

ACCOMPLISHMENT REPORT

1ST QUARTER 2018

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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I. PT DARYA-VARIA LABORATORIA INCENTIVE TOUR

<p>Inclusive Dates: 10 January 2018 to 14 January 2018 Venue: Manila and Boracay Nature of Activity: Incentive Trip</p> <p>Short Description: PT Darya-Varia Laboratoria thru Shroff International Travel Care, Inc. is organizing an Incentive Familiarization Tour on 10 – 14 January 2018 in Manila and Boracay. The fam trip will be participated by a group of 650 employees of PT Darya-Varia Laboratoria, an Indonesian-based pharmaceutical company, for its overseas annual activity as company incentive.</p> <p>TPB provided the following assistance: - Welcome lei reception - Promotional materials</p>	650 participants	Completed
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II. LIAONING TRAVEL AGENTS FAMILIARIZATION TOUR

<p>Inclusive Dates: 10 January 2018 to 15 January 2018 Venue: Manila, Puerto Galera, and Puerto Princesa</p>	23 participants	Completed
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<p>Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Shenyang Youth International Travel (Shenyang Youth) has been providing tourism services for more than 25 years. It is one of the top 100 travel agencies in China. The company has been promoting Philippine destinations with greater effort in 2016 & 2017. It marketed Cebu and Bohol, Manila and Puerto Galera, and Manila and Boracay Tours.</p> <p>Tourism Promotions Board, in partnership with Philippine Department of Tourism in Beijing, organized the Liaoning Travel Agents familiarization tour on 10 to 15 January 2018 in Manila, Puerto Galera, and Puerto Princesa. There were a total of twenty-three (23) participants composed of twenty-two (22) travel agents, and one (1) Tourism Promotions Board representative.</p> <p>In this familiarization tour, DOT-Beijing requested to include four major destinations - Manila, Tagaytay, Puerto Galera, and Puerto Princesa. The participants were able to appreciate Manila's cultural heritage by visiting Intramuros, Fort Santiago, and Rizal Park.</p> <p>Although there were major changes in the itinerary, the participants were thankful for the overall experience. They appreciated both cultural and natural resources of the destination.</p>		

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III. SOCIAL HEALTH INSURANCE ACADEMY STUDY VISIT AND PARTNERSHIP

<p>Inclusive Dates: 14 January 2018 to 19 January 2018 Venue: Philippine Health Insurance Corporation Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: TPB provided technical assistance in accordance to the MICE Plus Program</p> <p>The Social Health Insurance Academy will be conducting the following activities:</p> <ul style="list-style-type: none"> • Study Visit on Social Health Insurance of the Delegates from the National Social Security Fund (NSSF) from Cambodia on 14-19 January 2018 • Partnership with BPJS Kesehatan, the Social Security Administrator for Health of the Government of Indonesia <p>To carry out its mandate and provide an educational experience for the 50pax of delegates that they have invited from Cambodia and Indonesia.</p>	<p>50 participants</p>	<p>Completed</p>
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IV. JOINT PROMOTIONS WITH GLOBAL TRAVEL (GUANGZHOU-CEBU DIRECT FLIGHT)

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<p>Inclusive Dates: 20 January 2018 Venue: Guangzhou, China Nature of Activity: Joint Promotion</p> <p>Short Description: Tourist arrivals to the Philippines from China has seen unprecedented growth due to the warmer ties between the two governments. In fact, China has become the second source market for the Philippines in terms of visitor arrivals in 2017. Consequently, there has been an increased air links from Chinese cities to several Philippine destinations. There are ten (10) airlines flying direct routes from ten (10) cities in China to Manila, Cebu, Kalibo, and Laoag. To be able to sustain the trend, Global Travel will be chartering China Eastern airlines to service the Guangzhou-Cebu route starting 20 January 2018 with an initial duration for one (1) year. For this route, they will be using a Boeing 737-800 as carrier to operate the route twice a week. Hence, an estimated 1,512 per month or total of 18,144 seats for a year will be added to the current seat capacity.</p> <p>To achieve this purpose, Global Travel is asking to have joint promotion activities for Cebu and Bohol tour product that they will offer the market. The said activity will include the following:</p> <ol style="list-style-type: none"> a. TV ads- GRT Satellite Channel to broadcast Cebu and Bohol promotions clip. b. Internet advertising through China Eastern web page with about 400,000 views per day. Tencent Social Ads via Wechat and QQ users. 		

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c. Distribution of promotional materials into all major travel agency's retail store such as Nanhu International Travel Service, GZL International Travel Service, Gold Horse International Travel Service.		
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V. ASEAN TOURISM FORUM (ATF) 2018

<p>Inclusive Dates: 22 January 2018 to 26 January 2018</p> <p>Venue: Chiang Mai International Exhibition and Convention Centre (CMECC), Thailand</p> <p>Nature of Activity: Trade and Consumer Fair</p> <p>Short Description: The ASEAN Tourism Forum (ATF) 2018 is a cooperative regional effort to promote Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. It took place at the Chiang Mai International Exhibition and Convention Centre (CMECC), Thailand from 22-26 January 2018. Each year, the hosting of ATF is rotated among the member countries (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam). In 2018, ATF was held and hosted in Thailand. This is the 37th edition of ATF since its inauguration in Malaysia in 1981. This year's theme, Sustainable Connectivity, Boundless Prosperity, reflects the Thai government's awareness of ASEAN as a community of opportunity and people-centeredness for a better livelihood under the mechanism of sustainable development. By connecting in all aspects, we</p>	<p>42 participants</p>	<p>Completed</p>
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<p>create the economic and social opportunities for our people, and would lead to reduction of development gap between all member countries. In addition, the border cities that are being administered to prevent and reduce negative impacts are the consequences of boundless economic connectivity and prosperity. TPB participated with a 270 sqm peninsula booth and 28 private sector companies and TPB (as a seller) joined in to support this event.</p>		
VI. UNESCO-IIEP INTERNATIONAL POLICY FORUM ON USING OPEN DATA TO IMPROVE TRANSPARENCY AND ACCOUNTABILITY IN EDUCATION		
<p>Inclusive Dates: 24 January 2018 to 26 January 2018 Venue: Department of Education/UNESCO-IIEP Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: UNESCO-IIEP International Policy Forum on Using Open School Data to Improve Transparency and Accountability in Education was launched in Australia in 2008. This forum brings together UNESCO IIEP representatives, researchers, policy makers, civil society representatives and program implementers from France, Australia, Bangladesh, India, Indonesia, Pakistan, Africa and Latin America. The Department of Education has invited 80pax foreign delegation to attend this forum. This forum will contribute to better understanding of open education data projects as implemented by the participating nations. It also aims to aid participants in the formulation and successful implementation of their own open education data initiatives.</p>	<p>80 participants</p>	<p>Completed</p>

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<p>Through these exchanges, there will be an increased dialogue between stakeholders as a foundation for regional networking and cooperation.</p> <p>TPB provided technical assistance in accordance to the MICE Plus Program.</p>		

