



REPUBLIC OF THE PHILIPPINES  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
DILG-NAPOLCOM Center  
EDSA corner Quezon Avenue, Quezon City



August 25, 2015

MEMORANDUM CIRCULAR  
NO. 2015-97

TO : ALL PROVINCIAL GOVERNORS, CITY AND MUNICIPAL MAYORS, PROVINCIAL, CITY AND MUNICIPAL PLANNING AND DEVELOPMENT COORDINATORS/OFFICERS, PROVINCIAL, CITY AND MUNICIPAL TOURISM OFFICERS, DILG REGIONAL DIRECTORS AND ALL OTHERS CONCERNED

SUBJECT : PACIFIC ASIA TRAVEL ASSOCIATION (PATA) NEW TOURISM FRONTIERS FORUM 2015 AND PACIFIC ASIA TRAVEL ASSOCIATION (PATA) – TRIPADVISOR CEO CHALLENGE

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The Pacific Asia Travel Association (PATA) in cooperation with the Provincial Government of Albay, Department of Tourism and the Tourism Promotions Board, is organizing the **First PATA New Tourism Frontiers Forum 2015** on November 25-27, 2015 in Legaspi City, Albay. With the theme, “Ecotourism – Transcending Climate Change,” the forum brings together tourism professionals to share insights and experiences on marketing and managing tourism growth in new and emerging destinations. The key topics for the event are promoting responsible and sustainable tourism and the dispersion of tourism to local destinations that benefit more local communities.

Likewise, PATA in partnership with TripAdvisor, is looking for new and emerging destinations to take part in the **PATA CEO Challenge**. TripAdvisor will work with the two winning entries in developing and creating a digital marketing campaign to showcase their destination to a global audience, valued at US \$ 500,000 each. In addition, the winners will be honoured at the PAT Aligned Advocacy Dinner in London, United Kingdom prior to the World Travel Mart. The PATA CEO Challenge is a new award programme that embraces the uniqueness and diversity of different heritages, cultures, customs and nature of world destinations.

In this regard, all local chief executives, as well as the tourism officers and planning and development coordinators/officers are hereby encouraged to participate to the **First PATA New Tourism Frontiers Forum 2015**. Travelling expenses, registration fee and other incidental expenses may be authorized chargeable against local funds subject to the

availability thereof and to all pertinent laws, rules and regulations provided that such expenses shall not be charged against the 20% component of the Internal Revenue Allotment or from whatever source that may prejudice on-going poverty alleviation efforts.

Also, all local government units are hereby encouraged to participate in the PATA CEO Challenge. Deadline for submission of entry forms and documentation is on 01 September 2015 through email address [PATACEOChallenge@PATA.org](mailto:PATACEOChallenge@PATA.org).

For further inquiries you may contact the following:

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All DILG Regional Directors are hereby directed to cause a widest dissemination of this Circular of their respective area of jurisdictions.

For the information and guidance of all concerned.

BY AUTHORITY OF THE SECRETARY



AUSTERE A. PANADERO

Undersecretary for Local Government