

**ACCOMPLISHMENT REPORT  
2<sup>ND</sup> QUARTER 2018**

<p align="center"><b>PROGRAM / ACTIVITY / PROJECT</b></p> <p 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 align="center"><b>OBJECTIVES</b></p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center"><b>STATUS</b></p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
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**I. CHINESE DIVE KEY OPINION LEADERS (KOLs) TRIP TO CORON**

<p><b>Inclusive Dates:</b> 02 April 2018 to 07 April 2018  <b>Venue:</b> Coron  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            DOT-China, through the Tourism Promotions Board will organize a familiarization tour for Chinese Dive Key Opinion Leaders (KOLs) in Coron, Palawan on 02-07 April 2018.</p> <p>This familiarization trip is in partnership with Wedive and Tencent. WeDive will co-organize and plan the trip with DOT-Beijing and TPB. Tencent will provide platforms for the KOLs media exposures during the trip and promote KOLs final video and other contents on their social media.</p> <p>This is in response to the feedback from the Chinese Dive industry and for the Philippines to effectively promote its unique diving and tourism resources and better cater to the Chinese market.</p>	<p align="center">12 participants</p>	<p align="center">Completed</p>
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**II. INCENTIVE TOUR FOR THE TAX ACCOUNTANT CORPORATION SBC PARTNERS NAGOYA AND OSAKA**

		<p align="center">Completed</p>
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<p><b>Inclusive Dates:</b> 05 April 2018 to 08 April 2018  <b>Venue:</b> Shangri-La Mactan Resort and Spa, Cebu  <b>Nature of Activity:</b> Incentive Trip</p> <p><b>Short Description:</b>            PDOT-Osaka in partnership with JTB Corporate Sales Osaka Branch and ATTIC Tours Philippines, Inc., will organize an incentive tour for the Tax Accountant Corporation SBC Partners on 5-8 April 2018 in Cebu. JTB through PDOT-Osaka, requested the following assistance: welcome tarpaulin, welcome lei reception at Mactan Cebu International Airport, sponsorship of a cultural show 7 April 2018 at the Shangri-La Mactan Resort and Spa, Cebu and provision of souvenirs to all the participants.</p>	140 participants	
<b>III. TRAVEL AND EXPLORE LIANGA: PADDLE THE PACIFIC SURIGAO DEL SUR NATIONAL DRAGON BOAT FESTIVAL</b>		
<p><b>Inclusive Dates:</b> 05 April 2018 to 08 April 2018  <b>Venue:</b> Lianga, Surigao del Sur  <b>Nature of Activity:</b> Others - Financial Sponsorship</p> <p><b>Short Description:</b>            The festival highlights the dragon boat clinic for junior paddlers and race competitions for elite paddlers participated in by 12 dragon boat teams nationwide. The activity also aim to promote the sport as a wholesome and</p>	740 participants	Completed

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<p>healthy fitness option that builds a sense of positive competition, discipline, respect for other and excellence.</p> <p>The vision of the activity is to nurture an environment that inspires young professionals and sports enthusiasts to excel in their respective fields by keeping an optimistic outlook in life, maintain a healthy way of living, developing mental sharpness, strengthening individual and social harmony and harnessing leadership potentials through the dragon boat racing sport.</p> <p>Activities include Live Bands in the evening, “tiangge” at the plaza, Press Conference, Fellowship Dinner, Cultural Night, Awarding &amp; Closing Dinner. The main highlight of the festival are the dragon boat clinic for junior paddlers and race competitions for elite paddlers nationwide. Locals, tourists and visitors were given the opportunity to witness the athletic prowess of paddling teams up close with post-card worthy sceneries as backdrop.</p> <p>Aside from the participating paddlers, other VIPs who graced the event included Surigao del Sur Governor Vicente T. Pimentel, Jr., 1st District Representative Prospero A. Pichay, Jr., 9 members from the Municipality of Lianga Sangguniang Bayan and a10 member contingent from DOT Region 13 lead by Mary Vil Cruz.</p> <p>TPB’s financial assistance was granted to the Municipality of Lianga to cover for the pre-production/kits and accessories/marketing collaterals (sponsor</p>		

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invites, banners, tarpaulins, posters, media kit, installation, and permits) of the event.		
<b>IV. BLONDAL SALES &amp; SERVICES SDN BHD INCENTIVE TRAVEL GROUP</b>		
<p><b>Inclusive Dates:</b> 05 April 2018 to 09 April 2018  <b>Venue:</b> Manila/ Pagsanjan, Laguna/ Corregidor  <b>Nature of Activity:</b> Incentive Trip</p> <p><b>Short Description:</b>            The Philippine Tourism – Malaysia referred to the TPB MICE Department the request of Trans-World Travel &amp; Tour Sdn Bhd to provide airport reception, cultural show and giveaways for the participants of the Bondal Sales &amp; Services Sdn Bhd Incentive Travel group scheduled to visit the Philippines on 05-09 April 2018.</p> <p>Trans-World Travel &amp; Tour Sdn Bhd, Blondal's Malaysian Tour Operator, has over 35 years of experience and is one of Malaysia's leading Convention and Incentive Travel Planners. Its reputation in the industry is being reliable, competitive and trustworthy in servicing the most sophisticated needs of its corporate travelers.</p> <p>Blondal Sales &amp; Service Malaysia is a Swedish Company based in Glenmarie, Selangor, Malaysia. A leading supplier of high quality water purification and</p>	63 participants	Completed

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<p>filtration system, cleaning equipment and machines for home, commercial buildings and industries. Its products are marketed under the brand, Blondal. It has been in Malaysia for 40 years with over 40 branches in Malaysia and Brunei and employs over 1,000 sales personnel.</p> <p>The 63 participants of the Blondal incentive group is a mixture of Muslims and Non-Muslims (50%/50%). Their itinerary includes rolling tour of CCP, tour of Rizal Park and Intramuros, Pagsanjan, Corregidor and shopping. The group flew to and from the Philippines via Air Asia.</p> <p>TPB assistance:</p> <ul style="list-style-type: none"> <li>● Endorsement to DOT for airport reception with welcome leis;</li> <li>● Provision of tourism brochures, corporate giveaways and Philippine delicacies.</li> </ul>		
<b>V. MARINE DIVING FAIR (MDF) 2018</b>		
<p><b>Inclusive Dates:</b> 06 April 2018 to 08 April 2018  <b>Venue:</b> Sunshine City Convention Center, Ikebukuro, Tokyo, Japan  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The Marine Diving Fair is an annual dive show organized in cooperation with the Marine Arts Center Co., Ltd. Dive-related properties and operators were</p>		Completed

