

WORLD BEX SERVICES INTERNATIONAL

# TRAVEL AND LEISURE EXPO ILOILO

# TLEX ILO



*Adventure awaits*

**JULY 11-14, 2024**

**11AM - 7PM**



## POST EVENT REPORT

2024

# TRAVEL AND LEISURE EXPO ILOILO



## EVENT OVERVIEW

**TLEX** is the regional event established by **Worldbex Services International** to bring the experience of an extensive exhibitions 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. This event is aimed towards the more local regions of the Philippines to highlight the local businesses and companies and give them spotlight.

Last July of 2024, the **TLEX** event was held at the Iloilo Convention Center, and the event was held from July 11-14. The theme for this year's **TLEX Iloilo** is "Adventure Awaits". 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



MEDIA PARTNERS



SERVICE PROVIDERS





## MESSAGE

Ladies and Gentlemen,

Welcome to the ILOILO TRIO! We are honored to present PHILBEX ILOILO, TLEX ILOILO, and IFBEX—three events celebrating economic progress, international opportunities, innovations, gastronomy, hospitality and technological advancements in the Philippines. Today, we celebrate these diverse industries as we present huge opportunities for regional affairs.

We extend our heartfelt gratitude to all exhibitors, stakeholders, partners, the local government units of Iloilo City along with the MICE Center Iloilo for your invaluable support and collaboration. Your dedication and efforts are instrumental in creating unforgettable experiences and showcasing the best of Iloilo to the world.

IFBEX offers a blend of traditional recipes and culinary innovations. TLEX ILOILO inspires adventure that features wonderful destinations and breathtaking scenery. PHILBEX Iloilo highlights groundbreaking architectural, design and engineering innovations from all over the world.

May these exposition inspire collaboration and resilience among us. Together, let us celebrate the remarkable achievements of our industries and enjoy the flavors, embrace the adventures, and the marvel of mankind's innovations.

Thank you, and Mabuhay!

JOSEPH L. ANG  
Founding Chairman  
Worldbex Services International



2024

# TRAVEL AND LEISURE EXPO ILOILO

# TLEX!

## OVERVIEW



MORE THAN  
**15,800**  
FOOT TRAFFIC



MORE THAN  
**19**  
EXHIBITORS



**5,000** SQM  
EXHIBIT AREA



**34**  
BOOTH



# EXHIBITORS' FEEDBACK



**97%**  
of Exhibitors meet their company's target market

**98%**  
Overall experience of the exhibition as "Excellent"

**100%**  
of the exhibitors rated the Worldbex Services International as Excellent for their overall event system and organization

**98%**  
overall corporate performance during the exhibition as "Excellent"

**99%**  
exhibitors who will participate again in TLEX Iloilo 2025

## OBJECTIVE PARTICIPATION

- Generate Increased Businesses **96%**
- Explore New Businesses **96%**
- Promote Awareness of Products **97%**
- Market/Test New Products **97%**
- Market Exposure **98%**



We continue to support TLEX because we believe that tourism is a huge driving force in the economy. Tourism brings opportunities for the improvement of infrastructure and the enhancement of services linked to the livelihoods of millions of Filipinos"

— MS. CRISANTA MARLENE P. RODRIGUEZ, Region VI – Regional Executive Director Department of Tourism *represented by* MS. KHARIZA JOY SOFIA, Senior Tourism Operations Officer

# TRADE BUYERS' FEEDBACK



**100%**

of the attendees rated the customer service "Excellent"

**98%**

of the attendees gave the registration process an excellent rating

**97%**

rated the over-all exhibits "Excellent"

**98%**

of the attendees rated the venues "Excellent"

**98%**

of the attendees rated the Interior and Exterior "Excellent"

**96%**

of the attendees rated the Activities and Show Highlights "Excellent"

**97%**

of the attendees rated the safety and security "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



These trade shows organized by Worldbex Services International providing valuable opportunities for businesses engaged in thousands of prospective clients fostering growth and innovation in a rapidly evolving business landscape. The dedication and hard work for these three events are truly commendable. They serve as platform for showcasing the best of our local industries from travel and leisure to construction and culinary delights. The collective state here today will undoubtedly contribute to the future success of many enterprises."

— HON. VICE MAYOR  
JEFFREY GANZON  
of Iloilo City  
*represented by*  
MR. MARK GREGORY  
T. SALAYA,  
Executive Assistant to  
the City Vice Mayor

# TRADITIONAL MEDIA



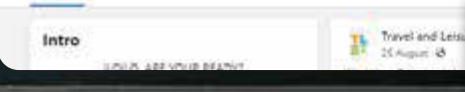
TOTAL AD VALUE  
**10,568,824.00**

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





# ONLINE MEDIA





## 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 17 - 20, 2025**

10:00 AM-7:00 PM

**ILOILO CONVENTION CENTER (ICON)**

Please refer to the Organizer for Major and Minor Sponsorship Packages: For more information, please contact **Ms. Chloe Anne A. Pancy** 📞 +632 86569239 loc. 151 📠 +63991 526 2804 📧 [chloe.worldbex@gmail.com](mailto:chloe.worldbex@gmail.com)

ORGANIZED BY:



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