

WORLD BEX SERVICES INTERNATIONAL

TRAVEL AND LEISURE EXPO ILOILO

TLEX ILOILO

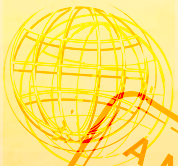
JULY 13 - 16, 2023

11:00 AM -  
7:00 PM



POST EVENT REPORT

2023



A NEW WORLD  
OF EXPLORATION



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# TRAVEL AND LEISURE EXPO ILOILO



## 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 July of 2023, the **TLEX** event was held at the ICON - Iloilo Convention Center, Iloilo City, and the event was held from July 13 to 16. The theme for this year's **TLEX Iloilo** is "A New World of Exploration". Iloilo 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.



# TRAVEL AND LEISURE EXPO ILOILO



IN COOPERATION WITH



SUPPORTED BY



SERVICE PROVIDERS



MEDIA PARTNERS





## MESSAGE

Today, we are making history. Worldbex Services International is delighted to welcome you to this extraordinary exposition where the realms of taste, wanderlust and innovations unite. For the very first time, PHILBEX, the Philippine Building and Construction Exposition; IFBEX, the Iloilo Foods and Beverages Exposition; and TLEX, the Travel and Leisure Expo unites to showcase the local and international innovations in Western Visayas particularly here in Iloilo City. These three world-class expositions serve as a testament to the indomitable spirit of human innovation and our relentless pursuit of progress.

As we step foot into the vibrant spaces of Iloilo Convention Center, you will be transported into a world where imagination knows no limits. Every corner reveals a new discovery, a fresh perspective, and a glimpse into the future. PHILBEX, IFBEX and TLEX provides a platform for artists, inventors, chefs, and pioneers to share their creations, ideas, and stories not just to our country but also to the world.

Daghang Salamat and WELCOME to this wonderful journey of discovery, innovation, and inspiration!

JOSEPH L. ANG  
Founding Chairman  
Worldbex Services International



# TRAVEL AND LEISURE EXPO ILOILO

# TLEX!

## OVERVIEW



MORE THAN  
**10,200**  
FOOTTRAFFIC



MORE THAN  
**28**  
EXHIBITORS



**5,000** SQM  
EXHIBIT AREA



**34**  
BOOTH

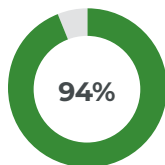


# EXHIBITORS' FEEDBACK

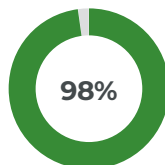


We are happy to host the biggest event in the country here in Iloilo, because Iloilo has been developing very fast. So I think it is now time for Iloilo to also host this event. It creates excitement for Ilonggos and I'm very thankful for the Worldbex to visit Iloilo. Iloilo will be ready for the next few years competing with the kind of products that we have, with the right promotions that we are about to deliver."

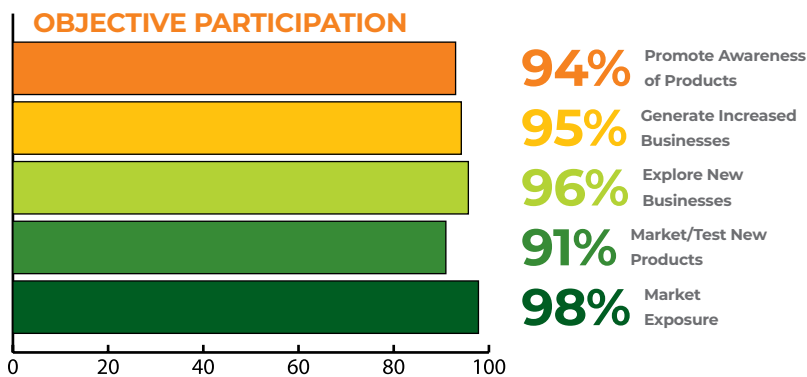
— HON. JERRY TRENAS  
ILOILO CITY MAYOR



**94%** of the local exhibitors stated that the performance of the show was excellent



**98%** state that the outcome of the exhibit is highly successful

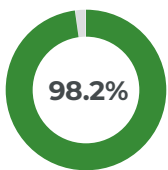


# TRADE BUYERS' FEEDBACK

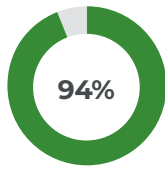


“I would like to express my sincere gratitude to the organizers, Mr. Ang, to all participants, to all the exhibitors, sponsors, who have made this three in one event possible.”

