

WORLD BEX SERVICES INTERNATIONAL

THE 4<sup>TH</sup> TRAVEL AND LEISURE EXPO DAVAO

**TLEX** DAVAO

**MAY 11 - 14, 2023**

11:00 AM - 7:00 PM

**SMX**  
CONVENTION CENTER  
DAVAO

**SM LANANG**

**POST EVENT REPORT**

2023



A NEW WORLD  
OF EXPLORATION



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## THE 4<sup>TH</sup> TRAVEL AND LEISURE EXPO DAVAO



### EVENT OVERVIEW

**TLEX** is the regional event established by **Worldbex Services International** to bring the experience of going to extensive expositions to the regional areas of the Philippines. The **Travel and Leisure Expo (TLEX)** is a travel expo that aims to deliver great travel deals to those interested in traveling to other places of the world. These events are aimed towards the more local regions of the Philippines to highlight the local businesses and companies and give them a spotlight for them to shine.

Last May of 2023, the **TLEX** event was held at the SMX Convention Center Davao in SM Lanang Premiere, Davao City, and the event was held from May 11 to 14. The theme for this year's **TLEX Davao** is "A New World of Exploration". Davao City is considered a prime spot for this event as the city is undergoing major developments for both its tourism and construction industries. This event was also aimed towards bringing local talent and companies from Mindanao to a more elevated platform for more B2B connections and networks in order to better jumpstart the local economy.





# THE 4<sup>TH</sup> TRAVEL AND LEISURE EXPO DAVAO



## SUPPORTED BY



## SERVICE PROVIDERS



## MEDIA PARTNERS





## MESSAGE

Davao City has continued to grow in step with the country's rapid economic growth through developing businesses in response to the needs of the changing times. As such, collaborating and growing together as one community, along with our diverse stakeholders and partners, is essential for achieving our sustainable growth.

Worldbex Services International is shaped by our promise, design with community in mind, and is founded in our values of putting people first, recognizing we are better together, doing what is right, and being driven to achieve. These values reflect who we are as a company and how we conduct our events one after another.

PHILBEX and TLEX 2023 aims to help revitalize the growing local industry in tourism, building and design – welcoming new opportunities from local and international traders here at the King City of the South –  
Davao City.

JOSEPH L. ANG  
Founding Chairman  
Worldbex Services International





THE 4<sup>TH</sup> TRAVEL AND LEISURE EXPO DAVAO

# TLEX!

## OVERVIEW



MORE THAN  
**20,600**  
FOOT TRAFFIC



MORE THAN  
**32**  
EXHIBITORS



**5,000** SQM  
EXHIBIT AREA



**71**  
BOOTH

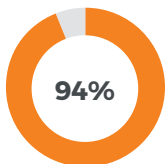


# EXHIBITORS' FEEDBACK

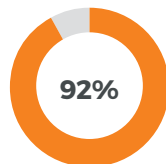


“Again, sa lahat ng bumubuo ng PHILBEX, sa lahat ng bumubuo ng Travel and Leisure Expo Davao. My sincerest and deepest appreciation to all of you. Congratulations!”

— HON. SECRETARY LEO TERESO ABELLERA MAGNO  
PRESIDENTIAL ASSISTANT  
EASTERN MINDANAO

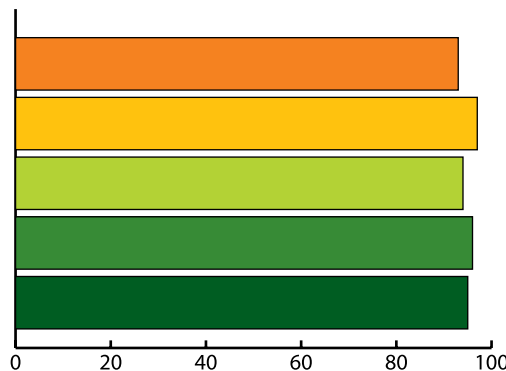


state that the outcome of the exhibit is highly successful of the exhibitors met their target markets



state that the outcome of the exhibit is highly successful

## OBJECTIVE PARTICIPATION



**93%** Promote Awareness of Products  
**97%** Generate Increased Businesses  
**94%** Explore New Businesses  
**96%** Market/Test New Products  
**95%** Market Exposure

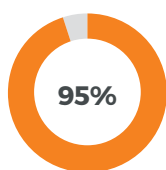


“There are a lot of exhibitors who are not from Davao City and this is what precisely we need here in Davao City. More people from outside coming in to see for themselves the potential of our city.”