VII. 1ST TAIWAN GOLF CUP IN THE PHILIPPINES

<p>Inclusive Dates: 24 January 2018 to 28 January 2018 Venue: CALABARZON Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT-Taiwan, through the Tourism Promotions Board in cooperation with DOT Region IV-A CALABARZON, will organize a golf tournament for Taiwanese golfers in Calabarzon on 24-28 January 2018.</p> <p>Based on the recent success of last February's agents fam tour, Taiwanese golf agents who joined the trip decided to come up with a golf tournament.</p> <p>It is the first time to hold a golf tournament in the Philippines. Hence, we want to give them a new image of the Philippines.</p>	<p>87 participants</p>	<p>Completed</p>
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VIII. JAPAN MICE AGENTS FAMILIARIZATION TRIP

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<p>Inclusive Dates: 25 January 2018 to 28 January 2018 Venue: Manila/Clark Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT-Osaka Japan, in partnership with Philippine Airlines Nagoya and Dusit Thani Manila, organized 7 Japanese MICE Agents for Manila and Clark familiarization trip. Sharp Travel Service (Philippines) Inc. developed the customized itinerary and handled the tours and land transportation for 4 days and 3 nights.</p> <p>Approved assistance : Airport facilitation and welcome lei reception for foreign MICE Agents, Provision of promotional materials and giveaways (IMFITP black t-shirts, interim brochure, travel wallet, luggage tag)for foreign delegates, Provision of itinerary for the familiarization tour and provision of the tours and land transportation.</p>	<p>7 Japanese MICE Agents</p>	<p>Completed</p>
IX. TPB/DOT & PAL OSAKA BORACAY FAMILIARIZATION TRIP		
<p>Inclusive Dates: 25 January 2018 to 28 January 2018 Venue: Manila and Boracay Nature of Activity: Invitational/Familiarization Trip</p>		

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<p>Short Description: DOT Osaka, in cooperation with Philippine Airlines, is organizing a familiarization tour for Osaka travel agents to Manila and Boracay scheduled on 25-28 January 2018. Ten (10) participants were invited composed of eight (8) travel agents and one (1) DOT Osaka staff.</p> <p>Highlights and Expeditions:</p> <ul style="list-style-type: none"> ● Bonifacio Global City ● Shangri-La at the Fort ● Intramuros (Fort Santiago, Manila Cathedral, San Agustin Church and Casa Manila) ● Mövenpick Resort & Spa Boracay ● Crystal Cove ● Coral Garden area ● Puka Beach ● Discovery Shores Boracay ● Lind Boracay 		
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X. TPB/DOT KOREA PHILIPPINE EXPEDITION WITH TRAVIE MAGAZINE KOREA		
<p>Inclusive Dates: 26 January 2018 to 30 January 2018 Venue: El Nido and Ilocos Nature of Activity: Invitational/Familiarization Trip</p>		<p style="text-align: center;">Completed</p>

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<p>Short Description:</p> <p>The Tourism Promotions Board (TPB) through Philippine Department of Tourism Korea (PDOT) has coordinated with Travie Magazine for the conduct of media familiarization tour for travel writers and journalists to boost the awareness and exposure of El Nido and Ilocos as a best holiday destinations for Korean Travelers.</p> <p>The TPB/DOT Korea Philippine Expedition with Travie Magazine Korea was conducted to boost the awareness and exposure of Ilocos and El Nido as best holiday destinations for Korean travelers.</p> <p>Team A: Ilocos</p> <p>Highlights and Expeditions:</p> <ul style="list-style-type: none"> ● Laoag, Ilocos Norte ● Cuisine de Iloco Restaurant ● Laoag Sinking Bell Tower ● Paoay Lake ● Paoay Church ● Suba Paoay Sand Dunes ● Cape Bojeador Lighthouse ● Kapurpurawan Rock Formation ● Bangui Windmills ● Marcos Museum ● Padre Jose Burgos Museum ● Vigan Heritage Village 		

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<ul style="list-style-type: none"> ● Pagburnayan Pottery Shop ● Bantay Bell Tower <p>Team B: El Nido</p> <p>Highlights and Expeditions:</p> <ul style="list-style-type: none"> ● Puerto Princesa ● El Nido ● Lagen Island Resort ● Taytay ● Casa Rosa ● Fort Sta. Isabel ● Miniloc Island Resort ● Entalula and Snake Island ● Dibuluan Beach ● Pangulasian Island Resort ● Shimizu Island ● Lagen Island Resort 		
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XI. EJAM'S FAMILY THEME FAM TOUR TO PUERTO PRINCESA		
Inclusive Dates: 28 January 2018 to 02 February 2018 Venue: Puerto Princesa Nature of Activity: Invitational / Familiarization Trip	20 participants	Completed

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Short Description: Ejam Travel is the subsidiary company to Ejam Group, the listed company in New Media and Mobile Advertisement in China. The new media has overwhelmingly revolutionized the way we work and communicate. Even though we established our travel business unit only in January 2016, by leveraging our group resources and embedding the “New Media & Self Media” way.		
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XII. MACEDA 100 CLOSING ACTIVITIES		
Inclusive Dates: 31 January 2018 to 01 February 2018 Venue: University of the Philippines Center of Ethnomusicology Nature of Activity: M.I.C.E. Booked Event Short Description: Maceda100 is a commemoration of National Artist for Music Jose Maceda’s 100th birth year. Maceda100 provides us the venue to experience and continue Maceda’s legacy of ethnomusicology and modern music, as well as to promote Asian musical traditions among the present generation. The closing concert will involve around 80 musicians from the Philippines and Taiwan/China to present Maceda’s music and learn from one another about the various musical traditions of Asia. The Nan Guan will be performed by the Guangxi Arts University Traditional Orchestra during their closing activities.	35 participants	Completed

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TPB provided technical assistance in accordance to the MICE Plus Program		
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XIII. 5TH WINTER ESCAPADE 2018		
<p>Inclusive Dates: 03 February 2018 to 11 February 2018 Venue: Manila, Negros Occidental and Davao Nature of Activity: Special Event</p> <p>Short Description: The 2nd Economic Diplomacy Workshop of Team Philippines Canada, held on 06 October 2012 in Edmonton Alberta Canada, decided to organize a Team Philippines Canada (TPC) Tour from 25 February-03 March 2013 for the Canadian market. This has led to the birth of the 1st Winter Escapade- It's More Fun In The Philippines Tour (WE- IMFIT PH).</p> <p>The Winter Escapade Tour is a flagship tourism promotion program of Philippine Foreign Service Posts (FSPs) in Canada, led by the Philippine Embassy in Ottawa, in partnership with the Department of Tourism (DOT) and the Tourism Promotions Board (TPB). The Tour provided an opportunity to enjoy the best tourist destinations and hospitality the Philippines can offer.</p>		<p style="text-align: center;">Completed</p>

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<p>Aside from itinerary that includes visits to prime tourist destination in Manila, Bacolod, and Davao. The tour also provided the delegates with an opportunity to meet and engage Philippine government officials primarily through the courtesy call on the President. Unfortunately, due to prior commitment of the President Rodrigo Duterte, he was not able to attend the Farewell Dinner Reception hosted by the DOT and TPB at the SMX Convention Center in Davao on February 9 2018.</p>		
XIV. FLIGHT CENTRE TRAVEL EXPO		
<p>Inclusive Dates: 03 February 2018 to 25 February 2018 Venue: Brisbane, Perth, Sydney, Melbourne, Adelaide Nature of Activity: Travel and Consumer Fair</p> <p>Short Description: Flight Centre Travel Group's Travel Expos were held across Australia in the months of February and March. Organized by the Flight Centre Travel Group (FCTG), it has become the country's largest and most attended travel expo. All the expos were well promoted in the various cities in advance with complete market coverage across major and regional newspapers, radio and TV advertising, billboards, and through social media. All expos are free entrance and held over the weekend in accessible well-known venues.</p>	<p>7,000-27,000 visitors per city</p>	<p>Completed</p>

