

EVENTS AND

A collage image featuring a large bowl of beef stew, a bowl of green mangoes, a colorful mask, and a scenic view of a waterfall and a large building. The text "EVENTS AND" is visible on the left side.

CRISANTA MARLENE P. RODRIGUEZ
Philippine Department of Tourism



Philippine Tourism in Numbers

5,949,350

2024 tourist arrivals

Php 760 billion

Estimated international visitor receipts in
2024

USD 2,073

Expenditure per arrival

16.4 million

Filipino employed in direct
and indirect tourism jobs in
2024

11

International
airports

11 nights

Average length of stay

TOP 10 FOREIGN MARKETS

as of September 2025

- | | | | |
|---|---|----|--|
| 1 |  KOREA
955,699 | 6 |  CANADA
187,189 |
| 2 |  U.S.A.
743,998 | 7 |  TAIWAN
149,959 |
| 3 |  JAPAN
344,513 | 8 |  UNITED KINGDOM
126,301 |
| 4 |  AUSTRALIA
217,209 | 9 |  SINGAPORE
115,374 |
| 5 |  CHINA
202,738 | 10 |  MALAYSIA
71,191 |

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Why the Philippines

- Heart of Asia-Pacific; 2–4 hour access to major hubs
- English-proficient, service-oriented workforce; strong creatives
- Distinctive culture, gastronomy, and nature across 7,641 islands
- Proven value-for-money and warm hospitality

National MICE Vision 2030 (PH MICE Roadmap)

- Vision: Be among the leading MICE destinations in Asia-Pacific by 2030
- Outcomes: Expanded opportunities; stronger global competitiveness
- Pillars:
 - Policy/governance
 - Infrastructure
 - Human capital
 - Research/measurement
 - Sustainability & legacy

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Policy & Governance Enablers

- Streamlined permitting; one-stop facilitation
- Incentives aligned with investment promotion
- City destination management and safety protocols
- Digital/broadband support for hybrid events



2030 Targets

- Lift APAC ranking (ICCA/UIS metrics)
- +100,000 sqm usable exhibition space nationwide
- 40,000 keys
- Increase average delegate spend; extend stays via side trips
- Robust monitoring via extended Tourism Satellite Account





Demand & Positioning

- APAC business travel rebound; hybrid-ready formats
- Thematic strengths: gastronomy, agrifood, construction, med/health, education, creative tech
- Distinctive experiential content for incentives



Signature & Anchor Events



- Terra Madre Asia & Pacific and Iloilo City as UNESCO Creative City of Gastronomy
- PHILCONSTRUCT, WOFEX, Manila Int'l Book Fair, IFEX/CITEM showcases
- Gov't–industry collaborations for innovation fairs

Culture, Heritage & Nature as Differentiators

- UNESCO, Creative Cities, living traditions
- Heritage circuits and island/nature add-ons
- Farm-to-fork and coastal experiences for incentives



Community Engagement & Inclusion

- MSME integration in supplier lists and expo floors
- Volunteer/youth docent programs
- Accessibility and women-led enterprises in value chains



Target Markets & Niches

- Association congresses: medical, education, creatives
- Corporate incentives: Northeast & Southeast Asia
- Niche expos: agrifood, packaging, blue/green economy, sustainability



PPP Model: How We Co-create

- DOT/TPB: bid support, destination content, marketing
- Private: organizers, venues, logistics, tech
- LGUs: permits, mobility, safety, volunteers
- Academia/chambers: program content, research showcases

National Venue Network

- PICC, WTCMM, SMX Manila/Cebu/Davao/Bacolod, Iloilo Convention Center
- Airport/road upgrades; tourism access convergence
- Pipeline: added exhibition floorspace; digital infra for hybrid

Human Capital & Youth Pathways

- FBSE for service excellence
- Event management certifications; internships with organizers/venues
- Upskilling: hybrid tech, sustainability, safety



Innovation & Knowledge Economy

- Congresses as platforms for R&D and tech diffusion
- Structured B2B matching; investor roadshows alongside expos
- Data capture and legacy reporting for clusters



Sustainability & Legacy

- Green venue operations; waste minimization; low-carbon mobility
- Inclusive local procurement; heritage protection protocols
- Legacy KPIs: skills, MSME revenue, community facilities, datasets



Current Philippines MICE Programs (TPB)

- Marketing & Promotions
- Global Networks
- Incentives & Bid Support
- Buyers Invitational / FAM Programs
- MICE Cities Program - City Development
- MICE Plus Incentives Program
- MICECON & MICECONnect





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**NATURAL BEAUTY
OF LOVE**



**FESTIVE AND CULTURAL
LOVE**



GASTRONOMICAL LOVE