

MAIN REPORT



DESTINATIONS VALUE CREATION FOR PHILIPPINE TOURISM



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Vur Theme :

'VALUE CREATION' REDEFINED

The fun never stops in the Philippines and neither does the work of the Tourism Promotions Board (TPB), the country's primary place-marketing agency.

Rooted in PD 867, s1976 and first established as the Philippine Convention Bureau, its name changed to Philippine Convention and Visitors Corporation (PCVC) by virtue of EO 120-A, s1987. Forty years and running strong, TPB is a major promotions arm of the Department of Tourism (DOT). It holds firm on its commitment to create value for stakeholders.

This 2016 Accomplishment Report shares tangible and intangible values generated by TPB in the performance of its duty. Potential visitors gain reasons to come–or return–to the Philippines while the promotion of the tourism industry ecosystem engenders businesses which in turn translate into economic activity.

All these stem from TPB's mandate: to ensure that public funds are spent to sell the Philippines through activities and platforms that bring results. TPB is unique in so far as Government-Owned and Controlled Corporations (GOCCs) in that success is not by virtue of revenues, but rather by how close the country gets to Destination 2020 at each year's end.

This is measured in part by tourist arrivals, booked events and tourist receipts. Yet, it is also approximated by the relationships built, memories made, and the sense of longing and belonging visitors get to cherish and bring home with them.



THE BOARD OF DIRECTORS



Hon. WANDA CORAZON TEO Secretary, Department of Tourism Chairperson, Tourism Promotions Board



Mr. CESAR D. MONTANO Chief Operating Officer Tourism Promotions Board



Atty. GUILLER B. ASIDO Chief Operating Officer Tourism Infrastructure & Enterprise Zone Authority (TIEZA)



Hon. ALAN PETER S. CAYETANO Secretary, Department of Foreign Affairs



Hon. RAMON M. LOPEZ Secretary, Department of Trade and Industry



Hon. ARTHUR P. TUGADE Secretary, Department of Transportation and Communication

REPRESENTATIVE DIRECTORS



MS. MARGARITA F. MUNSAYAC Bluewater Maribago Beach Resort Representing Accommodation Enterprises



MS. PAMELA D. PASCUAL World Trade Center Metro Manila Representing Conventions, Meetings, Incentive Travel, Exhibitions, and Events Services and Facilities



MS. MARGARITA F. VILLARICA Destination Specialists (Cebu) Inc. Representing Travel and Tour Services







MR. ISAGANI G. BUENAFLOR

Diamond IGB, Inc.

MR. EDWIN VINCENT V. ORTIZ



ATTY. MARIAN IVY F. REYES-FAJARDO Corporate Board Secretary Tourism Promotions Board



The TPB was created by virtue of Republic Act No. 9593, "An Act Declaring a National Policy for Tourism as an Engine of Investment, Employment, Growth and National Development, and Strengthening the Department of Tourism and its Attached Agencies to Effectively and Efficiently Implement that Policy, and Appropriating Funds Therefor."

The TPB operates under the supervision of the Tourism Secretary and is attached to the DOT for purposes of program and policy coordination. The TPB is tasked to formulate and implement an integrated promotions and marketing program for the Philippines as a major global tourism and MICE destination. These functions are performed by TPB's Marketing and Promotions Unit, which consists of the following departments:

1. International Promotions, tasked to:

- Implement promotional and marketing campaigns geared towards the general tourism traffic with specific emphasis on their respective regions;
- Develop and coordinate programs and activities geared towards promoting and attracting investments and capital formulation for tourism infrastructure development and services; and
- Liaise with foreign wholesalers, foreign consumers, tourism investors, and foreign media.

2. Domestic Promotions, tasked to:

- Direct, initiate, oversee, and sustain the development and implementation of marketing programs and activities encouraging domestic travel by Filipinos;
- Manage and maintain the linkage of TPB with its members and all industry stakeholders;
- Advocate and promote travel excellence among industry stakeholders; and,
- Provide support to the DOT Regional Offices in the implementation of their respective international and domestic promotions plans.

3. MICE Department, tasked to:

- Plan, direct and implement a sales and promotions program that will strengthen the Philippines' position as an ideal destination for international meetings, incentives, conventions and exhibitions/events by providing bidding and liaison services; participating in MICE related domestic and international trade fairs and sales missions; organizing industry development programs, and establishing linkages with international associations;
- Liaise with associations and corporate executives, incentive travel planners and organizers, convention, exhibition and event organizers, and destination management companies; and,
- Represent the Philippines in both local and international associations and organizations relevant to the MICE industry.



WHAT WE Stand for

MISSION

To market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country.

VISION

The Philippines is among the top destinations in the world by 2020.









PASSIONATELY DRIVEN TEAM

We respond enthusiastically and with dedication to the needs of the industry stakeholders.

OUTSTANDING LEADERS

We act as an enabler in embracing challenges to create breakthrough ideas, exercise good governance, transparency and judicious management of resources.

WELL-BALANCED WORK-LIFE

We create a healthy work environment to promote a balanced professional and personal well-being of the workforce.

EMPOWERED ORGANIZATION

We strive to be superior by improving performance through continued learning in all levels of the organization.

RESPONSIVE PARTNERS

We commit to build and nurture a just and sustainable development for the society.

QUICK Wins

INPUT



52 INTERNATIONAL AND DOMESTIC EVENTS ATTENDED

298 TPB-ASSISTED PROJECTS AND EVENTS



3....

