

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Constitution Hills, Quezon City

EIGHTEENTH CONGRESS
First Regular Session

House Bill No. 3945



Introduced by: **REPRESENTATIVE ERIC L. OLIVAREZ**

EXPLANATORY NOTE

Tourism is one of the anchor industries upon which the national government is relying in order to attain the status of a newly industrialized country in Asia. Tourism authorities in the world concede that the Philippines has an abundance of tourist areas of unspeakable beauty, some of them have already been developed and others are already beautiful in their natural state.

To further accelerate our tourism promotion efforts which campaign slogan is "It's more Fun in the Philippines", it is necessary that we make known the existence of the famous tourist destinations in the country, arouse the interest of tourists about these areas and whet their appetite about the extraordinary beauty of these Philippine Tourist Spots.

This we can do by means of postage stamps affixed on outgoing mail especially to foreign destinations. These will depict the tourist areas in our country and advertise these beautiful spots areas to foreign potential tourists without extra cost for the government. Surely this could trigger interest for more information about the tourists' areas which our Department of Tourism and Tourism Promotions Board can provide that could attract foreigners to visit the Philippines.

This proposed bill shall require the Philippine Postal Service to print postage stamps depicting tourist areas in the country and impose the requirement of affixing these stamps on all mail matter from the time of the approval of this act up to the time our targeted tourism revenues have been attained by the government.

Support for this measure is earnestly requested.



ERIC OLIVAREZ

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**AN ACT REQUIRING THE PHILIPPINE POSTAL
CORPORATION TO PRINT POSTAGE STAMPS
DEPICTING PHILIPPINE TOURIST ATTRACTIONS AND
DESTINATIONS AND TO AFFIX THESE STAMPS ON
OUTGOING MAIL MATTERS TO ATTRACT FOREIGN
TOURISTS**

*Be it enacted by the Senate and House of Representatives of the
Philippines in Congress assembled:*

Section 1. This bill shall be known as the "Philippine
Tourism Stamps Act".

Section 2. The Philippine Postal Corporation (PHLPost) is hereby mandated to print postage stamps in different denominations as may be practical and convenient, depicting different tourist attractions and destinations in the Philippines with appropriate labels.

Section 3. The PHLPost shall require that the postage stamps be affixed an outgoing mail matters.

Section 4. The PHLPost shall enlist the assistance of the Department of Tourism (DOT) and Tourism Promotions Board (TPB) in the identification, illustration and labeling of the tourist attractions and destinations to be depicted in the postage stamps.

Section 5. The DOT and TPB shall assist the PHLPost in the preparation of posters and other promotional materials to be displayed in strategic places in the Philippines and in foreign

countries, in support of this promotional drive to elicit interest in the Philippines as a major and world-class tourism destination.

Section 6. The President of the PHLPost shall include in its program the implementation of this Act, the funding of which shall be included in the annual corporate operating budget of the PHLPost.

Section 7. This act shall take effect fifteen (15) days after its publication in the Official Gazette or in any newspaper of general circulation.

Approved,