

PHILIPPINE
experience

CULTURE, HERITAGE
& ARTS CARAVANS



PASAPORTE



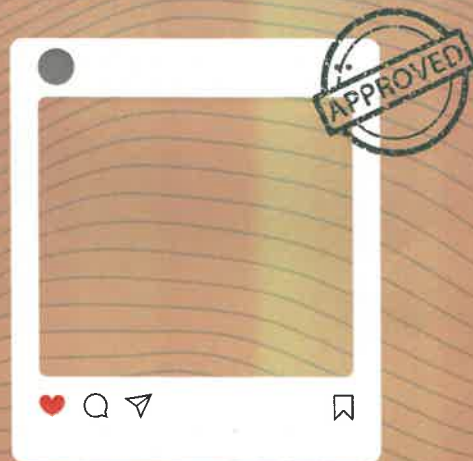
MABUHAY! PHILIPPINE EXPERIENCE - PTM 2024 SMX CONVENTION, PASAY CITY

The development of the **Philippine Experience Program: Culture, Heritage, and Arts Caravan** is part of the cultural tourism product development program conceived to highlight and herald the Filipino brand and identity in all aspects of travel and tourism experience.

Department of Tourism's Agenda:

- Equalize tourism product development and promotion
- Diversify the product portfolio through multi-dimensional tourism
- Maximize domestic tourism
- Strengthen tourism convergence through close collaboration with LGUs and stakeholders

INFORMATION SHEET



NAME:

ADDRESS:

CONTACT NUMBER:

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GENERAL GUIDELINES

Explore all four stations representing the themes of the Philippine Experience Program and discover what our tours have to offer! Get a glimpse of the highlights of the Philippines' cultural wonders. Each Philippine Experience Tour encompasses the themes of Arts, Living Cultures, Pilgrimage and Wellness, and Food and Gastronomy Tourism.

Our aim is to offer unique Philippine Experience tours that showcase the cultural distinctiveness of each region of the country. Tara na!

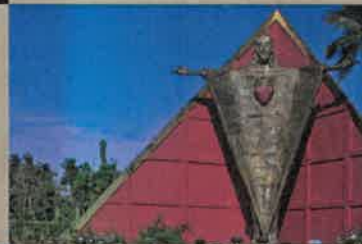
P.S. Have your passports stamped at every station, and check out our tour packages too! 🍷



LIKHA (ARTS TOURISM)



PAMANA (LIVING CULTURES)



KALINAW (PILGRIMAGE AND WELLNESS)



SALO-SALO (FOOD AND GASTRONOMY)

LIKHA

(ARTS TOURISM)

- Filipino word that means 'creation'
- Likha evokes inspiration and creativity
- will cover the country's Creative Cities and emerging art destinations, highlighting the creative and innovative side of our country

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PAMANA (LIVING CULTURES)

- Means heritage, inheritance, legacy
- will give tourists experience of living traditions that have been handed down from generation to generation
- will highlight culture-based tourism including previews of scintillating festivals, tradition-laced rituals and colorful celebrations supported by interesting stories and narratives
- will raise awareness on indigenous knowledge, systems and practices of the country's indigenous communities.



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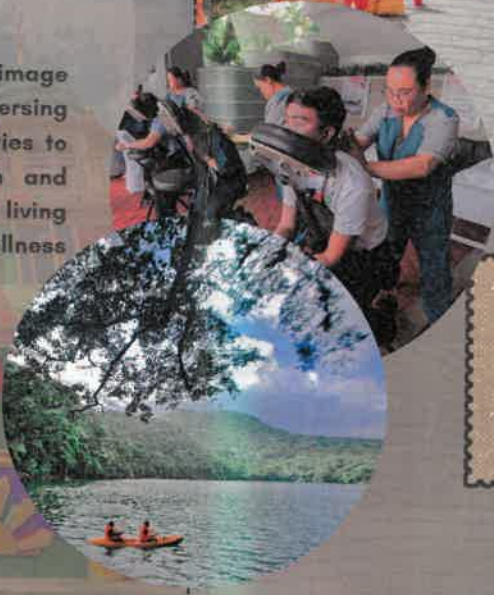


KALINAW

(WELLNESS AND PILGRIMAGE TOURISM)

Means calmness and serenity

The KALINAW tour will provide Pilgrimage and Wellness journeys, traversing destinations that will offer opportunities to deepen one's spirituality and faith and renew and reinvigorate one's zest for living through unique Filipino wellness experiences.



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SALO-SALO

(FOOD AND GASTRONOMY TOURISM)

- Salo-salo, captures the spirit of sharing and communal gathering which is part and parcel of food and gastronomy experiences in the country
- Foodie adventures and eating are always meant to be shared

The Salo-Salo tour will highlight these food tripping journeys that will showcase varied tastes, endemic ingredients, culinary treat, iconic dishes and unique flavors of the regions.



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 Department of Tourism - Philippines

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