



Theme:
City Tourism: Rebuilding A Local Destination to A Global Brand

THE BLUE LEAF FILIPINAS
BELLE AVENUE, ASEANA CITY, PARAÑAQUE CITY

30-31 August 2018



E V E N T F A C T S H E E T

**WELCOME TO
PARANAQUE,
MABUHAY!**

Hosted by the City of Parañaque, the Metro Manila Tourism Forum 2018, is a two-day gathering of government officials, tourism key players and stakeholders sharing one vision and goal -- to promote rebuilding of the country's urban tourist destination into a Global Brand. This special event is open to all tourism leaders and advocates across the nation and to all ASEAN neighboring countries.

After a successful run from its inaugural event last 2017 which highlighted country's sustainable tourism, this year's forum will shift gears and focus on redefining the city tourism as an International Icon not just showcasing the beauty of the nation's local destinations but also opening the doors of huge economic opportunities for the business sector to both local and international markets.

**METRO MANILA TOURISM FORUM
PROGRAMME**

THURSDAY
30 AUGUST

FRIDAY
31 AUGUST

METRO MANILA TOURISM FORUM	
MORNING	<p>REGISTRATION / OPENING OF CONFERENCE</p> <p>***</p> <p>METRO MANILA TRAVEL MART</p>
	<p>PLENARY SESSION</p> <p>***</p> <p>METRO MANILA TRAVEL MART</p>
AFTERNOON	<p>PLENARY AND INTERACTIVE SESSIONS</p> <p>***</p> <p>METRO MANILA TRAVEL MART</p>
	<p>WORKSHOPS / CLOSING</p> <p>***</p> <p>METRO MANILA TRAVEL MART</p>

KEY CONFERENCE TOPICS

Session I. Empower the Leaders

- Local Government
- Environment Management
- Infrastructure Makeover

Session II. Engage the Culture and Community

- Unity in Community
- The C.H.A.C.E. (Culture, Heritage, Arts, Craftmanship & Entertainment)
- Tourism is Everybody's Business
- Pinoy Urban Gastronomy (Culinary Tourism)

Session III. Evolve! Becoming a Global Brand

- City Branding Campaign
- The Social Media Ambassadors
- Thinking Global; A New Perspective

CONFERENCE RATES

- ❖ **PHP 4,000** per delegate
Local Government / Academe / Students
- ❖ **PHP 5,000** per delegate
Regular Rate
- ❖ **PHP 6,000** per delegate
Walk-in Rate

INCLUSIONS: Registration kit, 2 lunch, snacks, handouts and certificate of attendance

PAYMENT DETAILS

Current Account: **INTERNATIONAL SCHOOL OF SUSTAINABLE TOURISM INC.**

Account Number: **1514-1003-9819**

Bank: **PHILIPPINE NATIONAL BANK (PNB)**

To register, please contact **RONAN DELA PENA / MICHAEL QUITORIO**

☎ 776 3260 / 705 3324

✉ metromanilatourismforum@gmail.com

EVENT HIGHLIGHT

Ground Breaking of the Unified Icon of Metro Manila

Friday August 31, 2018 04:00 PM



Looking forward to seeing you!