

**Philippines Department of Tourism to launch “Travel Holiday Promotion”  
~ Win a trip to the Philippines at the Philippines Pavilion at Aichi Expo ~**

The Department of Tourism Philippines (DOT) will launch “Travel Holiday Promotion,” which is one of the campaigns encouraging Japanese overseas travelers to the Philippines, from May 18<sup>th</sup> to September 25<sup>th</sup> at the Philippines Pavilion at Aichi Expo.

“Travel Holiday Promotion” is a campaign giveaway offering a trip to the Philippines to 100 people who shopped at the Philippines Pavilion at Aichi Expo, or dined at the restaurant inside, and whose purchases totaled over JPY 5,000.

Winners will enjoy a trip to Cebu Island or Manila, including air travel and accommodation at a five star hotel or resort.

**Outline of “Travel Holiday Promotion”**

Campaign period:	Wednesday, May 18 <sup>th</sup> 2005 to Sunday, September 25 <sup>th</sup> , 2005
Venue:	Aichi Expo “Philippines Pavilion” (Global Common 6)
How to apply:	Entry is open to anyone by registering at the information center of the Philippines Pavilion with original receipts totaling over JPY 5,000 from the boutique and/or the restaurant serving Filipino cuisine, “LATIK,” inside the pavilion on the spot.
Prize details:	Flight tickets to the Philippines (via Chubu International Airport), and three days/two nights accommodation at a five star hotel or resort on Cebu Island or in Manila * Accommodation examples: Manila: Westin Philippines Plaza Cebu Island: Shangri-La’s Mactan Island Resort
Number of prizes:	The first 100 people
Prize validity:	Trips must be taken by December 8, 2005 (except August1-15)
Condition:	Winners are responsible for travel to and from, and any additional expenses related to getting to, Chubu International Airport in Aichi.

DOT aims to attract more travelers and to capture a larger share of the Japanese outbound market through the “Koko Doko?” campaign, promoting a strong brand image of a country with “Premium Resort Islands.”

As one of the projects of the Koko Doko? Philippines campaign, “Travel Holiday Promotion” was made possible through collaboration with Philippine Airlines and the travel agency H.I.S. Last year, 382,307 Japanese overseas travelers visited Philippines, an 18.4% increase compared to 2003 with 322,896 people. The number of Japanese visitors to the Philippines is second only to those from the United States, therefore DOT considers Japan one of the most important tourist markets.