



MEDIA RELEASE

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THE PHILIPPINES SHOWCASES “More Fun” TRAVEL DESTINATIONS AND ACTIVITIES AT THE BAY AREA TRAVEL AND ADVENTURE SHOW IN SANTA CLARA, CA

The Philippine Department of Tourism was among 143 domestic and international exhibitors at the recently concluded Bay Area Travel and Adventure Show which took place on January 25 and 26, 2014, at the Santa Clara Convention Center in Santa Clara, California.

This two-day event featured 4 different stages, highlighting food, music and dance, and travel and adventure stories, tips, and advice from different groups and speakers, including Patricia Schultz, Author of the world-renowned book “1000 Places to See Before You Die”. The event also provided attendees the opportunity to get a feel of adventure activities like zip-line above the exhibition booths, scale an indoor rock-climbing structure, and ride a Segway in a constructed track.



Patricia Schultz, author of the book 1000 Places To See Before You Die, visited the Philippine Department of Tourism Adventure Booth.

The Philippine Department of Tourism Office in San Francisco served as one of the several travel destinations featured at this year’s Show. Likewise at the Philippine Adventure Booth were Philippine Airlines and Adventure Travel Arranger, The Path, a guided, ecological, and backpacking tour in the Cordillera Region, Luzon, Philippines. The Path attracted curious travelers about their off-the-beaten-path and not-for-everyone Philippine adventure tour package. Likewise adventure enthusiast from all over the Bay Area visited the Philippine booth to gather materials such as maps and travel packages, inquire about the Philippines or special promos, or just to simply chit-chat and see what is in store in the Philippines.

The Bay Area Travel and Adventure Show featured both domestic and international adventure opportunities for visitors. From visiting neighboring California cities, such as San Luis Obispo, well-known vacation locations, such as Las Vegas and Hawai’i, to venturing off to exotic countries, such as Indonesia, Turkey, and Nicaragua; the annual show educated the attendees about various destinations and promoted different opportunities and activities which they can participate in.

With 7,107 islands, 11400 miles of shoreline, 21 active volcanoes, hundreds of peak forests, the Philippines has panoramic landscapes, coastlines, and varied topography – biologically, one of the richest countries in the world where adventure activities could be limitless; and the 2-week Rainforest adventure of The Path is just one of them. It is no surprise that the Philippines is one of the most exciting adventure destinations for thrills and fun.



Team Adventure Philippines, From L-R: Anna Bellamy and Johan Bergman of The Path Adventure Travel, Ms. Cecile Ascalon, Philippine Deputy Consul General Jaime Ascalon, and Tourism Administrative Officer Gab Agcaoili.

Numerous event patrons stopped by the Philippines' booth to inquire on travel seasonality or avail of travel brochures brought by the Philippine Tourism Office. Many inquired about Philippines Airlines' rates and promos available. More than a handful had queries on The Path's one-of-a-kind adventure trips. There were visitors who dropped by to reminisce about the country and how much fun they had and the many wonderful memories they gathered while visiting the country.

Many expressed interest in visiting for the first time, as well as intentions for the ones who have been, to return to the country for yet another memorable visit. From individuals who call the Philippines 'home' to former military men who have been once in their life stationed at the old US Air Force or Naval Base in the country; from Bay Area residents with Filipino friends to mainstream Americans who have Filipino significant others, the Philippine Adventure Booth at the Bay Area Travel and Adventure Show 2014 greeted everyone with a traditional warm welcome which is distinctly Filipino; and from the best months to visit to the best places to snorkel and dive; the Philippine Department of Tourism let the Bay Area know why travel and adventure is "More Fun in the Philippines".

For more information on travel to the Philippines, please log on to www.itsmorefuninthephilippines.us.com. For more information on Philippine Airlines' rates and promos, please log on to www.philippineairlines.com. To book your next out-of-this-world adventure trip to the Philippines, log on to www.thepath.se.

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