48 TPB-ORGANIZED INTERNATIONAL AND DOMESTIC MARKETING AND PROMOTIONS PROJECTS



336

TPB-ASSISTED DOMESTIC AND INTERNATIONAL EVENTS HELD IN THE PHILIPPINES, INCLUDING WON MICE BIDS



3 OPERATIONAL SHOWROOMS

(SOUTH KOREA, NEW YORK, SAN FRANCISCO) Participation of 16 regions and 7 DOT attached agencies in TTE and PTM



6 INVITATIONAL PROGRAMS FOR DOMESTIC MARKETING



12 MICE BIDS ASSISTED

141 RECIPIENTS OF MICE PLUS PROGRAM BENEFITS

37 ORGANIZERS PARTICIPATING IN INVITATIONAL PROGRAMS





SPOT PLACEMENTS FOR MTV MUSIC EVOLUTION MANILA 2016

WORKING WEBSITES

16 SOCIAL NETWORKING ACCOUNTS

5 MOBILE APPS (PHILIPPINES, KOREA, JAPAN)

774 ARTICLES PUBLISHED

21 GROUPS PARTICIPATING IN MEDIA FAMILIARIZATION TOURS

449 TRI-MEDIA PLACEMENTS FOR TACTICAL CAMPAIGNS

70 KINDS OF MARKETING COLLATERAL PRODUCED

45 KINDS OF PRINT MATERIALS PRODUCED

26 KINDS OF CORPORATE GIVEAWAYS PRODUCED





5,967,005 TOURIST ARRIVALS

5,175,214 MILLION INTERNATIONAL VISITORS FROM 12 TPB KEY MARKETS

OUTCOME

IMPACT

1,179% RETURN ON MARKETING INVESTMENT FOR DOMESTIC AND INTERNATIONAL MARKETING AND PROMOTIONS PROJECTS

Boracay is a small island in the Philippines located approximately 315 km (196 mi) south of Manila and 2 km off the northwest tip of Panay Island in the Western Visayas region of the Philippines. Boracay Island and its beaches have received awards from numerous travel publications and agencies.



442 PARTICIPANTS TO INVITATIONAL PROGRAMS, SITE INSPECTIONS AND PRODUCT UPDATES

651 SELLER PARTICIPANTS TO INTERNATIONAL AND DOMESTIC PROMOTIONS PROJECTS

ESTINATION 2022 REDEFINING VALUE CREATION FOR PHILIPPINE TOURISM



JANUARY ASEAN TOURISM FORUM (ATF) 2016

The ATF annually gathers member countries of the ASEAN to discuss innovations, trends and developments within the tourism industry. Facilitated as well are joint policy formulations geared to accelerate growth of the region's tourism.

FEBRUARY TRAVEL TOUR EXPO (TTE) 2016

Organized by the Philippine Travel Agencies Association, TTE 2016 was a three-day business-to-consumer travel event. It showcased over 300 exhibitors from various sectors such as airlines, resorts, hotels, domestic tour operators, national tourism organizations, travel agencies, and other stakeholders.

MARCH MALASIMBO MUSIC & ARTS FESTIVAL MALASIMBO LIGHTS & DANCE FESTIVAL

TPB undertook a media familiarization tour for travel bloggers enabling them to witness a blend of traditional and contemporary arts and culture as well as the experience of a three-night, light-and-dance spectacle under the moon and the stars.

APRIL MADRID FUSION MANILA 2016

MFM is the first and only Asian edition of Madrid Fusion. It brings together acclaimed avant-garde chefs from across the globe and establishes the Philippines as a focal point of gastronomic interest. The event serves as a venue to promote various Philippine agricultural products, food and ingredients.

MAY WORLD TRAVEL MARKET (WTM)

CONNECT ASIA

WTM Connect Asia brought together suppliers of Southeast Asia and international travel products to meet with Southeast Asian and international travel trade leisure buyers. It is an exclusive business-to-business event on a one-to-one basis, with a total of 30 appointment slots over two days.

JUNE INCENTIVES TRAVEL & CONVENTIONS, MEETINGS (IT&CM) CHINA 2016

IT&CM China 2016 brought together Chinese and International MICE exhibitors and buyers in one marketplace as a must-attend MICE trade show in China. It remains the only trade fair in Shanghai/Eastern China.





JULY TRAVEL MADNESS EXPO (TME) 2016

TME is a one-stop travel expo where guests can book directly with different airlines, avail themselves of promo fares, meet various people from different tourism organizations, take advantage of low rates from hotels and resorts, and get access to exclusive travel and tours packages from travel agencies. As exhibitor, TPB promoted Mindanao as a feature tourism destination.

AUGUST FLAVORS OF THE PHILIPPINES FOOD FESTIVAL

Now on its 10th year, this three-week food festival targets the Aussie foodies of Sydney and New South Wales, Filipino-Australian communities, and food bloggers promoting the Philippine culinary scene to draw tourists to the country.

SEPTEMBER PHILIPPINE TRAVEL MART (PTM) 2016

PTM is the biggest one-stop tourism and travel trade exhibition promoting quality destinations and properties. It features over 5,000 products. TPB participated as a major exhibitor, reaching out to visitors including 37 local government units, 201 private exhibitors, and 238 companies.

OCTOBER IMEX AMERICA 2016

IMEX America is the largest and most important trade show for the meetings and incentive travel industry in North America. It attracts all types of suppliers involved in the MICE industry, such as hotels, destination management companies, convention centers, airline companies, tourism and convention bureaus, and event technology companies, among others.

NOVEMBER WORLD TRAVEL MARKET (WTM) 2016

WTM is the leading global event where travel industry players meet industry professionals and conduct business deals. Held annually in London, it attracts over 50,000 international professionals and 9,000 qualified buyers. TPB's participation in the show provided visibility to 53 Philippine participants.

DECEMBER DIVING & RESORT TRAVEL (DRT) SHOW HONG KONG

TPB brought 15 diving companies to the DRT Show, considered the largest global gathering of diving enthusiasts, marine conservationists and anyone with a passion for the underwater world.



The Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination. In 2016, TPB came ever closer to its vision of the country as one of the world's top tourist destinations, with TPB's promotional efforts contributing to increased tourist arrivals year-on-year.

For 2016, TPB set out to achieve the following Major Final Outputs (MFOs):

• First, increased number, frequency, and impact of its marketing and promotions services, as indicated by the number of international and domestic promotions events attended, number of participants in its invitational programs, site inspections and product updates, number of TPB-assisted projects and events, including joint promotions, booked events and bid assistance, number of TPB-organized international and domestic promotions projects, and number of seller participants in international and domestic promotions and projects;

• Second, more efficient and effective general administration support, as measured by the following indicators: utilization of the corporate operating budget, implementation of a learning and development plan, and sustaining the ISO certification for 9001: 2008; and,

Binondo Church, also known as Minor Basilica of Saint Lorenzo Ruiz and Our Lady of the Most Holy Rosary Parish is located in the District of Binondo, Manila fronting Plaza San Lorenzo Ruiz, in the Philippines. This church was founded by Dominican priests in 1596 to serve their Chinese converts to Christianity.



