

REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

A. Francisco Gold Condominium II Building,  
EDSA corner Mapagmahal St., Diliman, Quezon City

October 14, 2003

MEMORANDUM CIRCULAR  
NO. 2003-208

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS,  
DILG REGIONAL DIRECTORS AND OTHERS CONCERNED

SUBJECT : "GET ONE TOURIST for the COUNTRY" INCENTIVE PROGRAM

The Department of Tourism is embarking on a special incentive program dubbed as "GET ONE TOURIST for the COUNTRY" Incentive Program from October, 2003 to December, 2003.

The said program aims to show to the world that the Philippines has beaten the twin crises of SARS and terrorism that continue to slow down tourism arrivals in the Asia Pacific Region.

In view thereof, and upon the request of DOT Secretary Richard J. Gordon, all Local Chief Executives are encouraged to actively campaign for foreign visitor arrivals by organizing groups in their LGUs for the conduct of the following events:


- Balikbayan family and alumni reunions;
- Foundation Anniversaries;
- Meetings, Conventions, and Exhibitions;
- Leisure Tours;
- Sports Events;
- Foreign Medical and Trade/Investment Missions; and
- Fiestas and other organized events.


Concerned local authorities are, likewise, encouraged to attend or send delegates to the 2<sup>nd</sup> Global Filipino Networking Convention of Overseas Filipinos, to be held on December 15-18, 2003 at the PICC, Manila.

For other details, all concerned may communicate directly with USEC Armand Arreza, Undersecretary for Internal Services, Department of Tourism, through Telephone No. 526-7652 or 528-4428, or through the DOT Regional Offices.

For the information of all concerned.

Attested by:

  
ATTY. ALAN ROULLO YAP  
Head Executive Assistant

  
JOSE D. LINA JR.  
Secretary

*Sa Diyos, Sa Tao... Serbisyon sa Tao*

*The DILG is the primary catalyst for excellence in local governance that nurtures self-reliant, progressive, orderly, safe and globally-competitive communities sustained by GOD-centered and empowered citizenry*