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<p>invited to engage with their Japanese business counterparts and consumers. The Philippine booth was the second largest booth this year and a talk show by Mr. Koji Ishigaki was conducted. There were participation of private sectors from the Philippines, as well as raffle draws. For the booth, they conducted dice rolling games and baby shark trivia games.</p> <p>Extra publicity for the country were provided in the main stage presentations and different Philippine participants were able to present their property to the Japanese market. In addition to this, the Philippines received the award of 3rd prize for Best Diving Area, Overseas in the Reader's Choice Awards. The country also won 8th place in Best Diving Area Category. A business-to-business session was also held at Sunshine Cruise Cruise.</p>		
<b>VI. DIVING, RESORT AND TRAVEL (DRT) EXPO SHANGHAI</b>		
<p><b>Inclusive Dates:</b> 06 April 2018 to 08 April 2018  <b>Venue:</b> Shanghai World Exhibition and Convention Center  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The DRT show at Shanghai World Exhibition and Convention Center highlights the different dive spots in the Philippines for the Chinese dive enthusiasts. The Department of Tourism and Tourism Promotions Board,</p>	<p>22 participants, 14 seller companies</p>	<p>Completed</p>

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<p>joined by 13 Philippine dive resorts/operators and Philippine Airlines generated 204 established leads and 132 bookings on-site.</p> <p>A casual product presentation and business-to-business was also arranged with the assistance of DOT Shanghai at Hard Rock Cafe on the 9th of April to further enhance sales and leads. 50 of the top Chinese dive clubs, travel agencies and media attended the product presentation and B2B.</p>		
<p><b>VII. ASIA DIVE EXPO (ADEX) 2018</b></p>		
<p><b>Inclusive Dates:</b> 06 April 2018 to 08 April 2018  <b>Venue:</b> Suntec Singapore Convention and Exhibition Centre  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  TPB, in coordination with PDOT-Singapore, organized the participation of the Philippines to ADEX 2018. In the Philippine booth, ten (10) dive resorts/operators promoted their destinations to a visitor count of 62,079 in a three-day event. Ad placements were provided by ADEX organizers for TPB to utilize as well as speaking privileges during the Opening Ceremony, Ocean 18 Launch Party, and seminars for exhibitors and visitors.</p> <p>Sellers generated an estimated total of 789 new contacts and sales lead for this event.</p>	<p align="center">17 seller participants</p>	<p align="center">Completed</p>

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**VIII. TPB/DOT KOREA - TOUR FOR BUSINESS AND DIPLOMATIC COMMUNITY OF KOREA**

<p><b>Inclusive Dates:</b> 07 April 2018 to 12 April 2018  <b>Venue:</b> Clark and Coron  <b>Nature of Activity:</b> Invitational Program/Familiarization Trip</p> <p><b>Short Description:</b>            The 5th Tour for Diplomatic and Business Community of Korea in Clark and Coron was supported by the Tourism Promotions Board through Philippine Department of Tourism-Korea. PDOT Korea together with the official tour handler Morning Tours (Achim Tours) created a special package for the participants, while the Philippine Embassy in South Korea initiated the promotions of the tour package to the Diplomatic and Business Community in Korea. Upon arrival to Clark International Airport, TPB officers and representatives from Department of Tourism Region III welcomed the guests by providing police escorts and VIP lane. A lunch with cultural entertainment was also hosted by DOT Region III. The group was also welcomed at Coron by DOT Region IV-B Director Marissa Diploma, and a welcome reception was hosted by TPB.</p> <p>The group visited Kayangan Lake, Banol Beach, Secret Lagoon, and Maquinit Hot Springs. The next day, they had a town tour and transferred to Two Seasons Island Resort &amp; Spa and they also visited Malcapuya Island.</p>	<p align="center">28 participants</p>	<p align="center">Completed</p>
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**IX. BICOL FAMILIARIZATION TOUR**

<p><b>Inclusive Dates:</b> 07 April to 18 April 2018  <b>Venue:</b> Albay, Sorsogon, and Camarines Sur  <b>Nature of Activity:</b> Invitational Program/Familiarization Trip</p> <p><b>Short Description:</b>  The familiarization trip is a response to the regional office’s request to assist bringing wholesale travel agents and influencers to promote Bicol as a destination to the Australia-New Zealand, which also aligns with the thrust to develop new tour packages in the country that are suited to the ANZ market.</p> <p>The participating wholesale travel agents qualify based on these parameters:</p> <ul style="list-style-type: none"> <li>● Should already be selling the Philippines and are looking for new destinations to package;</li> <li>● Are available around the dates of the familiarization trip.</li> </ul>	8 participants	Completed
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**X. TPB/DOT & PAL ILOCOS FAMILIARIZATION TRIP FOR NAGOYA AGENTS**

<p><b>Inclusive Dates:</b> 11 April 2018 to 15 April 2018  <b>Venue:</b> Manila and Ilocos  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p>	10 participants	Completed
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<p><b>Short Description:</b></p> <p>The Philippine Department of Tourism Osaka, with negotiations with Philippine Airlines Nagoya, conducted a familiarization tour of Ilocos to cater to the preference of Japanese travelers to visit world heritage sites. Tourism Promotions Board, in coordination with PDOT Osaka arranged a 5-day/4-night tour to showcase accommodations, tourist sites, food, and activities in Manila and Ilocos. Itinerary includes a visit to Pagburnayan Pottery, Bantay Church Watchtower, Padre Jose Burgos Museum, Calle Crisologo, and St. Augustine Church. The group also had an ocular of Hyatt City of Dreams Manila, Plaza Del Norte Hotel, Hotel Luna, Hotel Salcedo de Vigan, Okada Manila, Conrad Manila, Taal Vista Hotel, Antonio’s Restaurant, and Dusit Thani Manila. The group also visited Tagaytay to experience the spa treatment in Nurture Wellness Village.</p> <p>TPB hosted full board meals, one night accommodation in Conrad Manila, one night accommodation in Dusit Thani Manila, two-night accommodation in Plaza Del Norte Hotel &amp; Convention Center, Manila-Ilocos tours with Japanese speaking guide and transportation services.</p>		
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<p align="center"><b>XI. 31<sup>ST</sup> ANNUAL CONFERENCE OF ROTARY INTERNATIONAL DISTRICT 3780</b></p>		
<p><b>Inclusive Dates:</b> 12 April 2018 to 14 April 2018 <b>Venue:</b> Baguio Country Club</p>	<p align="center">1,191 local and foreign participants</p>	<p align="center">Completed</p>

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<p><b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b> The 31st Conference of Rotary International District 3780 is scheduled on 12-14 April 2018 at the Baguio Country Club, Baguio City and will be officially organized by the Rotary Club of Midtown Quezon City. The three-day conference will gather members, leaders and high ranking officers from the 103 Rotary Clubs in Quezon City to share and exchange information on Rotary related matters, network and build connections, recognize exceptional accomplishments of member clubs, and plan programs and projects that are beneficial to the country. Furthermore, the event will feature indoor and outdoor activities namely: Golf Tournament, Bowling Tournament, Filipino-Korean Friendship Night, Fellowship Night and Trade Exhibit. The said event is expected to be attended by more than 800 local members and 400 foreign members from the Rotary Clubs in Korea and Taiwan.</p> <p>TPB provided the following assistance to the organizers:</p> <ul style="list-style-type: none"> <li>a) Financial assistance of Php 500,000.00 to cover partially the F&amp;B expenses during the Farewell Dinner</li> <li>b) Provision of promotional materials for the delegates</li> <li>c) Welcome lei reception and facilitation for the foreign delegates upon arrival in NAIA</li> </ul>		