Table: Report on TPB's Major Final Outputs and Performance Indicators

	Targets	Accomplishment in figures	Accomplishment as % of target	
Major Final Output 1: Marketing and Promotions Services				
No. of international and domestic promotions events attended	45	52	116%	
No. of participants of invitational programs, site inspections and				
product updates	350	442	126%	
No. of TPB-assisted projects/events (e.g. joint promotions, booked events, bid assistance)	399	298	75%	
No. of TPB-organized international and domestic marketing and promotions projects	40	48	120%	
No. of seller participants in international				
and domestic promotions projects	250	651	260%	

Major Final Output 2: General Administration Support

Utilization of the Corporate Operating Budget	90%	90%	90%
Learning and Development Plan (LDP)	57	51	90%
ISO Certification	Achieved. Certificate was awarded on January 2, 2016. TPB passed first surveillance audit held on December 1, 2016.		

Major Final Output 3: Support to Marketing and Promotions Services

Customer Satisfaction Survey	Contract to third-party consultant awarded.	
Marketing Framework	Achieved. Marketing Framework 2016-2018 approved by Board of Directors on October 12, 2015.	

• Third, support marketing and promotions services, as indicated by positive results in a third-party customer satisfaction survey and the approval of a marketing framework by TPB's Board of Directors.

TPB performed well in many of the strategic measures, even significantly surpassing some of the targets. However, TPB's performance was affected by organizational challenges which began mid-year. For one, the procurement for planned 2016 projects was

put on hold in deference to incoming appointees of the new administration. There was also delay in the appointment of TPB's new Chief Operating Officer, who entered into the performance of his duties come December 2016. This also had adverse effect to TPB's 2016 Work Program.

The reorganization and reshuffling of key employees within departments, while expected as part of the change in administration, likewise contributed to delays in the implementation of identified projects, and caused difficulties in meeting committed targets.

Stepping up to challenges, TPB bounced back during the latter part of the year to catch up on its deliverables and commitments. The results, based on the targets attached to the MFOs, were astounding, considering the circumstances. The table below reflects TPB's accomplishments vis-a-vis the performance indicators under each of the three MFOs. THE

Marketing and Promotions



Masskara Fam Tour

Collowing a successful 2015, TPB hit the ground running in 2016 with the campaign, "Visit Philippines Again 2016." Officially launched by former Tourism Secretary Ramon Jimenez during the World Travel Market 2015 at The Gherkin in London, the theme's call to action was expected to resonate with visitors who could look forward to better and more reasons to revisit the country. In 2016, TPB rolled out a full array of exciting events for the advancement of the campaign. The year is also the first for a new three year marketing framework approved for implementation by TPB's Board in November of 2015. Under the framework, TPB will raise the ranking of the Philippines by the United Nations World Tourism Organization from #16 (in 2015) to #13 (by 2020). This is to be achieved through aggressive promotions to the country's 12 key markets.

Spanning three years (2016-2018), TPB will further concentrate its marketing efforts into participation in major trade and consumer fairs within key markets and within the Philippines; as well as in the conduct of overseas business and sales missions; invitational familiarization trips; and in partnerships with trade and non-trade stakeholders. From 2016 onwards, TPB is to intensify its digital marketing efforts.

The Marketing and Promotions Sector of TPB engaged in 462 international and domestic projects, including trade fairs, sales missions, roadshows, special projects, site inspections, invitationals, joint promotions, MICE trade fair participations, membership to international organizations, and research assistance.



TPB also hosted key personalities, travel agents and wholesale buyers to invitational and familiarization trips. A total of 777 participants toured in different regions and areas of the country. This service helps influencers share great first hand experience of Philippines to potential and returning visitors.

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DESTINATION 2020: REDEFINING VALUE CREATION FOR PHILIPPINE TOURISM

International Promotions

2016 International Tourist Arrivals

Forecast 5,600,00099.45% Performance against targetTarget 6,000,00011.31% year-on-year increase in arrivalsActual 5,967,0055,967,005

Key Markets

Forecast 5,600,000	86.7% contribution to the total tourist arrivals
Target 5,200,000	99.52% Performance against target
Actual 5,175,214	11.31% year-on-year increase in key markets arrivals

The year was a good one for Philippine tourism in terms of international tourist arrivals with 5,967,005 visitors based on final year-end tally. This was a 99.45% accomplishment against the target visitors in total. While a little short of the six-million target set by the Department of Tourism for 2016 it still overshot the 5.6-million forecast.

In face of a 99.52% performance or 5,175,214 tourist arrivals from the 12 key markets segments, the .48% shortfall still equated to a comparative increase (2015-2016) in the 12 key markets of 11.31%.

Increasing participation and visibility in trade and consumer shows in a bid to more aggressively market the Philippines paid off for the International Promotions team. Korea remained the top-producing market at 1,475,081 arrivals, up by 10.11% from its arrivals of 1,339,678 last year. The US followed with 869,463 arrivals, 1.58% higher than the 2015 arrivals of 779,217. China ranked third with 675,663 arrivals, posting the highest growth at 37.65% among the 12 source markets. Japan was a close fourth with 535,238 arrivals.

Among the events TPB participated in were the Internationale Tourismus Borse (ITB), World Travel Mart (WTM), Korea Travel Fair (KOTFA), Japan Association of Travel Agents (JATA) Tourism Expo Japan 2016, China Outbound Tourism and Travel Market, Taiwan Tourism Expo, and Malaysia International Travel Mart.

The Philippines was also present in some of the major international diving and water adventure shows, where TPB's exhibit booth imprinted upon enthusiasts and professional divers the country's diverse diving attractions. These include the Diving and Resort Travel Expo in Shanghai, the Asia Dive Expo in Singapore, the Malaysian International Dive Expo, DIVE Birmingham, and Diving Equipment and Marketing Association.



Increasing participation and visibility in trade and consumer shows in a bid to more aggressively market the Philippines paid off for the International Promotions team. Overall, TPB was able to connect to 253 seller companies through its participation in these consumer and trade shows which is critical as competition for market share becomes progressively more competitive. TPB is focusing on delivering specialized tourist products responsive to market needs.