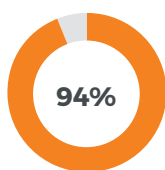
— ATTY. J. MELCHOR B. QUITAIN, JR.  
VICE MAYOR, CITY GOVERNMENT OF DAVAO



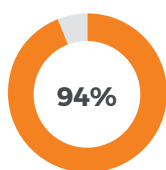
# TRADE BUYERS' FEEDBACK



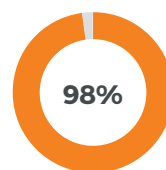
**95%**  
of the visitors were satisfied with their participation



**94%**  
of the exhibitor's over-all experience were rated "Excellent"



**94%**  
of the visitors rated the quality of the exhibitors as good and excellent



**98%**  
said that the quality of the show was good and excellent



Today we are set to feel the excitement with the return of the Philippine Building and Construction Exposition. And the Travel and Leisure Expo here in Davao City.

We are very grateful that you have made this event a platform for us to highlight and promote our beautiful destinations, cultures and other related offerings."

— HON. TANYA RABAT-TAN  
REGIONAL DIRECTOR  
DEPARTMENT OF TOURISM-  
REGION XI

## TOP 5 VISITORS' JOB NATURE

- Holiday Traveler
- Traveler Marketing and Sales Representative
- Corporate/Business
- Dealer-Agent

## TOP 5 PURPOSE OF VISIT

- Book hotels
- Look for promos
- Purchase travel accessories
- Book flights
- Gather information

## TOP 5 VISITOR INDUSTRY

- Agent/Dealership
- Hotel Travel Agency
- Private Institution

## TOP 5 PRODUCT INTERESTS

- Travel Promos
- Hotel Reservations
- Resort Inquiries
- Travel Accessories
- Airline tickets



It's a different feeling because face to face is really more of interaction and we can really see, and we can witness all the exhibitors. We can interact and this is what we're here for."

