



PHILIPPINE CONSULATE GENERAL NEW YORK

## **PRESS RELEASE**

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### **THE PHILIPPINES PARTICIPATES IN 2011 NEW YORK TIMES TRAVEL SHOW**

The Philippines, through its Department of Tourism (DOT) in New York, joined the 2011 New York Times Travel Show held at the Jacob Javits Convention Center in New York City on 25-27 February 2011. The annual travel event is considered as one of the biggest travel events in New York City.

The Philippines showcased two booths featuring Philippine tourist destinations and the historic and legendary Manila Hotel. The Philippines Tourism Booth ran video shows about major tourist attractions in the Philippines and tour operator Pacific Air Leisure Services distributed travel packages to the Philippines. The Manila Hotel Booth, on the other hand, offered hotel accommodation packages in the world-famous hotel. *Mangorine* candies (made of mango and tamarind) from Cebu were also given away to guests visiting the booths.

In addition to the two booths, the Philippines also sponsored two cooking demonstrations by Filipino Chef Romy Dorotan, owner of Filipino restaurant Purple Yam in New York City. Mr. Dorotan cooked Filipino delicacy *tamales* using black ground rice, chicken and pork fillings, and banana wrapping. Audience were given free samples of newly-cooked *tamales* which they ate delightedly as they watched the cooking demonstrations on 26 and 27 February

At the last day of the event, the Philippines held raffle draws. The grand prize winner won a Manila City Tour plus two-night stay at Manila Hotel. Two other winners got two (2) two-night stay at Manila Hotel and two more won Filipino culinary books.

Last year's New York Times Travel Show attracted about 600 exhibitors representing travel to 150 countries as well as around 24,000 consumers and trade professionals, including 500+ domestic and international media representatives. END.



Guests visiting the Philippine Tourism and Manila Hotel booths at the New York Times Travel Show in New York City on 25-27 February 2011.



Filipino Chef Romy Dorotan of Purple Yam Restaurant in New York City demonstrating how to cook Filipino delicacy *tamales*.



Philippine Tourism Director Emma Ruth Yulo-Kitiyakara (2<sup>nd</sup> from left), Chef Romy Dorotan (3<sup>rd</sup> from left) and Consul Zaldy Patron (4<sup>th</sup> from left) with other members of the team manning the Philippine booth.