In 2016, TPB's International Promotions team closely collaborated with the Philippine tourism attaches within the key markets to create and package products tailor fit to identified market needs and expectations.

As a result, the International Promotions team was able to engage 182 seller companies in the various sales missions, road shows, sales presentations, and joint promotional activities it brought to the 12 key markets. TPB was active in Philippine Business Missions to Canada, US, Japan, Hong Kong, Malaysia and Singapore. Operational show rooms were also set up for the top two markets, specifically in Korea, and in San Francisco and New York in the US.

TPB also hosted key personalities, travel agents and wholesale buyers in invitational and familiarization trips. Toured in different parts of the country were a total of 777 participants. Authentic first-hand experiences help these enablers and influencers to make informed decisions on how to best sell or present the Philippines to target markets.

Included among the more popular TPB hosted personalities in 2016 were British wildlife adventurer Nigel Marven, who filmed in Batangas, Palawan and Davao for his "Philippine Adventure Project". His three part documentary was co-produced by Freemantle Media and National Geographic Wild. British photographer Nigel Hicks also toured Manila, Pampanga, Tagaytay, Mindoro, Bicol, Palawan, Iloilo, Guimaras, Davao, and Zamboanga for his coffee table book entitled, "A Journey through the Philippines" for release in March of 2017. Balancing well-travelled spots with relatively unknown places, 30 of the Philippines' most beautiful destinations are featured. Also, it was truly more fun in the Philippines for US Tour Operators Association president Terry Dale and the media and lifestyle partners of fashion icon Josie Natori.

TPB's International Promotions team will than do its part in actualizing Vision 2020 by further increasing arrivals from the 12 key markets. It will achieve this by maintaining participation in visibility-building activities together with continuing to innovate with fresh product offerings to explore and grow new markets.

Domestic Promotions



TBP at the Philippine Travel Mart

A mong TPB's Marketing and Promotions teams, the Domestic Promotions group has the broadest scope of functions and the most diverse of stakeholders. Tasked with promoting domestic travel through consumer marketing activities and through partnerships with DOT's regional offices, the Domestic Promotions team is also mandated to promote travel excellence among local players.

The local travel scene has experienced big changes in recent years. Availability of cheap flight options has been matched with aggressive marketing by private industry players and regional destinations leading to an exponential rise of the domestic travel industry.

In 2011, the DOT set a target of 35.5 million domestic passengers for 2016. By end of 2012, this target had been overshot by 2.5 million passengers. DOT thereafter recalculated and reset the 2016 target to 44 million domestic trips.

Leveraging on the built-up industry momentum and doing its part in target achievement, the focus in 2016 for TPB's Domestic Promotions team was to ramp up its promotion of domestic travel. This was achieved through participation in two



of the most popular travel fairs in Manila namely, the Philippine Travel Agencies Association's TravelTour Expo and the Philippine Tour Operators Association's Philippine Travel Mart. Throughout the course of these events, all 16 Regional Offices of the DOT and its 7 attached agencies were able to directly engage thousands of attendees. Domestic Promotions additionally provided financial support to all 16 regional exhibitors.

Lower in profile yet equally crucial is the Marketing Education Programs of Domestic Promotions. These are designed to capacitate regional tourism officers on marketing and promotions. Of the targeted four seminar runs, only one seminar actually pushed through due to delays caused by TPB internal factors. The Team is poised and resolves to implement a heightened capacity building program in 2017.

Specialized Familiarization Tours is a strategic tool the Domestic Promotions team employs to increase visibility for domestic travel. Local media influencers are the main beneficiaries of these extraordinary experiences. Highlights include the Suroy Suroy Sugbo tour, conducted in cooperation with the Cebu Provincial Tourism Office wherein members of the blogging community were brought to Camotes Island for an exciting summer interlude. Select media groups on the other hand participated in special tours of their own such the Bicol Express Media Familiarization Tour comprising of visits to Albay, Masbate and Sorsogon; the Malasimbo Music and Arts Festival Media Familiarization where art and music took centerstage; the Pintados and Kasadyaan Festival Media Tour where Levte's fiestas were celebrated; and similar regional revelries Batanes' Vakul Kanayi Festival and Catanduanes' Abaca Festival.

Domestic tourism performed well in 2016. Immediate attributions are low costs of traveling and increase in the spending power of the average Filipino family. However, much credit is due to collaborative effort among the private sector, regional tourism offices and TPB who work at the forefront, alongside or behind the lines to heighten the visibility and increase the viability of local destinations.

For 2017 and beyond, TPB intends to further empower its stakeholders to more effectively reach their target audiences through capability building and direct support. **TPB**PHL

MICE Promotions



TPB's MICE Promotions Department's exclusive and paramount task is to build-up the Philippines' image as a destination of choice for international meetings, incentives, conventions and exhibitions/events. This is a grave responsibility as MICE has been identified as "a key driver of economic growth, regional cooperation and intellectual development¹ in the Asia Pacific" according to the UNWTO. The challenges at times can be as huge as the responsibility given the acknowledged current limitations which hold back the Philippines from being in head-head competition with other countries in the region for a bigger market share. Counting among the identified major blocks to the Philippine MICE industry's growth¹ is the need for a more developed and ingrained business environment; the lack of scalable venues able to accommodate big group international meetings; and having outdated infrastructure. All of which are either present in or have been enhanced by the region's stronger contenders such as Singapore and Thailand. What continues to be a very strong selling point for the Philippines is our unique come on proposition with international recall: "Everything is more fun in the Philippines."

The promotional activities of MICE centered on the "Visit Philippines Again 2016" campaign. At year's end, MICE was well above its annual target of 50,000 participants with over 385,000 registered participants having logged for the various activities conducted throughout 2016.

¹ MICE industry — An Asia Pacific Perspective UN WTO (2012)



TPB's MICE Promotions team was also a very active participant in international trade fairs specifically for MICE buyers. Included are the Asia Pacific Incentives and Meetings Expo in Melbourne, Australia; the Incentive Travel, Conventions and Meetings China, the Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) in Frankfurt, Germany, and Las Vegas, Nevada; and the Incentive Travel, Conventions and Meetings Asia in Bangkok, Thailand. Participation in these trade shows generated a total of 317 business leads out of a 2016 target of 110. Leads were subsequently farmed out to relevant industry players or followed through by TPB's MICE team, along with any additional generated leads from sales calls to TPB's existing corporate accounts.

