



PRESS RELEASE

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'WOW PHILIPPINES' TAXI AD CAMPAIGN ROLLS OFF IN SINGAPORE

15 February 2007 – Philippine Ambassador to Singapore Belen F. Anota reported to the Department of Foreign Affairs that the “Wow Philippines” taxi ad campaign was launched on 31 January 2007, sending off a 25-taxi motorcade along the major thoroughfares of Singapore, including Orchard Road, Singapore’s premiere shopping district. This is to coincide with the holding of the ASEAN Tourism Forum 2007 and the TRAVEX at ATF 2007 on 01-02 February 2007 in Singapore.

Joining the motorcade were Ambassador Anota, Tourism officials led by Mr. Oscar Palabyab, Undersecretary for Tourism Services and Regional Offices Sector and Mr. Eduardo Jarque Jr., Undersecretary for Tourism Planning and Promotions. Also present were officers and staff of the Embassy and its attached agencies, and prominent leaders of the Filipino community who are donned in their *Filipiniana* attire. The event was covered by members of the Singapore and local Filipino press.



Ambassador Belen F. Anota and husband, Atty. Apolonio Anota Jr., pose before one of fifty (50) Singapore taxis that bear the “Wow PHILIPPINES” logo and wrap-around scenes of major Philippines tourist destinations.

The motorcade ended its run at the Suntec Convention Center, where the Philippine Booth hosted several sales representatives of Philippine hotels and resorts, travel agencies, airlines such as Waterfront Hotels, Marco Polo Davao, Club Paradise Palawan, Philippine Air Lines, SEAIR. The booth was given a resort feel, adorned with lush greenery and a makeshift *bahay kubo*.

Organized by the Philippine Tourism Office in Singapore under Tourism Attaché Gerosel Syquian, the taxi ad campaign will run for three months, ending on 30 April 2007. This followed the highly successful bus-ad campaign that ran from April 1 to 30 June 2006 and the Mass Rapid Transit train-ad campaign that ended on 31 December 2006.

From January to September 2006, Singapore tourist arrivals in the Philippines registered a 16.8 percent increase compared to the same period of the previous year, making Singapore one of the highest growth markets for Philippine Tourism. END