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<p align="center"><b>XII. PHILIPPINE AIRLINES - HONG KONG FAMILIARIZATION TOUR</b></p>		
<p><b>Inclusive Dates:</b> 12 April 2018 to 15 April 2018  <b>Venue:</b> Manila and Davao  <b>Nature of Activity:</b> Invitational Program/Familiarization Trip</p> <p><b>Short Description:</b>            The Tourism Promotions Board in coordination with Philippine Airlines in Hong Kong and Marco Polo hotels organized a familiarization tour which is composed of seven high profile travel agents from Hong Kong. The aim is for them to create tour packages that is suitable for the market in that country. The itinerary includes a visit to the American Cemetery, Fort Santiago, San Agustin Church, Casa Manila, and SM Mall of Asia. An ocular inspection of Okada Manila was also conducted. In Davao, the itinerary includes a visit to the 911 Emergency Center, Public Safety Command Center, Philippine Eagle Sanctuary, Davao Museum, Eden Nature &amp; Park Resort and House of Duterte.</p> <p>The Philippine Airlines in Hong Kong hosted the international and domestic air tickets, Marco Polo hotels hosted the stay of participants in Manila and Davao, while the Tourism Promotions Board hosted the tours, transportation, activities, and the meals for the tour.</p>	<p align="center">8 participants</p>	<p align="center">Completed</p>

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**XIII. INCENTIVE TRAVEL FOR SAMSUNG LIFE EMPLOYEES**

<p><b>Inclusive Dates:</b> 13 April 2018 to 18 April 2018  <b>Venue:</b> Cebu and Bohol  <b>Nature of Activity:</b> Incentive Trip</p> <p><b>Short Description:</b>  PDOT Korea endorsed No. 1 Tours and Transport Inc., the local operator for the Samsung Life Incentive Tour composed of 180 Koreans. The group traveled to the Philippines from 13-17 April 2018 and toured Cebu and Bohol. They flew direct to/from Cebu via Korean Air, Asiana Airlines, Air Busan and Jin Air. TPB assistance: Endorsement to DOT for airport reception with welcome leis.</p> <p>Samsung Life was founded in 1957 and ranked number one in the life insurance category for 14 consecutive years by Korea's prestigious National Customer Satisfaction Index (ICN).</p>	<p align="center">180 participants</p>	<p align="center">Completed</p>
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**XIV. INCENTIVE TRAVEL FOR CLUB RICH AGENTS**

<p><b>Inclusive Dates:</b> 15 April 2018 to 18 April 2018  <b>Venue:</b> Manila / Tagaytay / Pagsanjan, Laguna  <b>Nature of Activity:</b> Incentive Trip</p>	<p align="center">114 participants</p>	<p align="center">Completed</p>
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<p><b>Short Description:</b> PDOT Korea endorsed Land Master, the local operator for the Club Rich Incentive Tour composed of 114 Koreans agents. The group is scheduled to travel to the Philippines via Philippine Airlines from 15-18 April 2018 and will tour Manila, Tagaytay and Pagsanjan. TPB assistance was endorsement to DOT for airport reception with welcome leis.</p> <p>Club Rich, a Korean company, was established in 1995 for the sale of funeral services and other related service products.</p>		
<b>XV. CHINA OUTBOUND TOURISM AND TRAVEL MART AND PHILIPPINE SALES PRESENTATION WITH BUSINESS MATCHING</b>		
<p><b>Inclusive Dates:</b> 16 April 2018 to 19 April 2018 <b>Venue:</b> National Agricultural Convention Center, Beijing <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b> The China Outbound Tourism and Travel Mart held at National Agricultural Convention Center provided an opportunity for the participants to engage in business-to-business meetings. Representatives from different city destinations were also given an opportunity to present tourism offerings to the Chinese market. The Philippines highlighted its wellness tourism by offering massage at the booth.</p>	<p>55 buyer participants 31 seller participants</p>	<p>Completed</p>

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<p>A sales presentation and business matching was scheduled on the fourth day to renew linkages between Philippine sellers and their industry counterparts in China.</p> <p>Marketing initiatives/efforts include the presentation of destinations to the Exhibitor Presentation Area, the offering of a mini spa lounge to promote wellness tourism, and placement of LED screen that plays various AVPs and videos from TPB, DOT, and private sectors.</p>		
<b>XVI. REQUEST FOR PROMOTIONAL MATERIALS: WORKSHOP ON INCLUSIVE TOURISM IN THE CITY</b>		
<p><b>Inclusive Dates:</b> 16 April 2018 to 20 April 2018  <b>Venue:</b> Bonifacio Hall, University of the Philippines, Diliman, Quezon City  <b>Nature of Activity:</b> Collateral Support</p> <p><b>Short Description:</b>  A five-day workshop entitled “Inclusive Tourism in the City” was organized by the University of the Philippines Asian Institute of Tourism (UP AIT) and the University of Strathclyde, UK. Discussions include (1) community and urban space perspectives, (2) human rights and employment perspectives, (3) cultural perspectives, (4) marginalized community perspectives and (5) future perspectives. TPB’s assistance include the provision of promotional materials such as souvenir bags, notebooks, and brochures.</p>	80 participants	Completed

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<p><b>XVII. CHINA INTERNATIONAL LEISURE AND TRAVEL EXPO (CILTE) 2018</b></p>		
<p><b>Inclusive Dates:</b> 20 April 2018 to 22 April 2018  <b>Venue:</b> Xiamen International Convention and Exhibition Center  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>            China (Xiamen) International Leisure Tourism expo (CILTE) is an international expo themed with leisure tourism hosted by Fujian Provincial Tourism Bureau and jointly supported by Xiamen Municipal Tourism Bureau, Foreign and Overseas Chinese Affairs Office of Xiamen Municipal Government and Xiamen Municipal Conference and Exhibition Affairs Bureau. The expo voluntary aligns itself with the opportunities of development of the Fujian Pilot Free Trade Zone. Likewise, the expo works as a communication and purchase platform that connects the national tourism and Fujian province to the international community.</p> <p>In 2017, there were more than 160,000 visitors and and 37 overseas countries who participated in this three-day event. Being the only travel fair event in the Fujian province, Philippine participation in this event will provide high value for our promotion of Philippine destination and products.</p>	<p>27 buyer participants 7 seller participants</p>	<p align="center">Completed</p>



