**THE PHILIPPINE TRAVEL MART: SHOWCASING THE BEST OF PHILIPPINE TOURISM FOR 34 YEARS**

The Philippine Tour Operators Association (PHILTOA) is set to stage for the 34th Philippine Travel Mart (PTM), the biggest annual fair focused on promoting popular and emerging tourist destinations in the country. The event will take place September 1-3, 2023, at the SMX Convention Center Manila, Mall of Asia Complex, Pasay City.

With nearly 300 exhibitors from all 17 regions of the Philippines, the Philippine Travel Mart brings together hotels, resorts, travel agencies, tour operators, and tourism offices under one roof. The one stop set-up makes it easy for travel fair patrons to peruse vacation packages from Luzon, Visayas and Mindanao. Visitors of the PTM will have the advantage of availing discounts and deals available only for on-the-spot bookings.

“It’s still the domestic market that is driving tourism in the country,” says PHILTOA 1st Vice President, Mary Ann Ong. We see this because of the strong demand for packaged tours in popular destinations like Baguio, Boracay, Cebu, Palawan. What the PHILTOA is trying to achieve by way of this fair is to entice Filipinos to discover the hidden gems such as the Zamboanga Peninsula, Quirino, and Soccsksargen

(South Cotabato, Cotabato, Sultan Kudarat, Sarangani, and General Santos). These are just some of the places that are under-the-radar but deserve to be explored, appreciated, and enjoyed.

The PTM serves as a significant platform for promoting domestic tourism, and it is a testament to the power of collaboration within the travel industry. The partnership with the Philippine Tour Operators Association (PHILTOA) and the unwavering support from the Department of Tourism, Tourism Promotions Board, and media outlets enable the event’s continuous success and contribute to rebuilding and revitalizing the tourism sector.

“We are grateful for the strong partnerships with PHILTOA, the Department of Tourism, Tourism Promotions Board, Philippine Airlines, and our media partners. The 34th Philippine Travel Mart is not only a showcase of our country’s incredible destinations but also a celebration of our industry’s resilience and strength as a major contributor to the country’s growth and progress,” said Fe Abling-Yu, President of the Philippine Tour Operators Association.

The 34th Philippine Travel Mart is happening on September 1 to 3, 2023, at the SMX Convention Center Manila, Mall of Asia Complex, Pasay City. For more information, visit their website philtravelmart.com, or follow their Facebook and Instagram pages @Philtravelmart

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