



## PHILCONGEN LOS ANGELES PARTICIPATE IN DOT AND PHILIPPINE AIRLINES, NORTH AMERICA BUSINESS MISSION

PAL Sales Mission 2017



Picture shows (2<sup>nd</sup> Row, Left) Mr. Bryan Ang, Assistant Vice President, International Passenger Sales and Mr. Allan Coo (Middle), North America Country Manager, Philippine Airlines (PAL) announces the unveiling of PAL's new brand philosophy – "Heart of the Filipino" while Deputy Consul General Ambrosio Brian F. Enciso III (Right) delivers his Welcome Remarks

At the 3<sup>rd</sup> Row, picture shows Officials of the Philippine Consulate General and Philippine Department of Tourism in Los Angeles posts with LA-based PAL Officials and PAL Executives from Manila

Los Angeles, 12 April 2017 – Officials of the Philippine Consulate General in Los Angeles attended the product presentation for North America of Philippine Airlines (PAL) on 31 March 2017 at NBC Seafood Restaurant, Monterey Park, California.

PAL, in cooperation with the Philippine Department of Tourism (PDOT) in Los Angeles conducted a business mission in Los Angeles to open a new market targeting the Asian-American demographic. Philippine-based Filipino-Chinese tour operators joined PAL Executives in this mission to establish networks with their counterparts based in Los Angeles and to support PAL in selling Philippine tour packages to their Asian-American consumers.

During the presentation, PAL Representatives, Mr. Bryan Ang, Assistant Vice President, International Passenger Sales and Mr. Allan Coo, North America Country Manager shared the goal of PAL to become a five-star airline in five years with service innovations, route network expansion and fleet modernization as its flagship initiatives, guided by a new brand philosophy – "Heart of the Filipino".

Giving more importance to their prospective Chinese clientele, PAL representatives emphasized that China is the only country outside the Philippines where Philippine Airlines has the most number of flights since it flies to eight destinations in China, namely: Beijing, Guangzhou, Hong Kong, Macau, Jinjiang, Shanghai, Xiamen and Chengdu.

In his opening remarks, Consul Ambrosio Brian F. Enciso III encouraged the audience to visit the Philippines and experience the wonders and beauty of the country as well as the warm hospitality of the Filipino people. He also urged to audience to consider choosing Philippine airline companies traveling to the Philippines.

The event was concluded with a brief presentation of PDOT-LA representative, Ms. Faye Lenna R. Castro about the top tourist destinations in the Philippines. END



*(Top Row) Philippine-based Tour operators during the business to business (B2B) / networking sessions while Ms. Faye Lena R. Castro, PDOT-LA Representative (2<sup>nd</sup> Row) presents the Philippines'*

### Top Tourist Destinations