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DOT Shanghai office will secure a 72 sqm raw space at the most prominent area in the exhibition hall. Being a first timer in this event, the organizers provided a 50% discount on the cost of the booth.		
<b>XVIII. TAIWAN TRAVEL AGENTS AND MEDIA FAMILIARIZATION TOUR TO CORON</b>		
<p><b>Inclusive Dates:</b> 23 April 2018 to 27 April 2018  <b>Venue:</b> Coron  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            DOT - Taiwan, through the Tourism Promotions Board will organize a Familiarization Tour for Travel Agents and Media in Coron, Palawan on 21-25 April 2018.</p> <p>Coron is considered as one of the favorite destination for tourists. Compared to Cebu and Puerto Princesa, Taiwanese are not that familiar in Coron, because the market is still on its infancy stage. Hence, DOT-Taiwan is taking opportunity to promote new island destination and also intends to develop Taiwan leisure market.</p> <p>This familiarization tour provides increase of product knowledge among our key agents who are selling Philippine destinations and for media to spread positive editorial publicity about the destination.</p>	13 participants	Completed

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<p align="center"><b>XIX. ASIA GOLF TOURISM CONVENTION (AGTC) 2018</b></p>		
<p><b>Inclusive Dates:</b> 22 April 2018 to 25 April 2018  <b>Venue:</b> Marriott Hotel Manila  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>            Established in 1997, the International Association of Golf Tour Operators (IAGTO) is the global trade organization for the golf tourism industry. IAGTO's membership comprises 2,522 accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media, and business partners in 98 countries.</p> <p>The International Association of Golf Tour Operators (IAGTO) runs an annual Convention in both North America and Asia, bringing buyers and suppliers together in equal numbers to meet and talk business on a regional level.</p> <p>In the Asia Pacific region, the Asia Golf Tourism Convention (AGTC) is one of the premier golf travel events attracting golf travel suppliers from every golf destination in Asia. It combines 12 hours of one-is-to-one meetings between buyers and sellers, with great networking opportunities including the Welcome Reception, Gala Dinner, Business Lunches and Golf Tournament.</p>	<p>537 foreign and 45 local delegates</p>	<p align="center">Completed</p>

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<p>The 7th AGTC was held in Manila last 22 – 25 April 2018. The event was attended by at least 582 delegates from 46 countries. Below are some of the headline figures of the event:</p> <ul style="list-style-type: none"> <li>● Tour Operators: 212 from 35 countries</li> <li>● Fam Tour Delegates: 186 from 33 countries</li> <li>● Media: 45 from 10 countries</li> <li>● Philippine Delegation: 22 tables, AIGTP Lounge and 45 delegates</li> <li>● Pre-Scheduled Appointments: 4223 (average of 28 appointments per company)</li> </ul>		
<b>XX. ARABIAN TRAVEL MARKET 2018 &amp; KABAYAN FIESTAHAN 2018</b>		
<p><b>Inclusive Dates:</b> 22 April 2018 to 27 April 2018  <b>Venue:</b> Dubai International Convention and Exhibition Centre and Roda Al Bustan Hotel  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The Health and Wellness Tourism Campaign was sponsored by the Tourism Promotions Board to promote the country as a world-class wellness and medical tourism destination to the Middle East market. Activities were conducted at ATM 2018 such as business-to-business sessions at the Westin Dubai Al Habtoor Hotel to establish connections, as well as participation in the “Kabayan Fiestahan 2018” at Roda Al Bustan Hotel. The main event</p>	29 attendees	Completed

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includes Filipino traditional massage, a talk on Medical Travel and Wellness Tourism, and audio-visual presentations.		
<b>XXI. 2<sup>ND</sup> ASEAN SCIENCE DIPLOMATS' ASSEMBLY</b>		
<p><b>Inclusive Dates:</b> 23 April 2018 to 27 April 2018  <b>Venue:</b> Davao City  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  The ASEAN Science Diplomats' Assembly will be hosted by EECRI in cooperation with the Mindanao Development Authority (MINDA), with the theme, "Empowering Science and Technology Leaders for Climate Resilient ASEAN", the five (5) days lecture and workshop series will convene Southeast Asian Scientists specializing in climate change and variability, food, security, water sufficiency, and sustainable energy. The workshop will be attended by around 20 foreign scientists in South East Asia and a total of 80 local participants with a breakdown of 30 research scientists, 50 guests, dignitaries, administrators and government officials.</p>	7000 local and 383 foreign participants	Completed
<b>XXII. TPB/DOT KOREA- SURF FAMILIARIZATION TOUR</b>		
<b>Inclusive Dates:</b> 25 April 2018 to 28 April 2018		Completed

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<p><b>Venue:</b> Siargao <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b> The Tourism Promotions Board through PDOT-Korea in partnership with HanaTour organized a surf familiarization trip for the partner media and agents of HanaTour. For this trip, the group was divided into two: the surfers and the media team. The surfers headed to Cloud 9 to experience surfing in the waves. The other group visited and had a photoshoot at Magpupungko beach and Tidal Pool. The two groups had lunch together and separated again after to continue surfing at Cloud 9 and shooting in Guyam, Naked, and Daku Island. On their last day, the group went to Sugba Lagoon and Cloud 9 for another photoshoot and surf lessons for the beginners. They left the island on April 28 to go back to Korea.</p>	20 participants	
<b>XXIII. ATTENDANCE PROMOTION FOR 2020 FEDERATION INTERNATIONALE DES ADMINISTRATEURS DE BIEN-CONSELIS IMMOBILIERS (FIABCI) WORLD REAL ESTATE CONGRESS IN MANILA AT THE 69<sup>TH</sup> FIABCI WORLD REAL ESTATE CONGRESS DUBAI</b>		
<p><b>Inclusive Dates:</b> 27 April 2018 to 02 May 2018 <b>Venue:</b> Dubai World Trade Center <b>Nature of Activity:</b> M.I.C.E. Won Bids</p> <p><b>Short Description:</b></p>	20 participants	Completed

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<p>FIABCI - Philippines won its bid to host the 2020 FIABCI World Real Estate Congress in Manila.</p> <p>During the General Assembly of the 69th FIABCI World Congress in Dubai last 27 April to 02 May 2018, FIABCI – Philippines presented their preparations for the Philippines' hosting in 2020 of the FIABCI World Real Estate Congress in Manila. Moreover, they distributed tourism brochures and giveaways during the event to drum up promotions.</p> <p>FIABCI is the French acronym for "Federation Internationale des Administrateurs de Bien-Conselis Immobiliers", which means "The International Real Estate Federation". FIABCI is in existence for over 60 years now and has more than 60 chapters worldwide.</p> <p>It represents the world's real estate professionals through its Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations Organization. FIABCI's role in the United Nations is to make recommendations and provide advice on matters such as property rights, housing for the poor and money laundering.</p> <p>FIABCI – Philippines, formerly the Chamber of Real Estate &amp; Builder's Associations, Inc. (CREBA), a non-stock, non-profit corporation, was officially organized last November 12, 2003 and registered with the Securities and Exchange Commission (SEC) last December 22, 2017.</p>		

