

TPB CIRCULAR NO. 2022-070

**FOR : TPB MEMBERS
DOT ACCREDITED TOURISM ESTABLISHMENTS**

DATE : 12 July 2022

SUBJECT : CALL FOR PARTICIPATION
Philippine Travel Exchange (PHITEX) 2022
18 – 20 October 2022 | Metro, Manila

We are pleased to inform you that the Tourism Promotions Board (TPB) will host the 21st Philippine Travel Exchange (PHITEX) 2022 scheduled on 18-20 October 2022 in Metro Manila, with the theme, *“Embracing Responsible Tourism: Making Better Places for People to Live in and Better Places for People to Visit.”*

PHITEX is an annual marketing event aiming to strengthen the country’s brand image and encourage participants to promote affordable and competitive tourism packages.

This year’s event will have a two-day hybrid Travel Exchange (TRAVEX), PHITEX Educational Program (PEPTalk), Opening and Closing ceremonies, and pre-and post-conference tour activities to showcase our product destinations.

We are targeting to engage 175 local seller-companies and 175 buyers from Korea, China, Japan, USA, Canada, Australia, Europe, Russia, the Middle East, India, Taiwan, Singapore, Malaysia, Hong Kong, and other ASEAN countries. Of the 175 target participants, 50 will attend physically, and 125 will attend virtually. The TRAVEX Screening Committee will accept these 50 physical seller participants on a first-come, first-served basis, subject to the approved guidelines.

Registration to the PHITEX 2022 Hybrid Edition should be accomplished online via the Sellers Registration Link: <https://www.phitex.ph/registration/seller/>

Participation Fees are as follows:

1. Physical Participation:

	FULL REGISTRATION	WITH A 20% REBATE
Principal Delegate	Php 10,000.00	Php 8,000.00

Co-Delegate	Php 5,000.00	Php 4,000.00
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** Rebate is subject to guidelines (hyperlink to Participation Guidelines)*

2. Virtual Participation Fee: Php 5,000.00 (No rebate for virtual participation)

** Participation fee is inclusive of a second delegate sharing the same business appointments and log-in credentials*

Attached for reference are the **Participation Guidelines, FAQs, and the Participation Agreement Form.**

If you have further concerns, please don't hesitate to contact the PHITEX 2022 Sellers Committee via e-mail at **phitex2022_sellers@tpb.gov.ph**.

Thank you, and we look forward to your active participation.



CHARLES AAMES M. BAUTISTA

Officer-in-Charge, Office of the Chief Operating Officer
Tourism Promotions Board