



09-10 FEBRUARY 2017  
CROWNE PLAZA MANILA GALLERIA, QUEZON CITY

**THEME: "ASEAN: Enhancing City Tourism Destinations towards Sustainable Development"**

In celebration of the UNWTO theme for 2017 as the  
International Year of Sustainable Tourism for Development

09  
FEBRUARY  
2017

0800H	REGISTRATION	
0900H	PARTNER'S TIME	
0930H	NETWORKING COFFEE BREAK	
	<b>OPENING OF CONFERENCE</b>	
	ENTRY OF COLORS	Cadets of University of the Philippines - Reserve Officer's Training Corps (UP-ROTC)
	NATIONAL ANTHEM / INVOCATION	UP Concert Chorus
	INTRODUCTION OF SPEAKER	<b>MS. DIVINE P. PASCUA</b> OIC, Tourism Department Quezon City
1000H	QUEZON CITY WELCOMES YOU	<b>HON. HERBERT M. BAUTISTA</b> Mayor Quezon City
	OPENING PERFORMANCE	Kontra-Gapi
	OPENING REMARKS	<b>DR. MINA T. GABOR</b> Trustee and Chairperson, Travel and Tourism Committee Automobile Association Philippines (AAP)
	INTRODUCTION OF GUEST OF HONOR AND KEYNOTE SPEAKER	<b>MS. CATHERINE C. AGUSTIN</b> Officer-in-Charge Department of Tourism - NCR Regional Office
	KEYNOTE SPEECH	<b>HON. WANDA CORAZON T. TEO</b> Secretary DOT
	<b>QUEZON CITY WELCOME LUNCH</b>	Hosted by:  <b>HON. HERBERT M. BAUTISTA</b> Mayor Quezon City
1200H	<b>DIALOGUE MEETING WITH SEC. WANDA CORAZON T. TEO</b> (CLOSED DOOR MEETING)	
	METRO MANILA MAYORS   DPWH   DENR   MMDA   DILG   DOTr   PNP   DEPED   CHED   DSWD   DOH   PLDT   SMART   GLOBE   MERALCO   MWSS	

## PLENARY SESSION A

CHANGING THE TOURISM FACE OF CITY DESTINATIONS FOR A QUALITY VISITOR EXPERIENCE

MODERATOR: **MS. CHERRIE ATILANO**  
President  
AGREA Agricultural Systems International, Inc.

1300H KEYNOTE SPEAKER

**MR. IMTIAZ MUQBIL**  
Executive Editor  
Travel Impact Newswire

### PANELISTS

ENVIRONMENT

**MR. ANTONIO C. MANILA**  
Assistant Director, Biodiversity Management Bureau  
Department of Environment and Natural Resources (DENR)

1330H SAFETY & SECURITY

**PDIR OSCAR DAVID ALBAYALDE**  
Regional Director  
Philippine National Police – NCR

SOCIAL MEDIA:  
EFFECTIVE TOURISM INFORMATION

**DR. DONALD PATRICK LIM**  
Chief Digital Officer  
ABS-CBN Broadcasting Corporation

1430H Q / A SESSION

1445H NETWORKING COFFEE BREAK

## PLENARY SESSION B

ENHANCING CITY TOURISM DESTINATIONS COMPETITIVENESS THROUGH IMPROVED ACCESSIBILITY

MODERATOR: **MR. BRYAN MCCLELLAND**  
President and CEO  
Bamboo Ecological Technology, Inc.

1500H KEYNOTE SPEAKER

**MR. STEVE WOLSTENHOLME**  
President  
Okada Manila

### PANELISTS

ROAD TRANSPORT AND INFRASTRUCTURE

**MR. RAUL L. IGNACIO**  
Chief Operating Officer  
Manila North Tollways Corporation (MNTC)

1530H AIR TRANSPORT

**MR. JOSE PEREZ DE TAGLE**  
Assistant Vice President for Government Affairs  
Philippine Airlines

CRUISE DEVELOPMENT PROGRAM

**MS. MARIA CORAZON JORDA-APO**  
Director, Market Development Group  
DOT

1630H Q / A SESSION

1645H RAFFLE PRIZES

1700H END OF CONFERENCE DAY 1



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**PLENARY SESSION C**

A 360° VIEW: POSITIONING CITY TOURISM DESTINATIONS IN THE ASEAN AND LOCAL MARKETPLACE

MODERATOR: **MR. BOB ZOZOBRADO**  
President  
Pacific Asia Travel Association (PATA) – Philippine Chapter

0930H KEYNOTE SPEAKER **MR. GREGORY DUFFEL**  
Immediate Past President  
PATA

**PANELISTS**

EFFECTIVE TOURISM STANDARDS **MS. MARISSA VICTORIA C. CLAUSTRO**  
Tourism Operations Officer II, Tourism Standards and Regulations  
DOT

1000H MARKETING AND PROMOTING YOUR PROPERTIES **MS. ROSE LIBONGCO**  
President  
Homestay Philippines, Inc.

CITIES IN FOCUS: A SNAPSHOT OF DIGITAL DESTINATION MARKETING **MR. DROR MAYTAL**  
President  
TravPax Solutions Pte Ltd.

1100H Q / A SESSION

1115H NETWORKING COFFEE BREAK

1130H ONE MINUTE TO WIN IT  
Brought to you by:  


FAREWELL LUNCH Hosted by:  
 **HON. WANDA CORAZON T. TEO**  
Secretary  
DOT

1200H **DIALOGUE MEETING WITH THE METRO MANILA MAYORS' SPOUSES**  
with **Usec. Alma Rita Jimenez** of DOT and assisted by **Dir. Maria Venus Q. Tan**, Regional Director of DOT-CAR  
(CLOSED DOOR MEETING)

1300H HIGHLIGHTS OF METRO MANILA CITY TOURISM PRODUCTS **MS. CATHERINE C. AGUSTIN**  
Officer-in-Charge  
DOT-NCR Regional Office

1330H	PRESENTATION OF METRO MANILA OF THEIR BEST TOUR ATTRACTIONS	QUEZON   MANILA   CALOOCAN   TAGUIG   PASIG   PARAÑAQUE   VALENZUELA   LAS PIÑAS   MAKATI   MUNTINLUPA   MARIKINA   PASAY   MANDALUYONG   MALABON   NAVOTAS   SAN JUAN   PATEROS
1500H	PARAÑAQUE CITY: THE NEXT HOST CITY	<b>HON. EDWIN L. OLIVAREZ</b> Mayor Parañaque City
1530H	CLOSING REMARKS	<b>HON. ALMA RITA JIMENEZ</b> Undersecretary DOT
1545H	RAFFLE PRIZES	
1600H	END OF CONFERENCE DAY 2	