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**XXIV. 13<sup>TH</sup> MALAYSIA INTERNATIONAL DIVE EXPO (MIDE 2018)**

<p><b>Inclusive Dates:</b> 04 May 2018 to 06 May 2018  <b>Venue:</b> Putra World Trade Center, Kuala Lumpur  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>            Malaysia International Dive Expo 2018 (MIDE 2018) is the premier show that is designed to build a high-end exhibition platform to expand the dive market. The show is also the meeting place for dive business where decision makers meet for trade networking with industry players. Described as the “HOTTEST” and “COOLEST” dive show in Asia where visitors were able to explore the coolest dive destinations, and hear more about the underwater world from experts. The MIDE platform meets the demanding business needs of any organization. In 2017, MIDE concluded with 12,166 visitors from 40 countries. The organizers successfully brought together a total of 928 exhibitors from all corners of the world, and featured more than 1,000 brands, where 133 participating companies ‘sealed-the-deal’ during the expo. MIDE holds a solid record of visitors between 2006 and 2017, averaging 10,000 visitors yearly. Sales generated for MIDE 2017 during the three days was recorded at RM 8.2 million. MIDE 2018 was set to welcome even more visitors, business entrepreneurs, tourism boards, dive agencies, brand manufacturers, and distributors which utilized the platform they have created and designed in order to meet the highest expectations of both</p>	<p align="center">16 seller participants, 10 dive companies</p>	<p align="center">Completed</p>
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visitors and every exhibitor. The expo is known as the hub for dive education, the purchase of dive equipment, courses, and dive holidays. The anticipated sales turnover for 2018 is at RM 10 million.		
<b>XXV. 40<sup>TH</sup> ASIA PACIFIC DENTAL CONGRESS (APDC) 2018</b>		
<p><b>Inclusive Dates:</b> 07 May 2018 to 11 May 2018  <b>Venue:</b> SMX Convention Center Manila  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>            PDA will be hosting the 40th Asia Pacific Dental Congress which will be held concurrently with the 109th Philippine Dental Association Annual Convention &amp; Scientific Meeting on 7 – 11 May 2018 at the SMX Convention Center Manila. It expects to gather 12,500 local delegates, 700 foreign delegates from various countries and 60 foreign VIPs.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> <li>● Airport assistance</li> <li>● Welcome lei reception for the foreign guests and VIPs</li> <li>● Access pass for PDA representatives</li> <li>● Vehicle pass</li> <li>● Co-stationing of DOT counter with PDA representatives</li> <li>● Promotional materials</li> </ul>	<p>60 foreign VIP participants            700 foreign delegates</p>	<p style="text-align: center;">Completed</p>



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<ul style="list-style-type: none"> <li>Giveaways for the sixty (60) VIPs</li> </ul>		
<b>XXVI. MALAYSIA AND SINGAPORE SALES MISSION 2018</b>		
<p><b>Inclusive Dates:</b> 8 May 2018 to 10 May 2018  <b>Venue:</b> Sunway Putra Hotel, Kuala Lumpur, Malaysia and Mandarin Orchard Hotel, Singapore  <b>Nature of Activity:</b> Sales / Business Mission</p> <p><b>Short Description:</b>  The Malaysia and Singapore Sales Mission is an initiative of the Tourism Promotions Board (TPB) in line with its marketing efforts in Asia Pacific. In cooperation with the private sector, the Singapore and Malaysia sales mission or roadshow is a promotional undertaking aimed to present the latest developments in the Philippine tourism industry and feature new destinations, products and services, as well as positions the Philippines as an attractive and competitive tourist destination for the Malaysia and Singapore market. The business mission includes B2B and hosted lunch reception that provide the opportunity for the Philippine delegates to transact business and network with their Singaporean and Malaysian counterparts. Last year, there were a total of 14 private sector participants to the Malaysia and Singapore leg of the sales mission. In the Malaysia Sales Mission, 150 buyers attended the event while in the Singapore leg, there were 60-80 buyers. The Philippine sellers gave a 4.36 out of 5 rating to the overall services of TPB.</p>	31 participants	Completed

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<b>XXVII. AIR ASIA MEDIA FAMILIARIZATION TOUR</b>		
<p><b>Inclusive Dates:</b> 10 May 2018 to 14 May 2018  <b>Venue:</b> Cebu and Bohol  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b>            Shenzhen is one of the most developed city in China. In fact in 2017, Shenzhen ranked third in terms of its GDP, giving a total economic output worth \$338 billion. Shenzhen’s Bao’An International Airport is one of the busiest airport in China. With these developments, Shenzhen is becoming the leading economic engine in China’s Greater Bay Area Initiative. Being one of the developed cities in China, there are several direct flights to Shenzhen. Air Asia is one of the airlines with several direct flights to the Philippines: Shenzhen-Manila and chartered flights from Shanghai and Hangzhou to Kalibo. However, with the announcement of Boracay’s closure, flights to Kalibo are being redirected to Cebu. Hence, on May 10, 2018, Air Asia will be opening its direct flight to Cebu. In order to create more information and interest in the marketing regarding the new direct flight of Cebu, Air Asia together with the Department of Tourism Shanghai Office will have an online promotion. Air Asia will create a contest in their Weibo account regarding the launching of this maiden flight to Cebu. Four winners will get a chance to</p>	<p>14 participants</p>	<p>Completed</p>

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<p>go to the Philippines. Aside from these winners, there will also be four KOL who will be invited to broadcast and cover the entire familiarization tour.</p>		
<b>XXVIII. AIR ASIA SHENZHEN-CEBU, BOHOL, MANILA KOL FAM TOUR</b>		
<p><b>Inclusive Dates:</b> 10 May 2018 to 14 May 2018  <b>Venue:</b> Cebu, Bohol, Manila  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b>            To create more information and interest regarding its new direct flights to Cebu, Air Asia, with the support of TPB and DOT-Shanghai led 4 Key Opinion Leaders (KOL) and 3 winners from their online contest on a familiarization tour to Cebu, Bohol, and Manila. Their group was divided into two: Cebu Leg and Manila-Bohol Leg. The itinerary for Cebu includes: Magellan’s cross, Sto. Nino Shrine, Alegre Guitar Factory, Kawasan Falls, and Simala Shrine. They also had activities like diving and snorkeling at Oslob, Moalboal, and Sumilon. The itinerary for Bohol includes the following: Chocolate Hills, Tarsier Sanctuary, and Balicasag Island. The group also visited Tagaytay and Intramuros.</p> <p>The participants were highly satisfied with TPB’s services, rating the corporation with an average of 4.92. Project officers also got a rating that is highly satisfactory.</p>	<p>7 participants</p>	<p>Completed</p>