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<p>This year, PDOT-Sydney joined 5 out of the 12 expos in Australia with a Philippine Tourism booth. Cities were chosen based on accessibility to the Philippines and popularity for travel.</p>		
XV. VERRÜCKT NACH MEER FAMILIARIZATION TRIP		
<p>Inclusive Dates: 4 February 2018 to 6 February 2018 Venue: Pangasinan-Manila-Coron Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: “Verrü ckt nach Meer” or Longing for the Sea, is a German travel documentary series which is shown on ARD Television, Germany’s largest public broadcasting network. At the moment, they’re producing the 8th season of the series which will have 60 episodes and every episode lasts 50 minutes, each featuring a particularly activity or destination in a country they will visit.</p> <p>For the series, scenarios are shot on board cruise liner MS Artania, where an interactive documentation of the crew members and passenger’s daily life as well as during their journeys around world is taken, each of whom having their own stories to tell.</p>		<p>Completed</p>

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<p>The organizers, Regional Tourism Officers, local tour agents and handlers, through the leadership of the Project Officer, were able to exceed the visitors' expectations.</p> <p>Hundred Islands National Park</p> <p>The first leg of the familiarization trip was scheduled February 4, 2018 in Hundred Islands National Park, Alaminos, Pangasinan. The Project Officer, together with the tour operator headed to Pangasinan on the night of February 3, 2018 in order to meet the 4:30 a.a. Agreed call time come February 4, 2018, at Alaminos Tour Information Center near Lucap wharf where the outrigger boats will be stationed. Quezon Island is the rendezvous point of all the organizers and crew, as well as the visitors.</p> <p>The Project Officer had a quick coordination meeting with the working crew and Tour Guides who will be accompanying the visitors in their island hopping activities. By 6:30 a.m. the coordination meeting was done and Guard declared a gale warning. The ship, MS artania at that time was already swelling waves prevented the tender boats to even come near the ship to fetch the visitors. The Coast guard waited and observed for about 15 more minutes but the winds and waves only grew stronger and by 7:30 a.m. the event was officially canceled. The visitors weren't able to disembark in Pangasinan.</p>		

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<p>The Project officer, and the tour operator headed back to Manila to prepare for the morning flight to Coron, Palawan to facilitate the third and last leg of the familiarization trip, and the students together with the organizing committee went on their separate ways.</p> <p>Intramuros and Paco Manila</p> <p>The second leg of the familiarization trip was scheduled February 5, 2018 in Intramuros and Paco Manila. The project officers assigned for this leg are; Ms. Phoebea Co and Mr Lawrence Español for the group assigned to visit Intramuros, and Mr. Allan Esteban for the group assigned to visit Bahay Aruga in Paco, Manila.</p> <p>The two groups left the port approximately 9:00 a.m. and went to their separate destinations. The activity set for the Intramuros group is to learn Basic arnis, while the group going to Bahay Aruga is set to immerse with the children of the shelter.</p> <p>The guests were met and greeted by one of the cultural presenters - in full traditional Maria Clara costume which delighted and gave the guests their first “wow” moment for the day.</p> <p>The project officers were requested by the Director to stay distant the shooting ground as they would be taking wide angles and panoramic shots to capture the beauty of Intramuros, apart from the performers. After couple</p>		

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<p>instructions to the performers they started formal shooting of the dance presentation from different angles and perspectives.</p> <p>The Intramuros group finished around 4 in the afternoon.</p> <p>On the other hand the Bahay Aruga group arrived in their destination around 10:00 a.m. they were welcomed by Ms. Mayett Bonilla, the Manager of the shelter.</p> <p>The group immediately immersed themselves with the children; talking with them and playing with them, making the children feel wanted and forget about their challenges. At the end of the day, the group presented a check to Ms. Bonilla to once again support the children's need. Ms. Bonilla and the children were very thankful.</p> <p>After bidding farewell, the group returned directly to Manila South Harbor to have their individual interview onboard.</p> <p>Coron, Palawan</p> <p>The third and final leg of the familiarization as in Coron, Palawan on February 6, 2018.</p> <p>The entire organizing committee lead by the project officer, headed to Coron Sea Port, where the cruise liner has already docked. The first one to greet the</p>		

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<p>Philippine organizers was the show's producer, Ms. Theresia Sprinzl. She advised the group of the time each team will be disembarking.</p> <p>The film crew and the visitors of the 4 groups disembarked the ship all met and each went on their respective destinations.</p> <p>The tribal group went to Kayangan Lake together with Mr. Ramil Arcenas, the Regional Tourism Officer of Coron to meet the Tagbanua Tribe. The Hot Spring group went to Maquint with Mr. Twin Lagoon with Ms. Ana Misa, the tour operator from Travel Experts Inc., and the Tinikling group went to South Cay Island with TPB's Project Officer, Mr. Miguel Cortez.</p> <p>Tribal Group</p> <p>Mr. Arcenas and the group went to the place. They all rode the commissioned boat and went to Kayangan Lake to meet the tribe but the Chieftain informed Mr. Arcenas that the tribe has gone hunting up the mountains, with no definite time of returning so without telling about the situation, Mr. Arcenas decided to invite the group onto another location where he is very sure to find another group of Tagbanua tribe in Lajala Island.</p> <p>It was a 10-minute boat ride from Kayangan Lake to Lajala Island. The group was welcomed by the tribe leader in Lajala. Upon seeing the camera carried by the film crew. Mr. Arcena was requested that he talk with the tribe</p>		

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PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
<p>members first to ask for their individual permission together with their families.</p> <p>The group was very happy and satisfied with the experience they have captured and documented.</p> <p>Hot Spring Group The Hot Spring group was accompanied by Mr. Monchin Ormido, a local guide from K tours - the appointed tour coordinator in Coron.</p> <p>Upon arriving, the group did not waste any time, they immediately got on their swimming shorts and tried the hot spring. The group loved hot spring in Maquinit and they relaxed and enjoyed until 2 p.m.</p> <p>Snorkeling Group The Snorkeling group was accompanied by Ms. Analiza Misa, the tour operator from Travel Experts Inc. - the appointed tour operator from the entire familiarization trip.</p> <p>Upon arriving, the two (2) participants strapped on their life vest, wore their snorkeling in the lagoon as they were filmed by the crew. They were interviewed from time to time, asking what's underneath and what's making them excited to keep snorkeling.</p>		

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<p>After having their fill, the participants enjoyed Banul beach, resisting and just beach bumming.</p> <p>Tinikling Group Mr. Miguel Cortez, Project Officer of TPB accompanied the Tinikling group going to South Cay Island.</p> <p>Busuanga Bay Lodge (BBL) privately owns the South Cay Island, and they have agreed to host the group's tinikling dance lesson as well as their lunch on the island.</p> <p>The experience became even better when the Project Officer found out that the participants of the tinikling dance and the filming crew did not have any breakfast before leaving the ship and that's why they were so grateful for the sandwiches - a plus on customer experience!</p> <p>The group was welcomed by Ms. Christie Corpuz, the Shift Supervisor that time. They head on the Island. The group rode a huge outrigger road from BBL to South Cay. Everyone was having fun at first but after a while suddenly there came about a strong winds and massive waves, it was something that was totally unexpected. The entire trip took almost 2 hours, and the entire 2 hours was a very bumpy ride. Luckily nobody got sea-sick, and that everyone was safe.</p>		