The provision of end-to-end support services to the MICE industry is included in TPB's mandate. This covers linking local MICE players to international MICE buyers, as well as helping corporate accounts and local chapters of international organizations put together MICE bids. In 2016, TPB's MICE team gave assistance to 12 completed bids exceeding its set annual target of 7 bids. Additionally, TPB also assisted in four events pursued by members of the Philippine Council of Associations and Association Executives.

The MICE Plus Program was launched several years ago to help grow private sector performance wherein local MICE industry suppliers are provided incentives in various forms. Thus, in 2016, over a hundred incentive groups and other accounts received financial support and marketing materials as assistance.

Finally, the MICE team likewise ran its own invitational programs with MICE organizers as invited guests. The visitors got to see conference venues, side tour destinations and other interesting incentive travel experiences.

At present, the ASEAN meetings that the Philippines has been hosting has taken up a considerable amount of man-hours and focus from the MICE team's core functions. As soon as these tied resources are freed up, the Department will intensify promotional efforts to fill up the MICE pipeline for the next few years.





Marketing and Communications



TPB's Marketing and Communications (MarCom) Department provides cross-cutting support for the agency's promotional activities. In addition to support services, the MarCom Department is also the source and lead implementer of the agency's branding and communications strategy. The MarCom team uses market intelligence shared by the different promotions departments and as provided by the Corporate Planning and Business Development team to create effective and high-impact products aligned with the approved communication framework and reference these for market-specific communications requirements,.

Sustaining visibility campaigns in the face of organizational changes and challenges proved to be the toughest hurdle for Marketing and Communications in 2016. As previously mentioned, the transition into new management resulted in internal delays regarding procurement which had direct adverse effect towards the continuity of some of its channels.

One consequence was the inability of TPB to procure a third-party media buyer or website services provider in 2016. TPB adjusted with a more tactical rather than strategic approach to ad placements. Another adverse outcome was the lapse in 2016 of the contract for the management of the "itsmorefuninthephilippines.com" website. TPB had been unable to re-contract nor extend the existing contract. The website is currently due for a fresh public bidding.

As with other departments, Marketing and Communications performed well through management of or by circumventing setbacks. Traditional platforms such as print, broadcast and radio comprised much of TPB's media exposure in 2016. Achieved was a total of over 14,000 placements, out of a target of 7,000 placements. The bulk or 8, 000 of these placements were generated from a partnership with MTV Music Evolution Manila 2016. The show's live telecast

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Philippine





covered an international broadcast audience from more than 160 countries reaching more than three-quarters of a billion households outside of repeat telecasts.

Public Relations (PR) initiatives supported TPB's bid for visibility mileage through aggressive participation in major international and local trade fairs. The 2016 target was to generate 550 PR materials and year-end saw MarCom's PR efforts result in a total of 899 impressions. Coverage was fifty-six articles on the Philippine Travel Exchange, 113 articles on the Travel Bloggers Exchange, and 730 articles from Korean publications. This was significant as the country is the Philippine's top source market.

Other intense involvements included the planning, coordination and management of

media familiarization tours with input and participation from the relevant promotional departments. The MarCom team handled and concluded over 20 media familiarization tour groups corresponding to significant media value results.

In 2016, the MarCom Department further recognized the impact of digital platforms and assertively advanced the use of the Internet, social media and its influencers more heavily. Sustained online presence was met through the maintenance of nine websites, including those built for specific markets–China, Japan, Korea, London, Germany, US, Taiwan, and Australia. Additionally, mobile apps for the Philippines, Korea and Japan were developed to aid visitors in the well planning of their Philippine trip and familiarization on preferred activities leading to a more attuned and enriched experience. TPB consistently pushed out information on promotions, events and other tourism-related news through its 16 social networking accounts.

The MarCom team also set to take "digital to the next level" through two marquee project initiatives namely, It's More Fun in the Philippines Influencers Tour, a partnership with US-based singer and performer Apl.de.Ap, and the TPB hosting of Travel Bloggers Exchange (TBEX). Initial results from these two projects show reach can be made exponential by aligning interesting content with influential partners. Beyond 2016, the MarCom Department will further undertake transitions into maximizing new media platforms. THE PHL



Ensuring TPB's efficiencies lead to Customer Satisfaction

Being the agency tasked to bolster the country's tourism industry, maintaining robust relationships with stakeholders is critical to operations. As such, TPB seeks to deliver only the best for its stakeholders, it contracted a third party outfit to gage customer response as to the effectiveness of TPB's promotional and marketing events and activities

The TPB Customer Satisfaction Survey 2016 was conducted by the All-Asian Centre for Enterprise Development (ASCEND) Inc. and employed the Computer-Aided Telephone Interview (CATI) approach for the study.

Out of an exhaustive 300 participant names list culled from among the many TPB organized or sponsored events for the year, 100 respondents were interviewed. The variety of events and respondents ensured a true capture of customer satisfaction levels as well as of the consistency of TPB's performance delivery.

Aside from evaluating customers' satisfaction and perception of TPB's international and domestic projects, the survey also provided service quality metrics to measure projects and services against. Information was gathered on expectations and gaps to help identify and address areas for improvement.

Customers offered insights to questions based on three key aspects: service quality, management, and professional ability. Overall, service experienced resulted in Customers' ratings of Satisfied with a high of 98% and a low of 92% among respondents. While consistently high, scores for the different parameters





HIGH OF **98%** LOW OF **92%**

Satisfaction Level Lows		Satisfaction Level Highs	
MEETING CUSTOMERS' PRIVACY AND CONFIDENTIALITY	85%	STRAIGHTFORWARD PROCEDURES	98%
NEATNESS AND PROFESSIONALISM OF THIRD PARTY COORDINATOR, MEETING SAFETY AND SECURITY NEEDS AND HAVING CONVENIENT	84%	THE USE OF JARGON-FREE LANGUAGE, PRE-EVENT COURTESY AND QUESTIONS BEING ANSWERED	97%
BOOTHS CLARITY AND VISUAL APPEAL OF MATERIALS	83%	CONSISTENCY OF INFORMATION, CLEAR ORAL AND WRITTEN INSTRUCTIONS AND EASY TO FULL OUT FORMS	96%
NUMBER OF ALLOWABLE DISPLAYS	81%	EASY-TO-FILL OUT FORMS	



under each aspect varied and were substantiated by the suggestions given by customers.

