



MEDIA RELEASE

06 March 2013

PH recognized as a top destination by TripAdvisor, Lonely Planet

The beauty of the Philippines keeps shining through as White Beach, Boracay tops the list of *TripAdvisor.com's Travelers' Choice 2013 - Best Beaches in Asia 2013*, holding on to this crown for the third year in a row. *TripAdvisor*, one of the world's popular online travel guides, conducts regular polls of favorite vacation places and properties through its *Travelers' Choice Awards*.

White Beach was described as "a stunningly beautiful white powder sand beach [with] crystal clear, warm water that you can laze on for days on end." Also making it to the list of 25 great beaches in Asia are the Secret Lagoon of El Nido, Palawan at number 9 and Boracay's Yapak Beach at number 10. Secret Lagoon Beach was tagged for its "wonderful view", while Yapak Beach (Puka Shell Beach) was acclaimed for its "big waves."

Boracay has consistently made it to the poll results of the travel website, the previous one as second in the 2012 Best Beaches in the World Awards. In 2012, Boracay was also cited by *Travel + Leisure Magazine* in its *World's Best Awards* as the *Best Island Destination* and one of the *Top 10 Best Beach Party Destinations* by *Cheapflights.com*.

Boracay's protection and preservation is a main concern that is now being addressed by both national and local authorities and stakeholders. "In order for us to continue reaping the benefits of development and great publicity, we ought to seriously address the environment challenges. We call on all stakeholders to come as one in preserving our country's jewels," Tourism Secretary Ramon R. Jimenez enthused.

The Philippines also recently made it to the *Lonely Planet Traveller's Choice 2013* and rated as one of the Top 10 popular destinations to go to for meeting locals (ranked 6th) and value for money (ranked 8th).

“We are so thrilled that these accolades keep coming, proof positive that our marketing efforts are paying off, and more and more satisfied travelers are proudly spreading the word about their many fun experiences in our beautiful country,” Tourism Secretary Jimenez, Jr. added.

###

CONTACT: EVELYN A. MACAYAYONG
Office of Marketing Communications
525-1805



Boracay's White Beach (Photo courtesy of DOT)



Aerial view of the Secret Lagoon, El Nido, Palawan (Photo courtesy of DOT)



Boracay's Yapak Beach (Photo courtesy of www.tripadvisor.com)