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<p>Around 2:30 p.m when the grouped arrived in South Cay Island. The dancers selected a good site on the island where the filming will be taken.</p> <p>When the site has been found, and all of the dancers were ready, and everything was all set. A couple of retakes from different angles and the majestic beach and nearby islands as their backdrops, and it was all that was needed to make the entire group and film crew happy.</p>		
XVI. ASIAN SOCIETY OF LIFESTYLE MEDICINE (ASLM) CONFERENCE		
<p>Inclusive Dates: 04 February 2018 to 08 February 2018 Venue: The Bellevue Manila, Alabang Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Asian Society of Lifestyle Medicine (ASLM) Conference will be hosted on 4 – 8 February 2018 at the Bellevue Manila in Alabang. It expects to gather some 40 local and 60 foreign delegates from Hong Kong, India, Japan, Korea, Malaysia, Oman, Singapore, Taiwan and United States.</p> <p>TPB provided the following assistance: - Welcome lei reception - Cultural entertainment - Promotional materials</p>	<p>60 participants</p>	<p>Completed</p>

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XVII. NEW DIMENSIONS FOR NATURAL HAZARDS IN ASIA: AN AOGS-EGU JOINT CONFERENCE

<p>Inclusive Dates: 04 February 2018 to 08 February 2018 Venue: Taal Vista, Tagaytay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The conference is a joint AOGS/EGU event that is dedicated to the interdisciplinary study of natural hazards. This international conference gathered local students and scientists from all over the world. It aimed to discuss current advances in knowledge and perspectives relevant to natural hazards in the Asian region. It likewise offered its delegates with informative field trips to various destinations affected by the natural hazards in the Philippines such as Leyte, Bohol and Zambales.</p> <p>TPB Assistance:</p> <ul style="list-style-type: none"> ● Welcome lei reception and facilitation at the Ninoy Aquino International Airport ● Cultural Entertainment during the Welcome Reception on 5 February 2018 ● Promotional Materials and Giveaways for the 250 delegates 	<p>150 foreign and 58 local delegates</p>	<p>Completed</p>
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XVIII. IMAGINE COMPANY INCENTIVE TOUR

<p>Inclusive Dates: 07 February 2018 to 11 February 2018 Venue: Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: Imagine Company, through H.I.S. Philippines Travel Corp, is organizing an Incentive Familiarization Tour on 7 – 11 February 2018 in Cebu. The said fam trip will be participated by a group of 195 employees of Imagine Company, a Japan-based group of companies established in September 1972.</p> <p>TPB provided the following assistance: - Welcome lei reception in Mactan – Cebu International Airport - Cultural entertainment during the Japan-Philippine Friendship Night at Shangri-la Mactan Resort on February 8 at 18:30 - Endorsement of invitation to DOT Cebu during the Japan-Philippine Friendship Night</p>	<p>195 Participants</p>	<p>Completed</p>
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XIX. FOOD AND HOTEL EXPO MANILA (FHEM) 2018

<p>Inclusive Dates: 16 February 2018 to 18 February 2018 Venue: SMX Convention Center Manila</p>	<p>30 Exhibitors</p>	<p>Completed</p>
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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: AD Asia will be hosting the Food and Hotel Expo Manila on 16 – 18 February 2018 at the SMX Convention Center. It will be participated by 220 local and 30 foreign exhibitors from various countries.</p> <p>TPB provided the following assistance: - Welcome lei reception - Promotional materials</p>		
XX. SINGLES FOR CHRIST (SFC) INTERNATIONAL CONFERENCE		
<p>Inclusive Dates: 16 February 2018 to 18 February 2018 Venue: Makati Sports Club/Globe Circuit Event Grounds Makati Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Singles for Christ is one of the family ministries of Couple for Christ. Established in 1993 and catered to the needs of single men and women from 21 to 40 years of age. The Singles for Christ International Conference was held last 16-18 February 2018 in celebration of its 25th year in the ministry. Attended by 7000 local and 383 foreign participants from Canada, US,</p>	<p>7000 local and 383 foreign</p>	<p>Completed</p>

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<p>Malaysia, Laos/Thailand, Middle East, Hong Kong/Macau, Indonesia, Singapore, New Zealand/Australia, Papua New Guinea and Guam.</p> <p>TPB offered the following assistance:</p> <ul style="list-style-type: none"> • Welcome lei reception and facilitation for foreign participants • Provision of promotional materials and giveaways (Metro Manila map, cache bag, lanyard, TPB notebook and currency wallet for the speakers) 		
XXI. ASIAN PAINTS INCENTIVE TRAVEL GROUP		
<p>Inclusive Dates: 19 February 2018 to 24 February 2018 Venue: Manila/Pagsanjan, Laguna/Subic/Porac, Pampanga Nature of Activity: Incentive Trip</p> <p>Short Description: Shroff International Travel Care, Inc., the local handler of Thomas Cook (India) Ltd. For the Asian Paints Incentive Travel Group, requested the assistance from the Tourism Promotions Board (TPB) for giveaways for 350 Indian nationals.</p> <p>TPB endorsed to DOT Airport Reception and Information Unit (ARIU) the Asian Paint group for airport reception. Moreover, the group was provided</p>	<p>350 participants</p>	<p>Completed</p>

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<p>with welcome gifts of Philippine products (dried mangoes, banana chips dried fish and sample bottle of Mango Rhum).</p> <p>The 6-day itinerary of the Asian Paint group includes tours of Manila, Pagsanjan Falls, Subic, and Puning Hot Spring in Pampanga and shopping.</p>		
XXII. 26TH ASIA-PACIFIC INCENTIVES AND MEETINGS EXPO (AIME)		
<p>Inclusive Dates: 20 February 2018 to 21 February 2018 Venue: Melbourne Convention and Exhibition Center (MCEC), Melbourne, Australia Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The 26th edition of the Asia-Pacific Incentives and Meetings Expo (AIME) was held on 20-21 February 2018 once again at the Melbourne Convention and Exhibition Center (MCEC) in Melbourne, Australia.</p> <p>This is the last AIME managed by Reed Travel Exhibitions for show owners Melbourne Convention Bureau (MCB).</p> <p>Talk2 Media & Events, a Melbourne-based event management company, will be taking over as the new Event Manager of AIME. Their objective is to</p>	<p>21 buyer groups present at the Destination presentation</p>	<p>Completed</p>