Highest ratings were for good communications. To further enhance this strength, respondents recommended the maintenance of email servers, updating of the website and for information to be cascaded to customers. It is necessary, based on study results, for TPB to improve communications wise specific to optimizing digital platforms. Timeliness was also called out in the release of information to allow for early preparation of the customers for the events.

Meanwhile, parameters at the other end of the satisfaction spectrum or those with the lowest ratings highlighted logistics as for improvement. Specifically indicated were the number of allowable displays, quality (clarity and visual appeal) of materials during event, booth convenience, safety and security, neatness and professionalism of non-TPB coordinators, and privacy and confidentiality of information.

For TPB, the survey's results met or exceeded target expectations. Understanding the CSat

results however means survey results serve as a reference guide for quality performance improvement.

TPB needs to continue project-to-project, event-to-event and activity-to-activity improvement of an already consistently satisfying service. Based on the results, where TPB can most improve is in areas it has control over namely, communications, service and materials-logistics. Enacting plans for improvement will ultimately translate into a better experience for local and international audiences who engage as TPB customers even as TPB continues to offer them the best of the Philippines.

Management Information Systems (MIS) Department

The MIS Department is charged with transforming TPB into a technology-enabled organization where as end users, employees are knowledgeable in the use of various technology. Employing a strategic IT plan, MIS is currently implementing and overseeing a comprehensive management system able to support the communication needs of every department.

In 2016, MIS obtained and setup an internal server system for TPB. Functioning as a centralized data center, the network is above industry standard. It supports storage and inventory management requirements specific for TPB's data and multi-media files.

A control measure with a 2017 roll-out is the migration of the entire organization's data to a Storage Area Network. Files will then be saved in servers instead of in individual desktop computers. This is seen to boost security and enhance accessibility.

ISO 9001:2008, ISO 9001:2015

Nearly two years of process improvements and internal audits culminated in TPB being awarded ISO 9001:2008 Certification in January 2016 valid until 2018. In addition to undertaking annual surveillance audits as a condition of maintaining the ISO, TPB begins transitional preparations to ISO 9001:2015 mid-2017.



Corporate Affairs

The achievements of the Promotions Departments would not have been possible without the timely and relevant support of the Administrative Sector. The organizational challenges that TPB went through and rose above in 2016 proved that everyone and every department in the agency has a role to play towards achieving its goals. THE PHL





Personnel and Human Resources Development Division (PHRDD)

n 2014, TPB underwent a reorganization that trimmed down its plantilla from 204 to 150 regular and 15 co-terminus positions. To implement the reorganization plan under the Governance Commission for GOCCs Memorandum Order No. 2014-07, an early retirement package was offered to its employees. The positions that remained were declared vacant, to be filled up upon application and qualification by current employees.

In 2016, to further strengthen TPB's human capital, the PHRDD implemented its Merit Selection Plan, which aimed to augment its human resources with competent personnel. By the end of the year, PHRDD was able to fill a total of 27 regular positions and 11 job orders as a stop-gap measure. The implementation of the Merit Selection Plan is still ongoing with many of the positions remaining vacant.

The PHRDD also invested heavily in implementing its Learning and Development Plan for all TPB personnel. Training seminars were made available to employees to help enhance their knowledge, skills and attributes. Employees from the Administrative Sector were sent to seminars on important government processes such as procurement, accounting standards and strategic performance management system. Selected employees also learned skills relevant to their job descriptions, such as digital marketing, monitoring and evaluation, technical writing, and event management. Personal and professional development seminars such as ethical leadership, change management and risk management were likewise opened to interested attendees.

Employee engagement activities were likewise consistently conducted by the PHRDD such as the monthly TPB Assembly gathering the entire workforce, and the annual Team Enhancement offsite. Employee welfare remained a priority with regular activities promoting both physical fitness and spiritual wellness.

As mandated in the Magna Carta of Women, TPB pursued gender mainstreaming through a series of Gender and Development (GAD) targeted activities. These include gender sensitivity training seminars for employees, facilitation training for its GAD Focal Point System, and sponsorship of activities during Women's Month and the 18-Day Campaign to End Violence Against Women.







Procurement and General Services Division (PGSD)



ending critical support that is quietly delivered, PGSD operated at the back-end of all of TPB's functional divisions making sure that projects, programs and activities were efficiently implemented. For 2016, PGSD supported the Marketing and Promotions Sector as well as the other groups within the Administrative Sector by procuring requirements based on an approved Annual Procurement Plan. Further, PGSD ensured that all purchases were above board and that items were delivered in the desired quality.

In 2016, PGSD oversaw a successful renovation of Units 1 and 2 to which the International Promotions is now housed. Construction is ongoing for Unit 8 to which the Domestic Promotions team will move upon completion.



Finance Department (Finance)



Each fiscal year, the Finance Department rigorously observes the conscientious allocation of sufficient funds for joint projects and events as well as other expenditures while doing so in a timely and judicious manner.

For this to be observed in 2016, Finance had to time and again overcome organizational challenges and internal delays predominant for the year. Working hard and pulling though for TPB, a budget utilization of 90% was delivered. Credit is due to the uncompromising resolve of the functional departments to fulfill on committed output paced with strict monitoring of the budget and work plan by Finance.

Directly relating to TPB funds is the venture of the organization towards creating a Business Development Team to help generate own source revenue, in addition to subsidies and TPB's share in the general fund. Having the primary role of promoting the Philippines as a tourist destination, it is a constant challenge and essential necessity for TPB to direct the spending of public funds on high-impact marketing activities.