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<b>XXIX. VANILLA AIRLINES FAMILIARIZATION TOUR TO CEBU</b>
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<p><b>Inclusive Dates:</b> 13 May 2018 to 16 May 2018  <b>Venue:</b> Cebu  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b>          DOT Tokyo, in cooperation with Vanilla Airlines, organized a familiarization tour for Japanese travel agents to Cebu and Environs scheduled on 13-16 May 2018. Vanilla Airlines seek to develop tour packages for Japanese travelers to Cebu and conduct site inspection of hotels and resorts. Activities on their first day include check-in at Plantation Bay Resort &amp; Spa and resort inspection of Bluewater Maribago Resort &amp; Spa.</p> <p>Day 2's activities include inspection of Movenpick Hotel Mactan Island Cebu, Shangri-La's Mactan Resort and Spa, Crimson Resort &amp; Spa, Jpark Island Resort and Waterpark, and Cordova Reef Village Resort, Solea Mactan Resort, Pacific Cebu Resort, and Plantation Bay Resort and Spa.</p> <p>For day 3, activities include a visit to Magellan's cross, Basilica Minore Sto. Nino, Fort San Pedro, and Casa Gorordo. An inspection was also conducted at Marco Polo Cebu and Radisson Blu Hotel.</p>	<p>8 participants</p>	<p>Completed</p>
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<p>The group inspected Mactan International Airport on their last day.</p>		
<p><b>XXX. IMEX FRANKFURT 2018</b></p>		
<p><b>Inclusive Dates:</b> 15 May 2018 to 17 May 2018  <b>Venue:</b> Messe Frankfurt, Germany  <b>Nature of Activity:</b> M.I.C.E. Trade and Consumer Fair</p> <p><b>Short Description:</b></p> <p>IMEX is a worldwide exhibition for incentive travel, meetings and business and features the presence of business, incentive travel, event and conference management services and solutions. It is one of the most established and recognized brands for MICE International trade shows, run by the IMEX group. The IMEX group organizes two global trade shows in the meetings and events sector, the other being IMEX America since 2011.</p> <p>IMEX Frankfurt is a three-day exhibition bringing together the world's top MICE suppliers and key industry players to collectively sell exciting and diverse destinations. Delegates receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, and official</p>	<p align="center">8,828 participants</p>	<p align="center">Completed</p>

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<p>networking functions. It provides the ultimate business solutions for the MICE industry, connecting quality buyers with quality sellers from Europe, Asia and the rest of the world.</p> <p>This 2018, more than 3,500 exhibitors (national tourist offices, convention and visitor bureaus, hotel groups, convention centers, destination management companies, airlines, trade associations etc.) from over 157 countries are expected to participate in this trade show along with 4,000 hosted buyers from 60 countries.</p>		
<b>XXXI. KOREAN TRAVEL AGENTS FAMILIARIZATION TOUR IN PALAWAN with PAL KOREA</b>		
<p><b>Inclusive Dates:</b> 16 May 2018 to 20 May 2018  <b>Venue:</b> Puerto Princesa City, Palawan  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b>  A 4-day familiarization tour of Puerto Princesa City, Palawan was arranged by the Philippine Airlines in Korea, Department of Tourism Korea, and Tourism Promotions Board for the top four tour companies in Korea. This is in relation to the new direct flight from Incheon to Puerto Princesa and Busan to Puerto Princesa that Philippine Airlines will launch. Famous landmarks were visited, including the Honda Bay Islands, Puerto princesa Underground River, Crocodile farm, Bakers' Hill and downtown Puerto Princesa City. Ocular</p>	16 participants	Completed

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inspections of hotels were also conducted, as well as a rolling tour of Manila at the end of the trip.		
<b>XXXII. HER WORLD ONLINE MEDIA FAMILIARIZATION TOUR</b>		
<p><b>Inclusive Dates:</b> 17 May 2018 to 21 May 2018  <b>Venue:</b> Puerto Princesa, Palawan  <b>Nature of Activity:</b> Others: Hosting of accommodation</p> <p><b>Short Description:</b>            Cebu Pacific Air launched a marketing campaign through Her World Online and they have approached DOT Singapore to seek for sponsorship of accommodation and on-ground arrangements for the editor and journalist of Her World Online. Launched in 1960, Her World is Singapore's most established monthly women's magazine with the highest readership. They have launched an online portal-herworld.com which is a one-stop source offering shopping, fashion, beauty, and lifestyle trends reaching to 801,100 readers per month. As Her World Online is 100% digital, this is in line with DOT's intention to focus on digital media to promote the Philippines. This sponsorship opportunity enhanced the positioning of the country, as a female-friendly destination, through highlighting the appealing aspects (attractions and activities) of Palawan. Her World also holds a strong presence in social media platforms with a relatively large number of</p>	2 participants	Completed

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followers, proving its high popularity in the female market with 71,376 followers in Facebook, 39,400 followers in instagram, and 61,900 followers in Twitter. This enables us to further enhance the reach to our target audience and make the readers remember and consider the Philippines as their next holiday destination.		
<b>XXXIII. TAIWAN TRAVEL AGENTS AND MEDIA FAMILIARIZATION TOUR TO CEBU, DUMAGUETE, AND SIQUIJOR</b>		
<p><b>Inclusive Dates:</b> 17 May 2018 to 22 May 2018  <b>Venue:</b> Cebu, Dumaguete, and Siquijor  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            DOT-Taiwan, through the Tourism Promotions Board will organize a familiarization tour for travel agents and media in Cebu, Dumaguete, and Siquijor on 17-22 May 2018.</p> <p>In line with the closure of Boracay, the Taiwan market is extending their efforts in coming up with new tourism products and destinations by promoting Cebu, Dumaguete, and Siquijor. These destinations are of with great potential that can be developed both vision and objectives of all stakeholders.</p>	14 participants	Completed



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<p>The target participants for this familiarization tour are 10 key agents and 6 media. This familiarization tour provides increase of product knowledge among our key agents who are selling Philippine destinations and for media to spread positive editorial publicity about the destination.</p>		
<b>XXXIV. KANSAI TRAVEL FAIR (KANSAI TABIHAKU) 2018</b>		
<p><b>Inclusive Dates:</b> 19 May 2018 to 20 May 2018  <b>Venue:</b> Kansai International Airport  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  Kansai Travel Fair/Kansai Tabihaku is one of the largest consumer travel related events in western Japan with more than 40,000 visitors annually held at Kansai International Airport, organized by Kansai Airport Co., Ltd. and sponsored by Japan Association of Travel Agents (JATA), to promote Kansai International Airport and increase demand for travel.</p> <p>This consumer fair is a grand scale event where people can collect a variety of information on domestic and overseas air travel, get valuable advice from travel agencies, embassies, NTOs representatives, and other participants and exhibitors. Attractions include international music and dance performances, tasty international cuisines, destination seminars and more.</p>	<p>53 Government Tourism Board  16 domestic tourism related  42 airlines  24 travel agencies/industry related  17 organization</p>	<p style="text-align: center;">Completed</p>