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<p>rejuvenate AIME and relaunch the 2019 event to the MICE industry in the Asia Pacific region and into the world.</p> <p><u>Philippine Participation</u></p> <p>No representative from the Tourism Promotions Board (TPB) attended the show this year in view of the directive from the Department of Tourism via Department Order No. 2018-05 suspending foreign travel of Philippines-based representatives to travel fairs, roadshows, and such marketing activities, and delegating such to the concerned DOT Attache or Market Representative stationed abroad.</p> <p>The TPB was represented by the Department of Tourism-Sydney office.</p>		
XXIII. ATTENDANCE PROMOTIONS FOR THE 14TH ASIAN ONCOLOGY CONFERENCE (ACOS) 2020		
<p>Inclusive Dates: 23 February 2018 to 25 February 2018</p> <p>Venue: Empress Hotel, Chiang Mai, Thailand</p> <p>Nature of Activity: Others - Attendance Promotion Campaign</p> <p>Short Description:</p> <p>This year, the Philippine Cancer Society (PCS) representatives will conduct attendance promotions at the 13th ACOS Conference on 23 – 25 February 2018 at the Empress Hotel in Chiang Mai, Thailand.</p>		<p style="text-align: center;">Completed</p>

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TPB provided the following assistance to the event: - Promotional materials - Audio Visual Presentation to be played during the Conference breaks - Technical assistance - Coordination with DOT re the assistance in departure of the PCS representatives		
XXIV. CRITICAL CARE NURSES ASSOCIATION OF THE PHILIPPINES, INC. (CCNAPI) ANNUAL CONVENTION		
Inclusive Dates: 25 February 2018 to 28 February 2018 Venue: Manila Diamond Residence Nature of Activity: M.I.C.E. Bid Assistance Short Description: The Critical Care Nurses Association of the Philippines, Inc. (CCNAPI) will be conducting its Annual Convention and First ASEAN Critical Care Nursing Forum on 26 – 27 February 2018 at the Makati Diamond Residences. Some 300 local and 50 foreign delegates from various countries are expected to participate in the event. TPB provided the following assistance: - Facilitation of the invitation for the keynote speaker, DOT Undersecretary Alma Rita D. Jimenez	50 participants	Completed

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<ul style="list-style-type: none"> - Accommodation of nine (9) foreign speakers during the convention for three (3) nights - Airport assistance for the foreign speakers and ASEAN representatives - Philippine AVP to be played during the convention - Assistance in event promotions in Southeast Asia - Giveaways for the foreign speakers and ASEAN delegates - Promotional materials 		
XXV. FELLOWSHIP DINNER OF THE 1ST ASEAN CRITICAL CARE NURSING FORUM		
<p>Inclusive Dates: 26 February 2018 Venue: Manila Diamond Residence Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: CCNAPI will formalize its intention to bid for the 2021 World Congress of the World Federation of Critical Care Nurses (WFCCN) during the Fellowship Dinner of the 1st ASEAN Critical Care Nursing Forum scheduled on 26 February 2018 in Makati Diamond Residences. Officials of WFCCN will attend the event to observe the leadership and organizational capacities of CCNAPI not only in the Philippines but also in the ASEAN region.</p> <p>TPB provided sponsorship of the Fellowship Night's F&B for 35 pax.</p>	<p style="text-align: center;">40 participants</p>	<p style="text-align: center;">Completed</p>

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<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-align: center;"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>XXVI. MICE ARABIA LUXURY TRAVEL (MALT) CONGRESS 2018</p>		
<p>Inclusive Dates: 27 February 2018 to 28 February 2018 Venue: Dubai, United Arab Emirates Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: The MALT Congress 2018 (http://mice-arabia.com/), organized by QNA Global FZCO, is an exclusive, by invitation congress designed to bring global suppliers in Middle East to network and create partnership with the key decision makers from the Gulf Cooperation Council (GCC) through a business-to-business appointments and networking conference. It is expected to be attended by more than 150 delegates from corporate organizations, travel agencies and luxury travel representatives to meet with more than 50 MICE and luxury travel suppliers. Moreover, there will be 1,800 pre-arranged meetings and 15 hours of extensive education during the two-day congress.</p> <p>Our presence in MALT Congress 2018 will increase the Philippines' competitiveness as a leading MICE destination in Asia and establish business relationships with MICE experts and practitioners from the region. Furthermore, it will strengthen international linkages with decision makers of the GCC MICE and luxury travel. It will also be a venue to acquire new knowledge with regard to the current trends of the GCC MICE industry.</p>	<p>200 participants</p>	<p>Completed</p>

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XXVII. PHILIPPINE HOSPITALITY SUMMIT		
<p>Inclusive Dates: 28 February 2018 to 01 March 2018 Venue: Solaire Resorts and Casino Grand Ballroom Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Mykar Events will host the Philippine Hospitality Summit on 28 February - 1 March 2018 at the Solaire Resorts and Casino. The event expects to bring together over 200 high-level industry professionals from international and local hotel, resort and casino operators, investment/ financial firms, construction/ architect designers, government authorities and leading hospitality suppliers.</p> <p>TPB provided the following assistance: - Welcome lei reception for foreign delegates and speakers - Promotional materials</p>	<p>55 participants</p>	<p>Completed</p>

XXVIII. GUANGZHOU INTERNATIONAL TRADE FAIR (GITF)		
<p>Inclusive Dates: 01 March 2018 to 03 March 2018</p>		<p>Completed</p>

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<p>Venue: China Import and Export Fair Complex Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Tourism Promotions Board in partnership with the Department of Tourism Shanghai Office participated in the Guangzhou International Travel Fair (GITF) with eight private sectors that joined in the exposition which are Philippine Airlines, Cebu Pacific Air, Air Asia, Asia Landmark Travel and Tours, Blue Horizons Travel and Tours, Legendary Tours, Jpark Island Resort and Waterpark, and Savoy Hotel Manila. This event offers an opportunity to meet with different travel trade sectors and consumers.</p> <p>The Philippine booth shows the islands, as well as a photo contest wherein people can take their photos and win prizes such as round trip tickets from PAL and Cebu Pacific, Philippine traditional dress, planner, post-it stickers, and Philippine brochures. There was also a product presentation and business-to-business meeting at the Marco Polo Hotel located in Shenzhen.</p>	<p>9 participants, 8 seller companies</p>	
XXIX. 10TH INTERNATIONAL ACADEMIC CONFERENCE IN OTOTOLOGY, RHINOLOGY AND LARYNGOLOGY (ORLIAC)		
<p>Inclusive Dates: 01 March 2018 to 03 March 2018 Venue: Fairmont Makati Nature of Activity: M.I.C.E. Booked Event</p>	<p>50 participants</p>	<p>Completed</p>

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<p>Short Description: The UP-PGH Department of Otorhinolaryngology will host the 10th International Academic Conference in Otology, Rhinology and Laryngology (ORLIAC) on 1 – 3 March 2018 at the Fairmont Makati. This will be the first time that the conference will be held in the Philippines and only the third time in Asia.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> - Welcome lei reception - Cultural entertainment on 1 March - Promotional materials 		
XXX. 11TH ASIAN PACIFIC ORTHODONTIC CONGRESS (APOC) 2018		
<p>Inclusive Dates: 05 March 2018 to 07 March 2018 Venue: Boracay Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: APO will be hosting the 11th Asian Pacific Orthodontic Congress (APOC) on 5 – 7 March 2018 in Boracay. This will be APO's first international orthodontic congress in the Philippines. It will attract delegates from across the Asia Pacific region from the 18 member countries of the Asian Pacific Orthodontic</p>	<p>800 participants</p>	<p>Completed</p>