Business Development is at the exploratory stage. As a first project, TPB produced a coffee-table book entitled "The Best of the Best of the Philippines" which TPB continues to sell to date through different channels to generate income. Other business initiatives have followed or are in the works. Creating revenue streams is expected to remain challenging for the next few years considering TPB's insufficient human resources, and its continuing focus on core functions. **THB**PHL



Corporate Social Responsibility (CSR)

Compelling TPB to action is the commitment of being a socially responsible organization. Thus, it finds within the course of a year, opportunities to direct social relevance and impact by way of its Corporate Social Responsibility Projects.

As expressed clearly in TPB's CSR guidance policy, "The TPB is a responsible organization committed to marketing the Philippines as a world-class travel destination. TPB takes the initiative to engage creatively in programs, projects and activities that increase environmental awareness of all tourism stakeholders, resulting in greater respect for nature and a deeper appreciation of local culture and heritage, in the course of TPB's pursuit of a green and sustainable tourism."

Pursuant to its CSR agenda, three independent projects were undertaken in 2016. TPB employee volunteer groups went on separate occasions to Occidental Mindoro, Leyte and Palawan.

The Mindoro leg had eighteen employee participants visit the Tamaraw Gene Pool Farm. They were oriented on specie conservation efforts for the critically endangered Tamaraw or Mindoro Dwarf Buffalo. They were educated and experienced firsthand the Mt. Iglit-Baco Trail within the Mt. Iglit-Baco National Park (home to a crucial biodiversity site of the island). At the Sablayan Ecological Park, the visitors were oriented on the local government's solid waste segregation project, which produces organic charcoal bricks as a by-product. Other activities included mangrove planting, underwater clean-up at the Sablayan Pier, and a feeding program and distribution of supplies for the IP community.

Atotal of 20 TPB employees flew to Leyte for a critical intervention initiativea chance to participate in mangrove planting--an important intervention to reduce disaster risk after Typhoon Haiyan. They also got to experience organic farming at Tzu Chi Great Love Village, the biggest housing project for Yolanda survivors in Palo, Leyte. As part of giving back to the community, the TPB contingent conducted a feeding program for around 100 children from different shelters, and a fun day for elders at the Pope Francis Complex Center for the Poor.

The final leg of TPB's 2016 CSR initiative was held in Palawan, with 23 employees participating. To help promote environmental sustainability, employees got to attend an orientation on Palawan's solid waste management process, participate in mangrove planting, and listen to an orientation on coral assessment. Part of the trip was an encounter with the indigenous Sibaltan community, during which the TPB employees conducted a hygiene seminar for mothers, and distributed "Liter of Light" lamps.









Delivering Results In Face of Challenges

Tourist arrivals in the country closed on a record high in 2016. Of the 5,967,005 recorded visitor arrivals, 5,175,214 were from among the top 12 key markets including Overseas Filipino. In its commitment with the Governance Commission for GOCCs (GCG) to bring in 5.2 M visitors, TPB's shortfall was 24,786 or 0.0047%.

Counter balancing its high productivity were challenges wherein TPB transitioned into new management, underwent reorganization and contended with procurement delays and other difficulties. Maintaining equilibrium, employees remained focused on the job of selling the Philippines as a destination of choice. Budget utilization remained high at 90% as a result, cementing 2016 as a resilient year for TPB.

Improving Internal Efficiencies

Nearly two years of process improvements and internal audits culminated in TPB being awarded ISO 9001:2008 Certification in January 2016 valid until 2018. In addition to undertaking annual surveillance audits as a condition of maintaining the ISO, TPB begins transitional preparations to ISO 9001:2015 mid-2017.

The internal IT System of TPB received an upgrade in 2016. This is to facilitate better communication with regional offices locally and tourism attaches globally. The investment includes a state-of-the-art data center and storage area networking system for increased backend security.

Administrative Excellence

Throughout the year, divisions under TPB's Corporate Affairs provided reliable support, from capacity building to infrastructure improvements to providing for the active participation of employees in community engagement. Due to everyone's work excellence, TPB's marketing departments were able to focus on core promotional activities, helping propel the organization towards 2016's milestones.

Much of the year's focus was on enhancing internet and network infrastructure to ensure TPB's capacity to address hardware requirements to grow with the demands in security, storage and accessibility. In 2016, MIS completed the setup of a new server network intended to serve as TPB's datacenter. The entire organization's data will migrate to this centralized storage for everyone's easy accessibility and for greater security against external risks. MIS is also at the helm of bringing TPB to various digital platforms. Part of MIS' responsibilities is management of the corporate website including updates to the latest news and developments.

Personnel and Human Resources Development Division (PHRDD)

TPB believes that its success goes hand in hand with the empowerment of its people. PHRDD continued its ongoing hiring and selection process to reinforce the competence of the organization. Aligned to this was the 2016 implementation of the Merit Selection Plan following the reorganization and early retirement offer a few years previous.

PHRDD also sought to build the capacity of TPB employees through seminars and training sessions. Subjects for continued learning included those on specific core competencies such as IT, accounting, events management, marketing, and others. Soft skills such as leadership plus strategic and critical thinking were offered and availed of by personnel.

As lead for employee engagement activities throughout 2016, PHRDD actively promoted work-life balance and the strengthening of teamwork and camaraderie among employees. Activities included the quarterly general assemblies and offsite team enhancement





sessions. Focus on employee health and wellness was also sustained by PHRDD through the organization of regular activities targeting holistic development. These include the provision of medical services, conduct of aerobics classes and basketball sessions, regular bible study sessions, and a Lenten Reflection activity prior to the Holy Week break. Learning sessions on special themes such as consumer welfare and safety and disaster-preparedness were also conducted.

Procurement and General Services Division (PGSD)

The year saw PGSD consistently provide procurement support for TPB's promotional activities, instrumental to the success of marketing endeavors. The PGSD secured international and domestic tickets, ground handlers for the familiarization of tour guests, and cultural performances to complete guests' experience. This was on top of procuring promotional and marketing collateral year round alongside other requirements for TPB's internal use as part of the Annual Procurement Plan.

Under PGSD's helm, a major undertaking was the the renovation of Facility Units 1, 2 and 8. Already completed is the construction of Units 1 and 2, giving way to a new and bigger workspace for the International Promotions Team. The Domestic Promotions group will also move into the renovated Unit 8 after its completion.