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<p>Business to business networking event was held for travel agents and NTOs organized and sponsored by JATA Kansai on May 19, 2018 at fourth floor of Ritz Carlton Hotel.</p>		
<p><b>XXXV. DIVING FES KANSAI 2018</b></p>		
<p><b>Inclusive Dates:</b> 19 May 2018 to 21 May 2018  <b>Venue:</b> Asia and Pacific Trade Center, Osaka, Japan  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>            PDOT-Osaka is first time to attend this event and four (4) diving &amp; resort company joined our office:</p> <ul style="list-style-type: none"> <li>● Emerald Green Diving Center (Cebu)</li> <li>● Lubi Resort (Santander)</li> <li>● Atlantis Dive Resorts &amp; Liveaboards (Dumaguete)</li> <li>● Marco Vincent Dive Resort (Puerto Galera)</li> </ul> <p>2<sup>nd</sup> Diving Fes Kansai 2018 was attended by 60 participants including five (5) National Tourism Offices (Philippines, Malaysia, Thailand, Mariana and Palau) and two (2) Diving Magazine company.</p>	<p align="center">53 Diving Company            5 National Tourism Office            2 Diving Magazine</p>	<p align="center">Completed</p>

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<p>PDOT-Osaka made New Diving Promotional Video in Coron and Balicasag including the airing the booth, and presentation to introduce Philippine diving information. In addition to this, they had joint promotion with ST World and network reception party in Umeda, it was attended with 30 diving companies or 38 participants.</p> <p>PDOT-Osaka did sales calls on 21-22 May 2018 to visit some dive shops to discuss their promotional plan</p>		
<b>XXXVI. AIR TICKETS / HELLOWORLD FAMILIARIZATION TOUR</b>		
<p><b>Inclusive Dates:</b> 20 May 2018 to 25 May 2018 <b>Venue:</b> Manila, Bohol, and Cebu <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b> The Tourism Promotions Board (TPB), in coordination with DOT Sydney, organized the Air Tickets/ Helloworld Familiarization Tour to Manila, Bohol, and Cebu last 20-25 May 2018. The group composed of nine (9) travel agents from the Helloworld Travel Group, and one (1) representative from Philippine Airlines (PAL) Sydney. All agents are based in Brisbane, Australia. Eight (8) out of ten (10) agents have not been to the Philippines.</p>	10 buyer participants	Completed

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<p>The group experienced the Bohol countryside tour, island hopping tour, Oslob whale shark encounter, and a Manila City Tour, among a number of hotel inspections in Manila and Bohol. Some properties also provided their support to TPB through discounted hotel rooms and hosted dinner(s) for the group-Conrad Manila, The Peninsula Manila, The Bellevue Bohol, and Bohol Beach Club.</p>		
<p align="center"><b>XXXVII. TPB/DOT KOREA - FRONTLINERS FAMILIARIZATION TOUR TO PALAWAN</b></p>		
<p><b>Inclusive Dates:</b> 23 May 2018 to 27 May 2018  <b>Venue:</b> Puerto Princesa, Palawan  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b>            Tourism Promotions Board and Philippine Department of Tourism Korea coordinated with RAKSO Holdings (PAL Korea GSA) in organizing a familiarization trip to Puerto Princesa to promote and increase awareness on Palawan. The best 13 travel sales offices such as HanaTour, Mode Tour, KRT, KAL Tour, Travel Biz, GS Air, Yellow Balloon Tour, Tour Baksa, Very Good Tour, Online Tour, Lotte JTB, Interpark Tour and Lotte Tour were invited.</p> <p>The itinerary for this familiarization trip includes an ocular inspection of Astoria Palawan, Sheridan Beach Resort and Spa, and a visit to the Puerto Princesa Subterranean River National Park. The next day, the group went to</p>	<p align="center">15 participants</p>	<p align="center">Completed</p>

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Honda Bay for island hopping and visited the Pambato Reef, Pandan Island, and Cowrie Island. They checked in at Hue Hotels and Resorts and had an ocular inspection. After this, they left the hotel for a Firefly Watching Tour. On their last day, they had a tour of Puerto Princesa City and visited the Crocodile Farm, Palawan Butterfly Eco-Garden and Tribal Village, Binuatan Creations, and savor the products of Baker's Hill in the scenic view of Mitra's Ranch. After this, they had ocular inspections of Aziza Paradise Hotel, Hotel Centro, and Princesa Garden Island Resort and Spa before going back to Manila. After arriving in Manila, the group checked in at Conrad Hotel and had an inspection of the rooms and facilities.		
<b>XXXVIII. XIAMEN AIR CEBU FLIGHTS TRAVEL AGENTS FAMILIARIZATION TOUR</b>		
<b>Inclusive Dates:</b> 23 May 2018 to 27 May 2018 <b>Venue:</b> Cebu and Bohol <b>Nature of Activity:</b> Invitational/Familiarization Trip  <b>Short Description:</b> A five-day familiarization tour for the travel agents was arranged by the Tourism Promotions Board in partnership with the Philippine Department of Tourism in Shanghai. The itinerary for Cebu highlights the interaction of the participants with the whalesharks in Oslob, while the itinerary for Bohol highlights the countryside which is composed of visits to the Tarsier Conservation Area, Chocolate Hills, Loboc River Cruise, Balicasag island,	21 participants	Completed

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<p>Pamilacan island, and Virgin island. The arranged itinerary will serve as a basis for the travel agents for them to come up with new tourism products. This is also in relation to chartered flights of Xiamen Air to Cebu and as an alternative destination after the closure of Boracay.</p> <p>The Tourism Promotions Board committed to host the overall expenses of the tour, while Xiamen Air sponsored the round trip international airfare of the participants.</p>		
<p><b>XXXIX. EAST CHINA TRAVEL AGENTS FAMILIARIZATION TRIP</b></p>		
<p><b>Inclusive Dates:</b> 25 May 2018 to 30 May 2018  <b>Venue:</b> Puerto Princesa, Palawan  <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b>  Xiamen Airlines is one of the carriers that has direct flights to Kalibo and Caticlan. New flights will be launch to Palawan on July 2018 to augment the seats lost as a result of Boracay’s closure.</p> <p>In order to drum-up awareness and interest of the additional flights in the market, ten (10) agents were invited by the Philippine Department of Tourism (PDOT) Shanghai office to have a familiarization tour in Puerto Princesa, Palawan on 25-30 May 2018. This is to reduce the effect of</p>	<p align="center">10 participants</p>	<p align="center">Completed</p>

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<p>Boracay's closure and come up with new tour products for the destinations. Among the activities done, the tour to Underground River is their most liked activity. Their other activities include:</p> <ul style="list-style-type: none"> <li>● City Tour</li> <li>● Firefly watching</li> <li>● Island hopping</li> </ul> <p>These agents enjoyed their stay in Sheridan Beach Resort vis-a-vis Hue Hotel. Xiamen Airlines flies thrice a week from Xiamen to Cebu. Since there is no direct flights yet from Xiamen to Palawan, the agents had spent two days in Cebu. They also experience island hopping in Cebu.</p>		
<b>XL. SEOUL BLOGGERS' PPS COVERAGE</b>		
<p><b>Inclusive Dates:</b> 26 May 2018 to 30 May 2018 <b>Venue:</b> Puerto Princesa and Manila <b>Nature of Activity:</b> Invitational/Familiarization Trip</p> <p><b>Short Description:</b> The familiarization trip to Puerto Princesa was proposed by Department of Tourism - Korea as an alternative destination after Boracay's closure. This is also to promote the area in support with the plans of Philippine Airlines to operate a direct flight from Incheon and Busan to Palawan. Upon their</p>	9 participants	Completed