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<p>Society (APOS) and expects to bring in some 800 foreign delegates from various countries.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> - Financial assistance amounting to Php 500,000.00 - Welcome lei reception in Caticlan Port, Boracay - Promotional materials - TPB logo, corporate profile and AVP - Write-up on the Philippines and general info on what to do in Boracay for posting on the event website 		
XXXI. US MICE AGENTS FAMILIARIZATION TRIP		
<p>Inclusive Dates: 05 March 2018 to 07 March 2018 Venue: Manila / Pagsanjan, Laguna Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The USA MICE Familiarization Trip held last 05-07 March is an educational trip to the Philippines arranged by Shangri-La Hotels and Resorts, Philippine Airlines and Pacific World / Blue Horizons Travel & Tours.</p> <p>The fam trip is follow-up activity to the 2017 USA MICE Sales Mission in Chicago, Illinois, St. Louis, Missouri and Minneapolis, Minnesota held last</p>	<p>6 participants</p>	<p>Completed</p>

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<p>02-06 October 2017 organized by Shangri-La Group of Hotels and Resorts supported by airlines, destination management companies and national tourism offices, wherein top quality MICE agents were invited.</p> <p>The itinerary of the US MICE Agents Fam Tour targeted twin destinations in Asia which aims to develop business potentials in the USA by combining destinations which would be ideal for their future incentive groups. Singapore was the first stop from 02-05 March 2018, followed by the Philippines from 05-07 March 2018. Their Philippines' itinerary includes inspections of Shangri-La properties in Manila, tour of Pagsanjan in Laguna and heritage tour of Intramuros.</p> <p>Shangri-La was able to confirm seven (7) MICE agents for the fam trip. However, a few days before the group's departure, Ms. Cate Banfield of BCD M&E cancelled her trip due to an emergency family matter. From the US, they were accompanied by two representatives from Shangri-La and Philippine Airlines.</p> <p>The TPB supported this US MICE Agents Fam Trip through sponsorship of their farewell dinner & entertainment, premium giveaways and Ati-Atihan performance and endorsement to DOT FOR airport reception and the Philippine National Police for police escort.</p>		

XXXII. PHILIPPINES' BID TO HOST THE KIWANIS INTERNATIONAL CONVENTION 2022

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<p>Inclusive Dates: 06 March 2018 to 09 March 2018 Venue: Manila Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The Tourism Promotions Board (TPB) assisted Kiwanis International through its conference management company, Conference Direct, in their site and venue selection for Kiwanis International Convention 2022.</p> <p>Kiwanis International is a global organization of volunteers dedicated to changing the world one child and one community at a time. Founded in 1915, it is a community-based non-profit service organization with more than 600,000 volunteer members worldwide. Its annual international convention attracts approximately 4,000 attendees for an average stay of four nights.</p> <p>Conference Direct operates as a meeting resources company. It offers site selection and contract negotiation, conference management, housing management and registration services, serving corporations and associations.</p> <p>Last 5-9 March 2018, the TPB hosted the ground arrangements of Messrs. Mike Downs, Director of Conventions and Meetings of Kiwanis International, and Robert DeLuca, Vice President & Team Director of Conference Direct,</p>	<p>2 foreign participants</p>	<p>Completed</p>

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<p>during the conduct of their site inspections and coordination meetings in Manila.</p> <p>The announcement of the final host destination of the Convention is scheduled in the first week of May 2018.</p>		
XXXIII. INTERNATIONALE TOURISMUS BORSE 2018		
<p>Inclusive Dates: 07 March 2018 to 11 March 2018 Venue: Messe Berlin, Germany Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Internationale Tourismus Borse (ITB) is an effective business-to-business platform that provides visitors opportunities to expand their contacts. The event welcomes around 10,000 exhibitors from more than 180 countries and regions. The Philippine pavilion in the ITB showcases different tourist destinations like Banaue Rice terraces and El Nido. They also showcased Philippine textile banig, with designs inspired by the Sama weave from Sulu and Tawi-Tawi. They also had a general reception area, VIP lounge/meeting area, info counter, bar/special area for reception and an area for video presentations, cultural presentations, and Philippine tapestry fashion show.</p>	<p>33 participants</p>	<p>Completed</p>

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The DOT-Frankfurt through the Tourism Promotions Board came up with marketing and PR initiatives by producing Philippine Newsletter distributed during the trade and consumer fair of ITB Berlin and 3x full page, full color, and 1x editorial support ad placement in TTG-Asia Daily.		
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XXXIV. INCENTIVE TOUR FOR INTERNATIONAL TRAVEL SERVICE (KOREA DISABLED VETERANS ORGANIZATION)

<p>Inclusive Dates: 08 March 2018 to 11 March 2018 Venue: Manila Diamond Hotel Nature of Activity: Incentive Trip</p> <p>Short Description: International Travel Service (ITS), a Korean travel agency specializing in incentive group tours in Korea is organizing an incentive tour to Manila from March 8 to 11, 2018 for 90 Korean Veterans of the Korea Disabled Veterans Organization (KDVO). They have requested TPB, through PDOT Korea to provide them with welcome lei reception on the on 07 April 2018 and cultural entertainment on 09 April 2017 during the tour group's welcome dinner at Manila Diamond Hotel.</p>	90 foreign participants	Completed
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XXXV. QANTAS MAGAZINE FAMILIARIZATION TOUR

Inclusive Dates: 11 March 2018 to 22 March 2018		Completed
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ACCOMPLISHMENT REPORT
1ST QUARTER 2018

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
<p>Venue: Manila,Amanpulo, Cebu, Bohol, Coron, and El Nido Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board, in coordination with the DOT Overseas Office in Sydney, organized the Qantas Magazine Familiarization Tour last 11-22 March 2018 in Manila, Amanpulo, Bohol, Cebu, Coron, and El Nido. The group consisted of two (2) participants, Ms. Roslyn Jolly and Mr. Adam Gibson, travel writer and professional photographer, respectively.</p> <p>The magazine featured five (5) destinations which focused on different themes-Amanpulo for Luxury, Bohol for Nature, Cebu for Family, Coron for Adventure, and El Nido for Romance. The properties featured were Amanpulo Resort, Eskaya Beach Resort and Spa, Shangri-La's Mactan Resort and Spa, Busuanga Bay Lodge, and Lagen Island Nature Resort.</p>	<p>2 buyer participants</p>	
XXXVI. MALAYSIAN INCENTIVE TRAVEL GROUP		
<p>Inclusive Dates: 12 March 2018 to 15 March 2018 Venue: Boracay, Aklan Nature of Activity: Incentive Trip</p> <p>Short Description:</p>	<p>33 participants</p>	<p>Completed</p>

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<p>Uni Orient Travel, Inc. requested TPB for assistance for the 33 dealers from Malaysia who will travel to the Boracay for an incentive tour from 12-15 March 2018. The group flew directly in and out of Kalibo, Aklan via Air Asia.</p> <p>TPB endorsed to DOT the Malaysian group for a welcome airport reception. Moreover, the group was provided with Philippines and Boracay brochures and giveaway of travel pack pouch.</p>		
XXXVII. CHINA AIRLINES OKINAWA AGENTS AND MEDIA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 13 March 2018 to 16 March 2018 Venue: Manila and Tagaytay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: During the 3rd Okinawa Travel Fiesta last 11-12 November 2017, the Department of Tourism in Tokyo has successfully made an engagement with China Airlines based in Okinawa, Japan. China Airlines seeks to develop tour packages and is interested to conduct site inspection of Manila and nearby destinations. Also, the company wants to actively promote two-way tourism between locations (Okinawa and Manila) by catering to passenger flights via Taipei from Okinawa.</p>	<p>9 participants</p>	<p>Completed</p>