Finance Division

The Finance Division contended with higher than norm challenges for the first half of 2016 as the directive of the outgoing administration to hold major purchasing decisions until after the transition was in effect. Notwithstanding sustained delays post-election due to the management transition, including the appointment of new CEO, Mr. Cesar Montano, the Finance Division nonetheless delivered on a budget utilization of 90 percent by end 2016.

For the year, the Finance Division also began exploring income-generating activities meant to decrease TPB's dependency on subsidies.

Corporate Social Responsibility

TPB pursued its CSR agenda of green and sustainable tourism by organizing three outreach trips within the year for their employees. For the first leg, 18 employees participated in an immersion activity at the Tamaraw Gene Pool Farm in Occidental Mindoro learning about this endangered species. Other stops during this leg included a hike up Mt. Iglit-Baco trail, an orientation on solid waste segregation by the local government, clean-up, and a feeding program and distribution of supplies to the IP community.

The second leg of the 2016 CSR program was participated in by 20 employees, who flew to Leyte, to the site of the massive destruction wrought by Typhoon Yolanda three years past. Employees planted mangroves, tried organic farming, and also held a feeding program and a day of activities for elders.

The last CSR activity brought 23 employees to Palawan for them to learn more about environmental sustainability. Local resource persons shared their expertise on the province's solid waste management processes. TPB volunteers also participated in a mangrove-planting activity and listened to an orientation on coral assessment.

As a way of giving back to the Sibaltan community for the rich experience, TPB volunteers divided themselves into three groups: one group conducted a seminar on hygiene for mothers, another created solar lamps with the help of Liter of Light, and the last facilitated parlor games for the children. Before leaving, volunteers were able to turn over 50 solar lamps and hygiene kits to the families. THE PHL WORLD

CONGRESS

TRBPHI

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April 20-24, Bonifacio City, Taguig

For five days, Manila became a hawker haven as 73,000 hungry stomachs gorged on a variety of sumptuous street food from 25 stalls of 12 cities during the 2016 World Street Food Congress (WSFC) held on April 20 to 24, 2016 in Bonifacio City in Taguig.

It was the first time that the Philippines hosted WSFC and the first time to be held outside Singapore since it was started in 2013 by food maven KF Seetoh of Makansuntra. The international gastronomic soiree attracted food aficionados from all walks of life–from industry professionals, students, chefs, critics, media practitioners and bloggers, to just plain street food enthusiasts.

The World Street Food (WSF) Dialogue, a two-day conference, saw the world's most influential leaders and innovators in the food industry share their ideas and insights and discuss opportunities with the 197 attending delegates. Some of the speakers included the Philippines' Anton Diaz, creator of the widely read blog Our Awesome Planet and co-founder of Mercato Centrale; Thailand's Ian Kittichai, award-winning chef and owner of Kittichai Kitchen; Singapore's Richard Tan, former director of the Hawker Centres Division of the National Environment Agency; India's Sangeeta Singh, street food programs manager of the National Association of Street Vendors of India; Singapore's Malcolm Lee, chef and owner of Candlenut; and Woo Wai Leong, winner of the first season of The MasterChef Asia.

The highly-anticipated WSF Jamboree saw an attendance of 72,653 people who enjoyed a variety of authentic street food from 25 international stalls. The food festival allowed not just a chance to taste and experience different heritage street food, but friends and families were also treated to cooking demonstrations and live music. Some of the crowd's favorite included Iga Bakar, Chocolate Martabak, Prawn Paste Chicken Burger, Truffle Paella Lechon, and Nambo Banana Sticky Rice.

SIDEBAR



Themed "The Comforting Flavours of Home," the event aimed to promote and preserve the street food heritage and culture of the world, as well as to create awareness of the opportunities that it may offer to the food and tourism industry of the country. Further, it seeked partnership for local and international entrepreneurs that may lead to job creation and economic development.

The event also showcased and proved why the Philippines is tagged by CNN as one of the "world's best food destinations." During the WSF Jamboree, which served as the culminating activity for the Flavors of the Philippines, five stalls were dedicated for Filipino heritage cuisine. The North Philippines stall, headed by Charlene May Dulnuan and Charlynne Macalalag Buangan, served Okoy Tikyoso, Panara, and Kiniig Inapoy Binug. For the Southern Philippines stall, Alfonso Rafael, Jose Ranido, Nestor Gregorio, and Caesar Macaraig showcased Batchoy, Tahong Lumpia, and Samar Salokara. The Bicol stall saw Andres B. Nacioan and Reyal A. Laquian presenting Bicolano Wellington, Pasta Bicolandia, and Sili Ice Cream. The One Visayas stall, headed by Dennis Jay A. Uy served Grilled longganisang lucban in garlic

pan de sal with burong mangga and singkamas in lambanog, duo of glazed squash pilipit and suman sa lihiya ala mode with salted cashew panocha, cassava and kiping chips with chili con longganisa lucban. And the One Mindanao stall, headed by Clinoton V. Gregorio and Jumil L. de la Torre, served Durian-Biasong Pannacotta, Sinuglaw, and Satti.

The Philippine hosting of the food festival proved to be a success with more than 10,000 visitors during the five-day event. As of June 2016, there were a total of 4,111 posts on Instagram and 100,000 Facebook users who talked about the event using the hashtag "#WSFC16" and "#worldstreetfoodcongress". WSFC further promoted the country's old and new food brand, and the event sparked interest in the country's culinary delight, particularly the heritage comfort street food culture.

Feedback on the event were generally positive. Peter Lloyd commented, "I rarely felt that this year was a culmination of all the lessons learnt over the last couple of years to be a very polished, professional and incredible event." Sangeeta Singh said that "WSFC exposure has helped NASVI a lot, vendors learnt a lot from international participants as it helps them to build their entrepreneurial skill." For Vicky Lim, she's "very happy that the congress is more than I imagine, especially you talk a lot deeply in food and not just to introduce the street food, you run the congress with long and big vision which including the past, now and future path of the street food." For William Wongso, "The success of World Street Food Congress Manila is due to your long persistence and believe to promote and bring back Street Food Culture to more respected level." TPBPHL

DESTINATION 2020: REDEFINING VALUE CREATION FOR PHILIPPINE TOURISM

WHEN YOU'RE WITH FILIPINOS YOU'RE WITH FAMILY

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