



(Left photo) Its all smiles in the Philippines. (from left) General Manager of Mis Region V Director Ms. Maria Ravanilla; DOT Europe Region Director Ms. Natividad; Officer –in-Charge of Travel Trade Office, Philippine Tourism P President and General Manager T.R.I.P.S. Travel Mr. Cesar Cruz. (Right Pavilion.

14 March 2013 – The Philippine pavilion proved once again to be a crowd drawer at this year's Internationale Tourismus-Borse (ITB) which took place from March 06 to 08 in Berlin.

The ITB Berlin is acknowledged as the world's leading travel trade show attended by over a hundred **ministers of tourism and state secretaries from around the world. The significant presence of such a high number of ranking officials has made ITB Berlin** the world's largest gathering of leading tourism representatives from the private and public sector.

For this year, the Philippine Department of Tourism (DOT) selected Albay Province as the

Philippine highlight destination and the DOT conducted a sustained marketing and global brand awareness campaign to advertise the Philippines in the city of Berlin for the duration of the ITB.



Ambassador Natividad explains the impact of the rationalization of the common carriers tax to European journalists in a Press Conference at the Philippine Pavilion.

Congressman Florencio Miraflores, Chairperson of the House Committee on Tourism, Congresswoman Thelma Almario, Vice Chairperson of the House Committee on Appropriations and Congressman Alfredo Garbin Jr, Vice Chairperson of the House Committee on Tourism, led the Philippine delegation composed of DOT officials, Albay provincial government officials, local tour operators and hotel and resort owners and managers.

The ITB Berlin served as the perfect spring board for the Philippine Embassy to hold a press conference to announce the signing by President Benigno S. Aquino III of Republic Act 10376, rationalizing the taxes paid by international airlines and shipping carriers in the Philippines. Through this law, the Philippine Government aims to improve the country's international air

transport connectivity which is the most critical infrastructure linking the Philippines to the global tourism market.

The Philippine Embassy also announced that an International Civil Aviation Organization (ICAO) validation mission had pledged to recommend the lifting of the significant safety concerns previously issued to the Philippines after an ICAO audit team noted the corrective measures undertaken by Philippine authorities on aviation safety. The favorable audit results are expected to be taken into consideration by the European Union (EU) and the United States (US) as they conduct their own independent evaluation of aviation safety concerns in the coming months.

Ambassador Natividad also expressed confidence that these two measures will accelerate tourism arrivals in the country, and help meet the target of 10 million tourist arrivals by 2016.



Ambassador Natividad visits the Philippine Pavilion on the opening day, composed of House of Representative officials, as well as officials from the provincial government of Albay. Joining them are the tourism industry and resort owners and managers.

ERIN L. WILSON, Senior Communications Officer, Philippine Embassy in Berlin, Germany, and a group of officials from the Philippine Pavilion at the Berlin Tourism Fair.