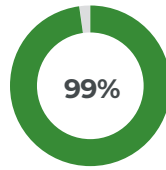
— ENGR. ROMEO C. ANDIG  
PROVINCIAL ENGINEER OF  
PROVINCE OF ILOILO  
REPRESENTATIVE OF GOV.  
ARTHUR DELFIN OF THE  
PROVINCE OF ILOILO



of the visitors  
rated their  
participation as  
excellent



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



of the visitors  
rated the quality  
of the exhibitors  
as excellent



said that the  
quality of the  
event highlights  
and activities  
were excellent

## TOP 5 VISITORS' JOB NATURE

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

## TOP 5 VISITOR INDUSTRY

- Agent/Dealership
- Hotel Travel Agency
- Private Institution

## TOP 5 PURPOSE OF VISIT

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

## TOP 5 PRODUCT INTERESTS

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

# ONLINE MEDIA



**Travel and Leisure Expo**  
Jul 10 - 🌐  
Set sail to Iloilo region, we only have 3 days left before the Travel and Leisure Expo opens to all!  
... See more



**Travel and Leisure Expo**  
Jul 14 - 🌐  
Discover the enchanting Western Visayas!  
... See more



**Travel and Leisure Expo**  
Jul 12 - 🌐  
Ready your passports, because we are about to take off to the most exciting travel expo in the Philippines T... See more



**Travel and Leisure Expo**  
Jul 15 - 🌐  
Worldbex Services International in partnership with Philippine Chamber of Commerce and Industry (PCCI) - Iloilo Chapter, com... See more



**Travel and Leisure Expo**  
Jul 5 - 🌐  
Learn more about Iloilo's history!  
Iloilo City is packed with historical m... See more



It cannot be denied that Iloilo is making a name in the tourism industry as a major tourist and MICE destination.”

— MS. PHOEBE ZELIE ARENO  
SUPERVISING TOURISM  
OPERATIONS OFFICER,  
DEPARTMENT OF TOURISM  
REGION VI

**Travel and Leisure Expo**  
Jun 29 - 🌐  
Have a taste of local food here in Iloilo City!  
Filipino cuisine is rich in different an... See more



**Travel and Leisure Expo**  
Jul 5 - 🌐  
Planning to go to Iloilo? Then check out this map guide to point to you what places to go to and which fo... See more



**Travel and Leisure Expo**  
Jul 8 - 🌐  
Traveling to different places has always been the dream of many people. We are grateful that we can help achieve the dreams of... See more



**Travel and Leisure Expo**  
Jul 7 - 🌐  
With the immense success of their on-ground events and activations, Worldbex Services International is thrilled to continue it... See more





# TRADITIONAL MEDIA



TOTAL AD VALUE  
**4,882,900.00**

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





## TRAVEL AND LEISURE EXPO ILOILO

# TLEX!

From its breathtaking beaches and magnificent natural wonders to its vivacious festivals, historic heritage sites, and fast-growing hospitality industry, it's no wonder that tourism in the Western Visayas region continues to soar higher every season. Following the success of the **Travel and Leisure Expo (TLEX) DAVAO**, **Worldbex Services International** is thrilled to present the first edition of the **TRAVEL AND LEISURE EXPO (TLEX) ILOILO**. Just as **TLEX Davao** empowered the tourism industry of Mindanao, **TLEX Iloilo** will open new doors, experiences, and opportunities for travel enthusiasts as well as for the numerous businesses and investors engaged in the region's tourism and hospitality industry.

# SAVE THE DATE

**JULY 11 - 14, 2024**

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

**ICON - ILOILO CONVENTION CENTER**

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:



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