

PH hosts Asia-Oceania World Travel Awards 2024

- A Monitor Desk Report

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Manila: For the first time, the Philippines is hosting the World Travel Awards (WTA) Asia and Oceania red-carpet gala ceremony at City of Dreams Manila.

The WTA is a prestigious global organization established in 1993. Renowned as the "Oscars of the Tourism Industry," WTA recognizes and rewards excellence in the travel and tourism sector.

Department of Tourism (DoT) Secretary Christina Garcia Frasco expressed her enthusiasm about the red-carpet event.

"We are glad that esteemed global organizations, like the World Travel Awards, are recognizing our capacity to deliver world-class hospitality, superior event management, and unparalleled tourism experiences," she said, adding that the gala is also an avenue to network with various tourism stakeholders in the region.

"I am honored that the World Travel Awards will be heading to the Philippines for the first time, reflecting the significant strides the nation's tourism sector is making. Manila is one of Asia's most exciting emerging destinations, and I look forward to welcoming travel industry leaders from across Asia and Oceania to experience its many charms," WTA founder Graham Cooke said.

The WTA serves as an enhancement event of the Philippine Travel Exchange (Phitex), the country's largest government-organized travel trade event that has been held annually since 2004.

Organized by the Tourism Promotions Board (TPB) Philippines, the marketing and promotions arm of the Department of Tourism (DoT), Phitex happens at Conrad Manila on Sept. 3 to 5, 2024.

TPB CEO Maria Margarita Nograles said this year's theme, 'The Power of Collaboration in Tourism,' fosters and nurtures a spirit of strong partnerships among participants in promoting competitive, creative and experiential tourism packages.

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