

A Major Seminar Developed by the Philippine Department of Tourism about Adventure Travel and Tourism Finds a Promotional Partner in a Clark and Subic Bay Philippine Portal

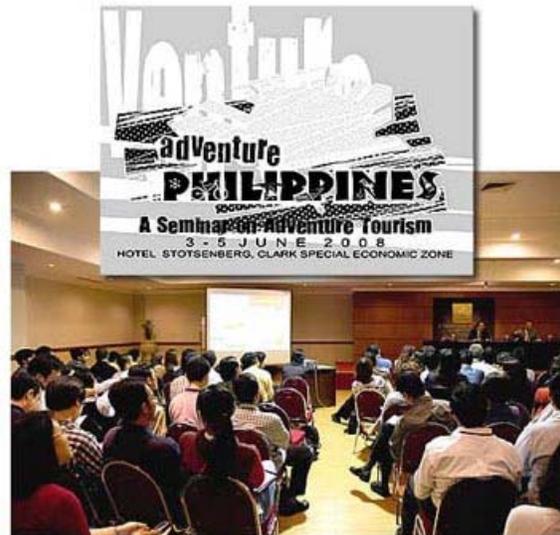


Released on: May 14, 2008, 8:12 pm

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Industry: [Transportation & Logistics](#)

Press Release Summary: The Philippine Department of Tourism (DOT) and Philippine Convention and Visitors Corporation (PCVC), is focusing on a nationwide campaign to increase awareness and promote ecotourism and adventure tourism destinations and activities throughout the Philippines. The Clark Subic Marketing Portal is assisting in the Efforts.



Press Release Body: **The Philippines** is fortunate indeed to have such unique travel destinations as **Palawan**, with its mysterious remote beauty, the **Banaue Rice Terraces**, considered the **8th wonder of the world**, and the **Cagayan Valley** with its extensive network of exportable caverns. Add to this the numerous remote provinces, many still inhabited by indigenous people, offering intrigue, unprecedented natural-beauty and

fascinatingly-unique character, providing ideal backdrops for adventure tourism activities.



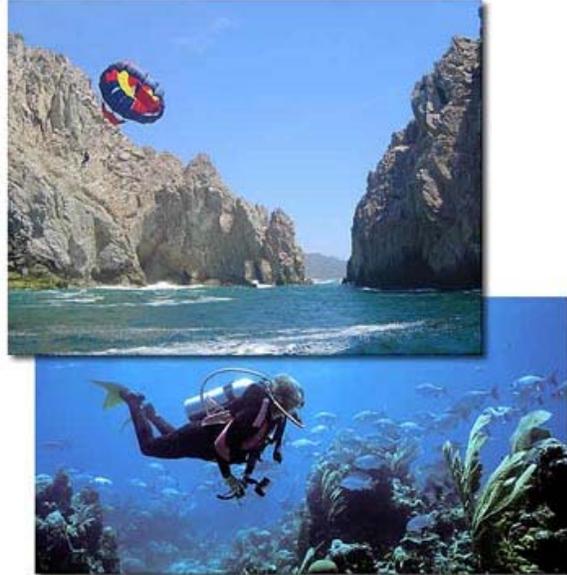
In the words of the **Adventure Travel Trade Association based in the U.S.**, adventure travel may be any tourist activity that includes two of the following three components: a physical activity, a cultural exchange or interaction, and engagement with nature. Adventure travelers step outside of their comfort zones to experience something new, something cultural, something unique. Typically, the destinations chosen by these enthusiasts are remote, ecologically-pristine spots offering unusual features or conditions; this describes many destinations in the **Philippines** perfectly.

Travel agencies throughout developed countries are expanding their portfolio of offerings. It appears to no longer be good enough to offer simple sightseeing packages; travelers now want more exciting and experiential tour packages for their hard-earned money. Smart travel operators are now packaging adventure activities to unusual and unique locations as a significant part of their offerings. Some activities included in these packages may include, trekking, mountaineering, mountain biking, rafting, rock climbing, bird-watching, whitewater rafting, scuba diving, snorkeling, spelunking, parasailing, hang-gliding, sky-diving, rock climbing, rappelling, military-style jungle adventures, indigenous-people survival adventures, safaris, wild animal interaction/encounters, sea mammal interaction/encounters to name a few.

With a clear understanding of the growth potential of this market, **Clark Subic Marketing (CSM)**, owner of a comprehensive **Internet portal** for the **Philippine Freeport Zones of Clark and Subic Bay**, found at: <http://www.clarksubicmarketing.com>, is assisting the **Philippine DOT**. **CSM** is promoting this relatively new, vital opportunity to travel agencies, local government units, tourism councils and other beneficial entities. **CSM** is working with the **Department of Tourism (DOT)/Philippine Convention and Visitors Corporation (PCVC)** to advertise on the **CSM** portal and assist in coordinating the hotel bookings for an upcoming seminar on adventure tourism in the **Clark Freeport**. The seminar is designed to educate and enlighten industry operators and purveyors to the adventure travel potential and encourage relationship building and intercommunication

between all of the various current and potential adventure travel providers and suppliers.

This seminar, presented by the **DOT and PCVC** in cooperation with its strategic partners, **Recreational Outdoor Exchange and Philippine Airlines** is an intensive seminar designed to help the **Philippines** grab a market share of this lucrative market. According to **PCVC** this seminar is ideal for those engaged in travel or adventure related businesses or considering starting any of a plethora of new-ventures. The seminar will build awareness and assist in learning the ins-and-outs from foreign and local experts in the field of adventure tourism.



The DOT/PCVC Adventure Tourism Seminar will be held at the Hotel Stotsenberg in the Clark Freeport Zone on June 3rd to 5th 2008. For additional information go to this website link http://www.clarksubicmarketing.com/special_events or contact PCVC at: 02-525-9318 TO 27 Fax: 02-521-6165/525-1153. For hotel booking information, contact Clark Subic Marketing at 045-499-0695 or Cell: 0928-504-6769.

Submitted By: Act Now Hosting

Date: 5/15/2008

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