



MAD TRAVEL FOUNDER, TOM GRAHAM PROMOTES PHL SOCIAL TOURISM IN LOS ANGELES



Mr. Tom Graham sharing with the audience the benefits of social tourism.

01 August 2018 - The Consulate General invited Mr. Tom Graham, founder of Make a Difference (MAD) Travel to speak on promoting Social Tourism in the Philippines on 25 July 2018.

Founder Tom Graham, is also a published author and TEDx speaker. He comes from the United Kingdom and has spent the last six years on an unexpected journey in the Philippines. On assignment in the Philippines, he ditched his corporate journalism job and as a result of a challenge by Gawad Kalinga (GK) founder Tony Meloto to go out and discover the genius of the Filipino poor. Embarking on a one-year journey to GK communities across the Philippines.

He published his stories in the book: "The Genius of the Poor: An Englishman's Life-Changing Journey." His TEDx Talk of the same title is the third most popular TEDx talk to come from the Philippines, with 248,000 views to date.

His journey of discovery in the Philippines gave him insight into the perspective of local communities, which is the reason why MAD Travel's business model is aimed at providing international and local tourists a meaningful experience while supporting marginalized communities and other ecofriendly advocacies in the Philippines. In partnership with GK, MAD Travel creates tailor-made travel experiences, whether it's island hopping, learning to surf, volunteering in an organic farm or taking a social enterprise study tour.

One of MAD Travels' major goals is the forestation of an area-ravaged by deforestation and lahar deposits in Zambales, Central Luzon, and using tourism to help replant a 3,000-hectare rainforest. This entails planting about three million trees. MAD Travel together with various corporations and travelers established a small nursery and has to-date produced 30,000 tree saplings since 2016. END.



Mr. Tom Graham is presented a Certificate of Appreciation by Consul Ambrosio Brian F. Enciso III (L) and Vice Consul Dyan Kristine Pastrana (R).