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arrival, participants were brought to Abe Restaurant at SM Mall of Asia for lunch before their flight to Palawan. On the next day, activities include a tour of St. Paul Subterranean River, lunch at Daluyon Resort, Iwahig Firefly Watching Activity, and dinner at Kinabuch Grill. For the following day, the activities are Honda Bay island hopping, lunch at Pandan Island, and dinner at Kalui's. For the next day, activities include a quick city tour with shopping highlighting the Binuatan Creations, Butterfly Eco-Garden and Tribal Village, Mitra's Ranch and Baker's Hill, shopping at the Pasalubong Center, and lunch at Badjao Seafood Restaurant.		
<b>XLI. RAKSO - PHILIPPINE AIRLINES - MAGELLAN TRAVEL GROUP</b>		
<b>Inclusive Dates:</b> 30 May 2018 to 6 June 2018 <b>Venue:</b> Manila and Coron <b>Nature of Activity:</b> Invitational/Familiarization Trip  <b>Short Description:</b> As part of the company's efforts to showcase the country, it has planned to take a select group of travel agents on a familiarization trip to the Philippines. The trip will help these key agents in selling Philippine tourism products through increased product awareness and personal experience of the Filipino hospitality. In this regards, the project aims the following objectives:	7 participants	Completed



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<ul style="list-style-type: none"> <li>● Showcase the Philippines as an excellent destination for travelers from Australia</li> <li>● To promote popular leisure and tourist-ready destinations: Manila and Coron, Palawan.</li> </ul>		

<b>XLII. GUANGZHOU TO CEBU-DUMAGUETE TRAVEL AGENTS FAM TRIP</b>		
<p><b>Inclusive Dates:</b> 09 June 2018 to 14 June 2018  <b>Venue:</b> Dumaguete, Siquijor, Cebu  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            Philippine Airlines previously operates a Guangzhou to Kalibo flight on a thrice a week basis. However, with the closure of Boracay, this flight was cancelled and what was left was the daily flight to Manila.</p> <p>In compliance with the directives to promote new destination in lieu of Boracay, DOT-Shanghai is currently working with the Philippine Airlines on the possibility of increasing the frequency of their Guangzhou to Cebu flight and introducing Dumaguete as a new destination via Cebu. For this purpose, DOT Shanghai, in partnership with the Philippine Airlines through the Tourism Promotions Board, will be inviting travel agents and wholesalers that previously operated the Guangzhou to Kalibo charter to visit Cebu and</p>	10 participants	Completed

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<p>Dumaguete for the possibility of creating new tour products for the said destinations.</p>		
<p align="center"><b>XLIII. SYMPOSIUM ON THE JURISPRUDENCE OF MARRIAGE AND OTHER ADULT INTIMATE RELATIONSHIPS</b></p>		
<p><b>Inclusive Dates:</b> 20 June 2018 to 21 June 2018  <b>Venue:</b> University of Asia and the Pacific, Ortigas Center, Pasig City  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  The Symposium on the Jurisprudence of Marriage and other Adult Intimate Relationships will be hosted by the International Academy for the Study of Jurisprudence for the Family (IASJF) and jointly sponsored by Boston College Law School and Brigham Young University Law School. In partnership with the UA&amp;P, the event will be held on 20-21 June 2018 at the UA&amp;P campus. With the theme "Family and Poverty", this two day program comprises of keynote addresses and papers to be delivered and the succeeding dialogue and forum. It will be attended by around 50 foreign participants from Europe, North and South America, Australia, Middle East and 30 local participants.</p>	<p align="center">30 local and 50 foreign participants</p>	<p align="center">Completed</p>
<p align="center"><b>XLIV. INCENTIVE TOUR FOR KOREA YAKULT COMPANY LTD.</b></p>		
		<p align="center">Completed</p>

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<p><b>Inclusive Dates:</b> 20 June 2018 to 23 June 2018  <b>Venue:</b> Cebu  <b>Nature of Activity:</b> Incentive Trip</p> <p><b>Short Description:</b>            Yoohan Cebu Travel Corporation, in partnership with DOT-Korea, will organize the incentive travel for the 160 employees of Korea Yakult Co., Ltd. on 20-23 June in Cebu. Korea Yakult Co., Ltd manufactures and sells beverages and health related products in South Korea. It offers fermented dairy products, fruit and vegetable juices.</p>	<p align="center">150 participants</p>	
<p align="center"><b>XLV. TECHTONIC SUMMIT 2018</b></p>		
<p><b>Inclusive Dates:</b> 22 June 2018 to 23 June 2018  <b>Venue:</b> SMX Convention Center – Hall 4  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>            The Tectonic Summit is an educational, networking and exhibition event which brings together innovators and investors in corporations, academe and government. It aims to inspire innovation and build a community across the region through an annual event showcasing a multitude of groundbreaking technologies from various industries and sectors. It is slated</p>		<p align="center">Completed</p>

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<p>on 22-23 June 2018 at Hall 4 of the SMX Convention Center. More than 10,000 local delegates are expected to attend the Summit.</p> <p>TPB provided the following assistance to the organizers:</p> <p>a) Welcome lei reception and facilitation for the foreign delegates upon arrival in NAIA</p> <p>b) Provision of promotional materials for the foreign delegates, media and VIPs.</p>		
<p align="center"><b>XLVI. DIVING &amp; RESORT TRAVEL (DRT) SHOW TAIWAN 2018</b></p>		
<p><b>Inclusive Dates:</b> 22 June 2018 to 24 June 2018  <b>Venue:</b> Taipei Flora Expo  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The Tourism Promotions Board, in coordination with the DOT Overseas Office in Taiwan, organized the Philippines' participation to the Diving, Resort, &amp; Travel (DRT) Show in Taiwan last 22-24 June 2018 at the Taipei Flora Expo.</p> <p>TPB reserved a 90 square meter booth which accommodated ten (10) private sector participants, namely, Azure Dive Resort, Devocean Divers, Arkipelago</p>	<p align="center">16 seller participants</p>	<p align="center">Completed</p>

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<p>Divers, Kiss Diving Shop, Casa Escondida, Sequest Dive Center, Kasai Village, Pacific Cebu Resort, El Pinoy Dive &amp; Leisure Resort and Sea Explorers. The Philippine booth was the largest booth in the whole exhibition. Approximately 120-150 exhibitors participated in the whole event and an estimated number of 15,000 visitors attended the 3-day event.</p>		