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<p>As a result, nine (9) agents and media from various travel agencies in Okinawa Japan including a representative from China Airlines in Okinawa were invited by DOT and TPB for a familiarization tour in Manila and Tagaytay on March 13-16, 2018. Together with one (1) officer from DOT Tokyo, the group was welcomed with a warm arrival reception in the airport followed by an ocular inspection of Diamond Hotel.</p> <p>The group inspected the following establishments in Manila and Tagaytay:</p> <ul style="list-style-type: none"> ● Solaire Resort and Casino ● SM Mall of Asia ● Dessert Museum ● City of Dreams Manila ● Okada Manila ● Sofitel Philippine Plaza ● Sonya's Garden ● Taal Vista Hotel ● Nature Wellness Village <p>The tour ended with an ocular inspection and a meeting with the executives of The Grand Hyatt Manila and Dusit Thani Manila.</p>		
XXXVIII. THE 23RD PHILIPPINE WORLD BUILDING AND CONSTRUCTION EXPOSITION		
Inclusive Dates: 14 March 2018 to 18 March 2018		Completed

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<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-align: center;"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>Venue: World Trade Center Metro Manila and SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: For more than a decade, The Philippine World Building and Construction Exposition has been a haven for the local and international building and construction industry. It is dubbed to be Asia's most attended construction exposition and an ideal venue for business transactions and introduction of innovations.</p> <p>The Construction Exposition puts together over 500 exhibiting companies and more than a thousand booths in a 30,000 sqm area ranging from building materials equipment services, construction design and development. Likewise, it lines up the country's best architects and interior designers, plus the leading manufacturers and furniture exporters. The Exposition showcases the top colleges and universities in interschool interior design competition and it is the only construction show in the Philippines that offers Business Meeting Service during the show covering the needs of both the consumers and producers.</p> <p>TPB arranged an inter-agency meeting last 27 February 2018 at the MIAA Public Affairs Office (PAO) with concerned airport offices to discuss their requests and concerns regarding the arrival of their delegates.</p>	<p style="text-align: center;">250 participants</p>	

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In addition to tourism brochures and giveaways provided to delegates, TPB approved the sponsorship of cultural show. However, due to time constraint in procuring the show, the sponsorship did not push through.		
XXXIX. MATTA TRAVEL FAIR 2018		
<p>Inclusive Dates: 16 March 2018 to 18 March 2018 Venue: PWTC Convention Centre, Kuala Lumpur Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: MATTA Travel Fair 2018 is the largest in 27 years of MATTA's history. The event allows partners and agents of different companies and organizations to showcase desires and expectations to attract different segments of tour and travel end-user market by showcasing the best of Malaysia Travel Industries platform promoting tourism and direct business exchange between industry players and travel consumers.</p> <p>For the Philippine booth, there were 4 participating travel agents and 1 airline. The most sought travel packages are: Coron, Cebu, and Palawan.</p>	254 exhibitors 175 buyers	Completed
XL. NAGOYA TRAVEL FAIR (TABI MATSURI NAGOYA) 2018		
		Completed

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Inclusive Dates: 17 March 2018 to 18 March 2018 Venue: Angel Park, Nishiki, Nagoya City, Japan Nature of Activity: International Trade and Consumer Fair Short Description: This year, Tabi-Matsuri was held on 17-18 March and 153 booths include 14 government tourism office attended. Due to two (2) days of good weather, 300,000 guest visited the venue. The City of Nagoya International Relations Section is promoting overseas travel using Centrair Airport, so they asked us to join quiz rally because of direct flight going to Philippines. It is a two (2) day event, and we distributed 200 set our brochure Manila, Cebu, Diving and ESL.	300,000 guests visited the venue	
XLI. LIAONING CENTURY AGENTS FAMILIARIZATION TOUR		
Inclusive Dates: 17 March 2018 to 25 March 2018 Venue: Puerto Princesa, Cebu, and Bohol Nature of Activity: Invitational / Familiarization Trip Short Description: Liaoning Century International Travel Service (Liaoning Century) proposes a familiarization trip of their core partners in Liaoning Province in support of the sales of their regular Manila, Cebu/Bohol product line and the upcoming Puerto Princesa product line. Liaoning Century has been developing and	24 buyer participants	Completed

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<p>promoting Philippine tour products since 2015 and was accredited by Philippine Embassy Beijing for visa application, making them the only agency handling Philippine visa applications in Northeast provinces at the moment. The purpose of this fam trip is to introduce Manila, Cebu/Bohol and Puerto Princesa to agencies in second and third tier cities of the Liaoning Region.</p>		
XLII. 2ND TAIWAN GOLF CUP IN THE PHILIPPINES		
<p>Inclusive Dates: 18 March 2018 to 21 March 2018 Venue: CALABARZON Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: DOT-Taiwan, through the Tourism Promotions Board in cooperation with DOT Region IV-A CALABARZON, will organize a 2nd golf tournament for Taiwanese golfers in Calabarzon on 18-21 March 2018.</p> <p>Based on the recent success of last January's golf cup, it shows that Taiwanese golfers were happy and delighted during their stay and play in Manila and CALABARZON.</p> <p>Organizers of this event are Happy Holiday Travel, Lion Travel, Du Du Travel, Hsi Hung Travel, Colorfulhd Tour. Yu Sin Travel, Travel Star Service, Albatross Golf Service and Honey Golf.</p>	<p>60 participants</p>	<p>Completed</p>

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XLIII. 12TH INCENTIVE TRAVEL AND CONVENTIONS, MEETINGS (IT&CM) CHINA

<p>Inclusive Dates: 20 March 2018 to 22 March 2018 Venue: Shanghai Conventions & Exhibition Center of International Sourcing, Shanghai, China Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: The Philippines, through the Tourism Promotions Board (TPB) and the Department of Tourism (DOT) Shanghai Office, spearheaded the country's participation in the Incentive Travel & Conventions, Meetings (IT&CM) China last 20-22 March 2018 at the Shanghai Convention and Exhibition Center of International Sourcing in Shanghai, China.</p> <p>As China continues to be one of the top five priority markets for foreign visitors, the TPB has been consistently intensifying its presence in the Chinese market by participating in IT&CM China annually. Since 2007, it has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to "Promoting China to the World and the World to China".</p>	<p>8 seller participants</p>	<p>Completed</p>
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<p>According to a mid-year (January-May) comparison of Chinese arrivals in 2016 and 2017, there was a 33.44 percent increase with 454,962 visitors in 2017 compared to last year's 340,958.</p> <p>The 12th IT&CM China has provided the Philippine delegation an opportunity to reach out to the Chinese market and further enhance its business relations with previously gathered business leads. This year, the buyer's participation stood at 528 with a mix of 82% Chinese and 18% international. It is important to note that of the total number of buyers, 66% of which are new buyers from China and large representations from other countries such as India, Malaysia and Singapore.</p> <p>Coinciding with the IT&CM China pre-scheduled business-to-business (B2B) appointments is the MICE Sales Presentation in Hangzhou which was participated by some of the Philippine Private Sector participants of IT&CM China. The double-bill events prove to be the perfect platform to highlight MICE destinations, products and services and to keep abreast on MICE industry developments, the MICE Organizers and MICE Media Outfits in China and other countries participating in IT&CM China 2018.</p>		
XLIV. BRING ME TO THE PHILIPPINES-CELEBRITY FAM TRIP OF MS. HIRO NISHIUCHI		
Inclusive Dates: 20 March 2018 to 28 March 2018 Venue: The Farm in San Benito, Lipa, Batangas	5 participants	Completed

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<p>Nature of Activity: Invitational Program/Familiarization Trip</p> <p>Short Description:</p> <p>“Bring Me to the Philippines” is a series of celebrity fam trips proposed by PDOT-Tokyo. The first phase tackled themes of festival, lifestyle, and food scheduled on 25-30 January 2018 while the second phase features shopping, nature encounter, and food originally scheduled on 17-22 July 2018 but was adjusted to 20-28 March 2018.</p> <p>For this celebrity fam trip, PDOT-Tokyo and TPB tapped 2014 Ms. Universe Japan 2nd runner up Ms. Hiro Nishiuchi to explore the country. After their arrival, the group went to film at The Farm in San Benito, Lipa, Batangas for the beauty, wellness, and lifestyle tourism. The next day, the group went to Cafe Juanita in San Juan for lunch and went back to Manila to film at Marco Polo (Ortigas) to film a cocktail setting. On day 3, the group filmed in Rockwell Makati and Single Origin. The team was also allowed to shoot and film at the studio of Mark Bumgarner while wearing his creations, visited the shop of Timtam Ong in Powerplant Mall, visited Rajo Laurel’s studio. They also filmed at Peninsula Manila. The next day, the team went to Bonifacio Global City for its murals and sculptures.</p> <p>On Day 5, the team filmed at The Dessert Museum in S Maison, Conrad Hotel Manila and a shoot at National Museum of Natural History.</p> <p>The next day, the team arrived at Busuanga. The itinerary for Day 7 included a visit to the Kayangan Lake, the Twin Lagoons, Siete Pecados, Banol Island,</p>		

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Maquinit hot springs, and Mount Tapyas. The team flew out of Busuanga to Manila on March 27.		
XLV. WOMEN LEADERS' ASSEMBLY		
<p>Inclusive Dates: 21 March 2018 to 23 March 2018 Venue: Century Park Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The National Council of Women in the Philippines (NCWP), now on its 72nd anniversary and the umbrella organization of women's association in the Philippines, will hold the Women Leaders' Assembly on March 21-23, 2018 at the Century Park Hotel, Manila. They have requested TPB to provide them with 220 cacha bags and lanyards to form part of the convention kits for the assembly. TPB also extended technical assistance to the event.</p>	50 to 70 foreign participants	Completed
XLVI. KOREA-PHILIPPINES TEACHER EXCHANGE PROGRAM PRE-DEPARTURE SEMINAR		
<p>Inclusive Dates: 23 March 2018 Venue: Department of Education Nature of Activity: M.I.C.E. Booked Event</p>	20 participants	Completed

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<p>Short Description:</p> <p>TPB provided technical assistance in the form of providing a speaker and a brief presentation on Philippine Tourism, to aid and guide the teachers participating in the Program to promote the Philippines during their time in the program.</p> <p>The Korea-Philippines Teacher Exchange Program (KPTEP) was launched in 2012 in line with the Asia-Pacific Teacher Exchange for Global Education and on the basis of the Cultural Agreement between the Philippines and Korea that dates back to 27 April 1973.</p> <p>It aims to provide teachers constructive experiences to: learn from both countries education system; deep cultural understanding; build inter-cultural communicative competency while collaborating with local teachers; and sharing in their knowledge and pedagogical skills through teaching and learning processes. For this leg of the program will have 12 teachers from Korea travelling to the Philippines in August 2018 for four months and 12 Filipino teachers travelling to Korea for three months.</p>		
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XLVII. ASIA PACIFIC ASSOCIATION FOR INTERNATIONAL EDUCATION CONFERENCE AND EXHIBITION		
<p>Inclusive Dates: 25 March 2018 to 29 March 2018</p> <p>Venue: Commision on Higher Education</p> <p>Nature of Activity: M.I.C.E. Booked Event</p>		<p>Completed</p>

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<p>Short Description: TPB provided technical assistance by attending and participating in a coordination meeting regarding CHED's participation and activities. Mostly, TPB provided assistance by aiding the team in their creation and finalization of the booth design that will be showcased in the exhibition.</p> <p>The APAIE Conference and Exhibition brings together international educators, universities and related organizations active in Asia-Pacific higher education to promote communication, networking and professional development. This conference and exhibition attracts 200 exhibitors and 1500 delegates each year, in 2017 the APAIE conference, there has been inquiries with regards to Philippine destinations. Their participation in said conference and the partnerships that they create will indirectly benefit the tourism industry with the influx of foreign exchange students and professors.</p>		
XLVIII. LAKING CLOTHING COMPANY INCENTIVE TRAVEL GROUP		
<p>Inclusive Dates: 27 March 2018 to 31 March 2018 Venue: Cebu Nature of Activity: Incentive Trip Short Description:</p>	<p>31 participants</p>	<p>Completed</p>

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<p>The Philippine Department of Tourism – Taiwan Office (PDOT-Taiwan) referred to the MICE Department an incentive group of Best Way Travel and requested to provide the group with airport reception and dinner sponsorship.</p> <p>The Best Way Travel sent to Cebu last 27-31 March 2018 an incentive group from the Laking Clothing Company in Taiwan comprising of 31 pax. The group directly flew in and out of Cebu via Eva Airlines.</p> <p>The TPB provided corporate giveaways and endorsed the Laking Clothing incentive group to DOT Region 7 Office for for airport reception and facilitation.</p>		
XLIX. ELVXING MEDIA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 31 March 2018 to 07 April 2018 Venue: Cebu, Bohol and Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Tourism Promotions Board (TPB), in partnership with the Philippine Department of Tourism (PDOT) in Shanghai, organized the Elvxing Media Familiarization Tour on 31 March to 07 April 2018 in Cebu, Bohol and Palawan. There were a total of twenty-three (23) participants composed of</p>	<p>21 participants</p>	<p>Completed</p>

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<p>twenty-one (21) Key Opinion Leaders (KOLs) and Elite Users, and two (2) TPB representatives.</p> <p>The participants are divided into two groups, ten (10) participants joined the Cebu and Bohol tour while the remaining eleven (11) participants joined the Palawan tour.</p> <p>The Cebu and Bohol tour composed of the following attractions:</p> <ul style="list-style-type: none"> ● Mactan Island Tour ● Oslob whaleshark watching ● Cebu Luxury Sunset Cruise ● Cebu City Tour ● Cebu Island hopping ● Bohol countryside tour ● Bohol Bee Farm ● Panglao island ● Chocolate Hills ATV ● Pamilacan island dolphins ● Virgin Island <p>The Palawan tour composed of the following:</p> <ul style="list-style-type: none"> ● Puerto Princesa Underground River ● Ugong Rock Adventure ● Mangrove Paddle ● Puerto Princesa City tour 		

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<ul style="list-style-type: none"> ● Baker's Hill ● Mitra's Ranch ● Weaving Center ● Butterfly Garden ● Honda Bay Island Hopping ● Tamilok 		