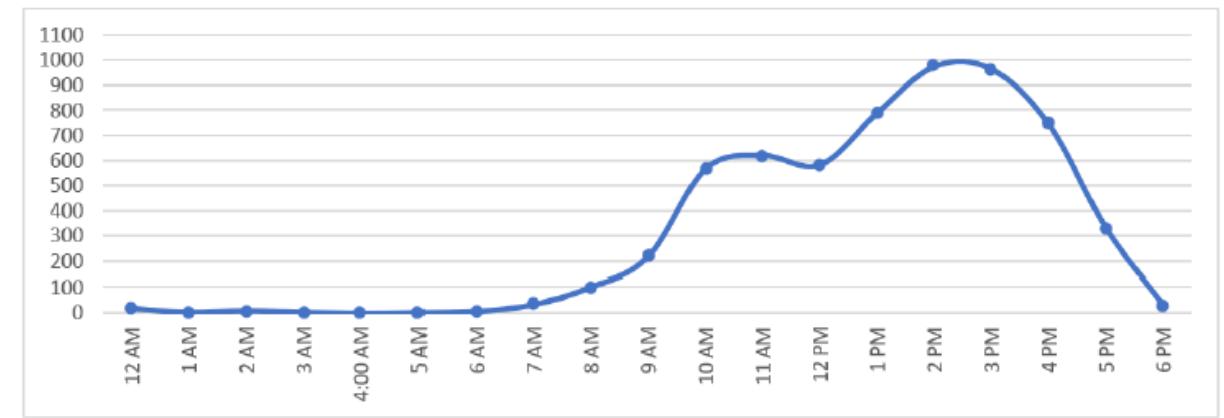
XVIII. DIGITAL MARKETING

E. TICKET SALES

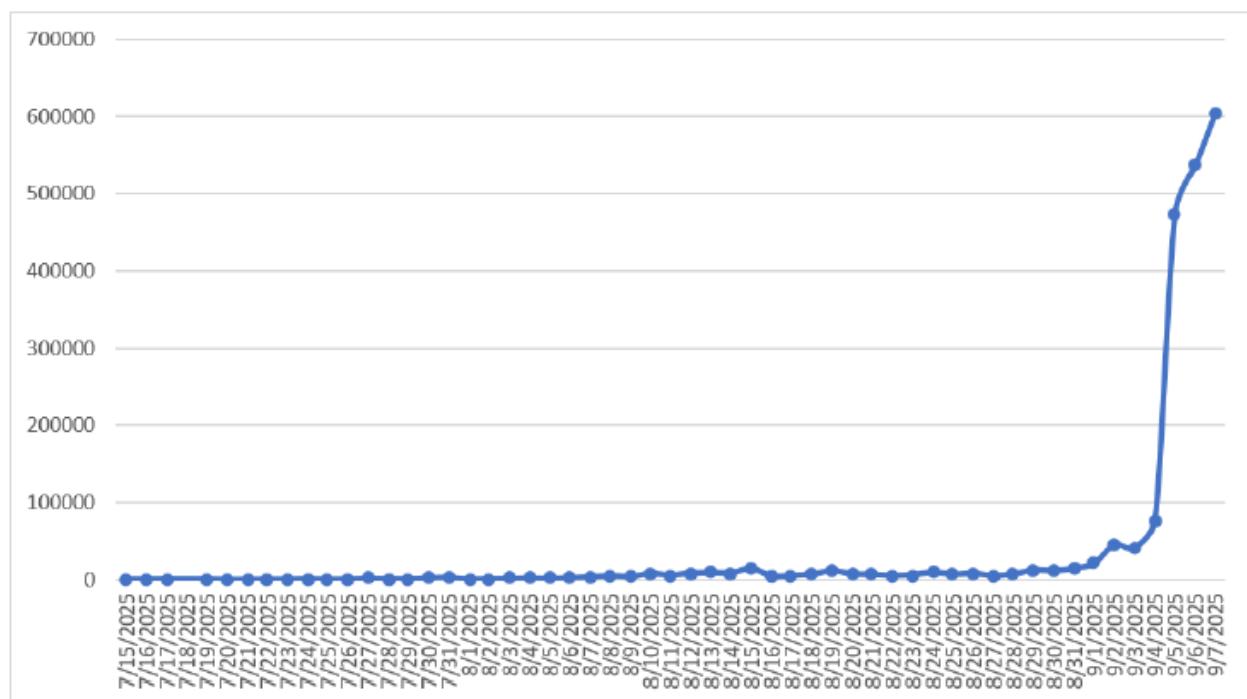
- Day 2



- Day 3



Total Sales (Overall Uptime)





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. BARMM** – 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. CESTDECCHERRY 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. DANAQ 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. ENDURALAND 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. **PICTURESBOOKS** – 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. **SOTOGRANDE 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. **CESTDECCHERRY 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. **SOTOGRANDE 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.

XIX. COMMENTS AND FEEDBACK

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. **CESTDECCHERRY 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.



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