— MS. JENNIFER ROMERO  
OFFICER-IN-CHARGE, CITY TOURISM OPERATIONS OFFICE

# TRADITIONAL MEDIA



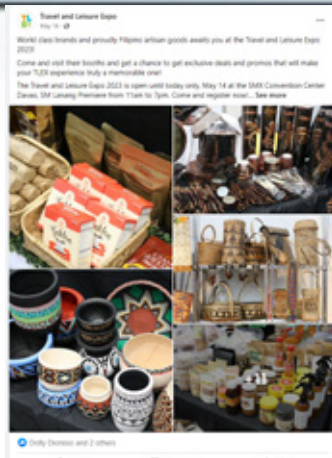
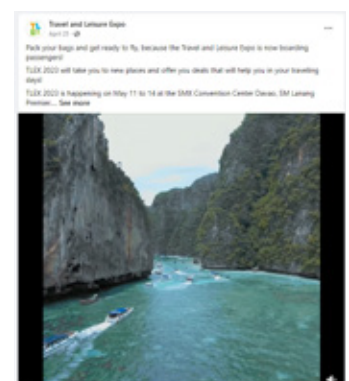
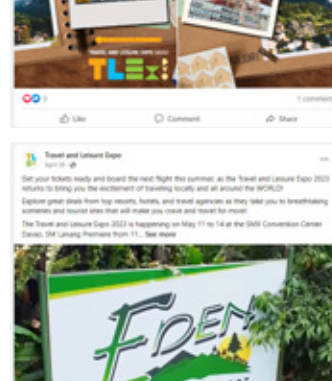
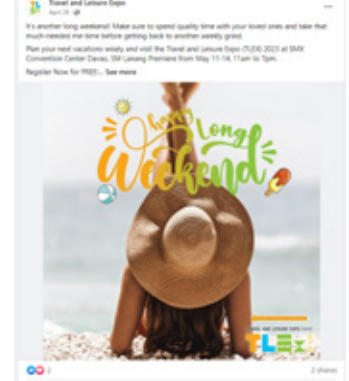
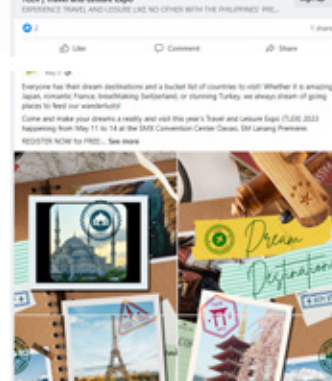
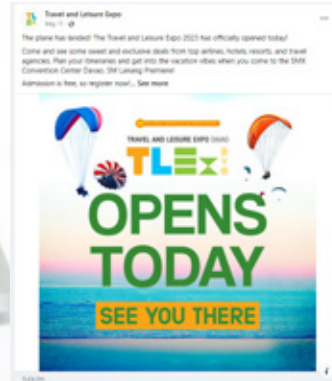
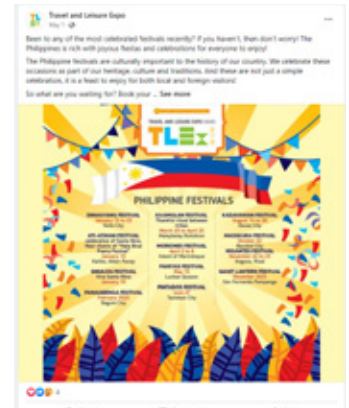
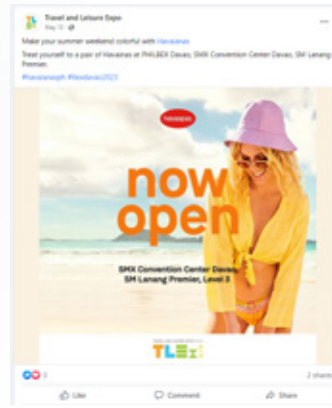
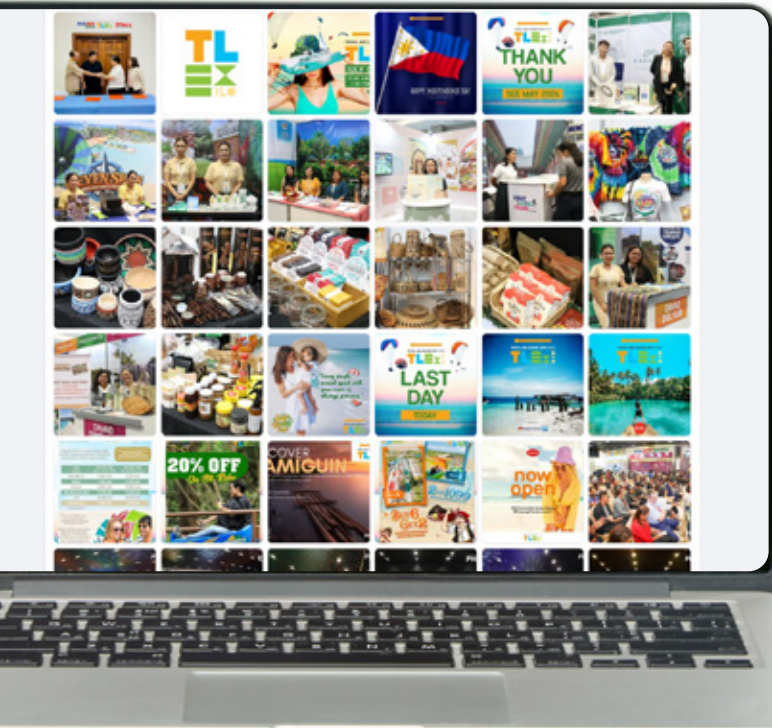
TOTAL AD VALUE  
**10,967,345.11**

PRESS RELEASES (ONLINE & PRINT), WEBSITE ADS, TV INTERVIEW, RADIO GUESTINGS, LIVE STREAMS, FACEBOOK, INSTAGRAM





# ONLINE MEDIA



THE 4<sup>TH</sup> TRAVEL AND LEISURE EXPO DAVAO



Inspired by the growing need to provide the people of Davao with more access to hassle-free travel and leisure products, the first-ever **TRAVEL AND LEISURE EXPO (TLEX) DAVAO** was introduced in 2017. In championing not only, the region's cultural and social development of the region all the way to its bustling local tourism and hospitality businesses.

# SAVE THE DATE

**MAY 9 - 12, 2024**

**11:00 AM-7:00 PM**

**SMX CONVENTION CENTER (DAVAO)**

Please refer to the Organizer for Major and Minor Sponsorship Packages: For more information, please contact **Mr. Rico Delgado**  +632 86569239 loc. 151  +63995 9452431  [ricoc.worldbex@gmail.com](mailto:ricoc.worldbex@gmail.com)

ORGANIZED BY: