



Tourism Promotions Board Accomplishment Report 1H Highlights

TPB opened the year with its major participation in the ASEAN Tourism Forum (ATF) 2018, held from January 22 to 26 in Chiang Mai, Thailand. The annual ATF is a cooperative regional effort meant to promote the ASEAN region as one tourist destination. This forum is the 37th staging of the ATF since its inauguration in Malaysia in 1981. The theme of this year's run was "Sustainable Connectivity, Boundless Prosperity," underscoring economic cooperation and seamless coordination among ASEAN members as key to regional tourism growth. For ATF 2018, TPB brought together 28 private sector companies in a 270-square-meter peninsula booth to showcase different Philippine destinations.

Aside from this significant activity, TPB's different departments successfully concluded a total of 103 projects. These activities aim to support the Department of Tourism's (DOT) tourist arrival goals, as well as TPB's objectives of promoting the country as a preferred destination while helping elevate local destinations' tourism readiness.

International Promotions

By the end of the first half of 2018, TPB's International Promotions Department has completed a total of 53 projects, focused on sustaining tourist arrivals from key markets. Activities included participation in international trade and consumer fairs, the conduct of familiarization tours, and the implementation of joint promotions and special projects.

Riding on the surge in tourist arrivals from China in 2017, International Promotions continued to pursue the Chinese market in 2018 aggressively. TPB brought the country's destinations and sellers to major trade and consumer fairs in China, such as the Guangzhou International Travel Fair in February; China Outbound Tourism and Travel Mart in April, where TPB likewise conducted a sales presentation; and China International Leisure and Travel Expo, also in April. Travel agents, media and key opinion leaders were also brought in on familiarization tours to the country's top destinations, such as Manila, Puerto Galera, Pangasinan, Puerto Princesa and Coron in Palawan, Tagaytay, Cebu, Bohol, Dumaguete, and Siquijor.

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For the Korean market, TPB focused on bringing influencers to the Philippines on familiarization tours. Three tours were organized during the first half of the year. *Travie Magazine*, a top travel magazine in Korea, with both print and digital versions, was hosted by TPB, in coordination with the DOT Korea, and were brought to El Nido and Ilocos. Twenty-eight participants from the Korean business and diplomatic nine bloggers from Seoul were invited to a familiarization trip to Puerto Princesa, to help promote Palawan as an alternative destination following Boracay's closure.

Diving and golf figured prominently in the promotional activities for the Japanese market. Japanese golfers flew in for the invitational golf tournament organized jointly by the TPB and DOT Osaka, which was held in Mount Malarayat Golf & Country Club in Lipa, Batangas, in February. In May, TPB participated for the first time in the 2nd Diving Fes Kansai 2018, bringing a total of 60 participants from four diving companies in Cebu, Dumaguete and Puerto Galera; the national tourism offices in the Philippines, Malaysia, Thailand, Mariana and Palau; and a diving magazine.

As with Japan, golf served as the main attraction for Taiwanese market promotions. A total of 87 golfers from Taiwan flew in for the 1st Taiwan Golf Cup in the Philippines, held last January and conceptualized by Taiwanese golf agents who were part of a previous familiarization tour. The tournament was organized by DOT Taiwan, through the TPB, and in cooperation with DOT Region IV-A. Following the success of this event, the 2nd Taiwan Golf Cup was organized in March and participated in by 60 golfers.

As for the European market, TPB employed a mix of promotional activities designed to increase the country's visibility in traditional and digital media, as well as on the ground. TPB hosted German "Verrückt nach Meer" ("Longing for the Sea"), a German travel documentary series shown on ARD Television, Germany's largest public broadcasting network. The trip, to be featured in one of 60 episodes of the series' 8th season, covered Intramuros and Palawan. In the province, the crew was able to visit Kayangan Lake and Lajala Island to meet the Tagbanua Tribe, Maquinit Hot Spring, and Twin Lagoons, South Cay Island, and Banul Beach.

TPB also participated in major trade and consumer fairs in the region. In March, TPB brought 33 participants to the Internationale Tourismus Borse (ITB) 2018, an effective business-to-business platform that provides visitors with opportunities to expand their

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contacts. The Philippine pavilion in ITB 2018 showcased different tourist destinations like Banaue Rice Terraces and El Nido, and other cultural attractions.

In the UK, TPB organized road shows in cooperation with the Pacific Asia Travel Association. TPB also brought to the Philippines top tour operators and agents from the country on a mega familiarization tour, which took them to Palawan, Cebu, Dumaguete, Siquijor, Bohol, Iloilo, Guimaras, and Bacolod.

For the rest of the key markets, TPB participated in key trade and consumer fairs such as the Flight Centre World Travel Expo in Australia, the MATTA Travel Fair in Kuala Lumpur, and the Asia Dive Expo in Singapore. Invitational and familiarization tours were also organized for specific agents and media groups.

Domestic Promotions

TPB's Domestic Promotions Department had two major projects slated for the first half of 2018. In February, TPB organized the 5th Winter Escapade, a flagship tourism program of the Philippine Foreign Service Posts in Canada, which began in 2012. The project was led by the Philippine Embassy in Ottawa, in partnership with the DOT and the TPB. This year's tour took the participants to Manila, Bacolod, and Davao.

In the second quarter, TPB sponsored "Travel and Explore Lianga: Paddle the Pacific Surigao del Sur National Dragon Boat Festival." The major festival consisted of a dragon boat clinic for junior paddlers and race competitions for elite paddlers participated in by 12 dragon boat teams from around the country. Side activities, which included live band performances in the evening, a press conference, fellowship dinner, cultural night, and awarding and closing dinner, brought together some 740 participants.

TPB's financial assistance was given to the Municipality of Lianga to cover the pre-production costs, production of kits and accessories, and marketing collateral such as sponsor invites, banners, tarpaulins, posters, media kit, installation, and permits.

MICE

Fresh from its involvement in ASEAN social events in 2017, the MICE Department concluded the first half of 2018 with a renewed focus on increasing the Philippines'

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share of international events and incentive trips in the region through intensified marketing.

TPB was present in three major MICE travel and consumer fairs. In February, TPB participated at the 26th Asia-Pacific Incentives and Meetings Expo (AIME), held in Melbourne, Australia. In March, TPB and DOT Shanghai spearheaded the country's participation in the Incentive Travel & Conventions, Meetings (IT&CM) China in Shanghai. The 12th IT&CM China provided the Philippines' delegation of eight sellers with an opportunity to reach out to the Chinese market and further enhance business relations. Coinciding with the IT&CM China's pre-scheduled business-to-business appointments was the MICE sales presentation in Hangzhou, which was participated in by some of the Philippines' private sector delegates.

Finally, in May, TPB was in Germany for IMEX Frankfurt 2018, a three-day international exhibition for incentive travel, meetings and business. IMEX Frankfurt has traditionally brought together the world's top MICE suppliers and key industry players to collectively sell exciting and diverse destinations to buyers from Europe, Asia and the rest of the world.

Outside of these trade and consumer events, the MICE Department likewise conducted sales presentations in other key markets such as Malaysia, Singapore, and Japan. They also supported specialized familiarization trips for MICE agents from key markets. In January, seven MICE agents from Japan were flown in and toured in Manila and Clark. In March, six MICE agents from the US visited Manila and Pagsanjan in Laguna.

As a result of previous promotional activities, the MICE department was able to book 26 events for the first half of 2018. Overall, these events brought together thousands of participants to the Philippines. These included:

- The Singles for Christ International Conference held in February in Manila, which attracted 7,000 local delegates, of which close to 400 were foreigners from Canada, US, Malaysia, Laos/Thailand, Middle East, Hong Kong/Macau, Indonesia, Singapore, New Zealand/Australia, Papua New Guinea, and Guam;
- The Asian Pacific Orthodontics Congress held in Boracay in March, which was attended by 800 delegates;

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- The 31st Annual Conference of the Rotary International District 3780 held in Baguio in April, and participated in by over 1,100 local and foreign delegates;
- The Asia Golf Tourism Convention 2018, held in the same month in Baguio City, which was participated in by close to 600 international and local players;
- The ASEAN Diplomats Assembly, also held in April in Davao City, which was attended by almost 7,400 participants; and,
- The 40th Asia-Pacific Dental Congress, held in May at SMX Convention Center, which had 760 delegates.

In addition, ten incentive tours were also successfully concluded, including:

- Indonesia-based pharmaceutical company PT Darya-Varia Laboratoria, which brought 650 employees to Manila and Boracay;
- Japan-based Imagine Company, which brought 195 employees to Cebu;
- India-based Asian Paints, which brought 350 employees on a six-day tour of Manila, Pagsanjan Falls, Subic Bay and Porac in Pampanga;
- 90 Korean veterans from the Korea Disabled Veterans Organization (KDVO), who toured Manila for four days;
- 31 employees from Laking Clothing Company in Taiwan, who went to Cebu for a five-day tour;
- Malaysia-based Blondal Sales and Service SDN/BHD, which flew in 63 employees to tour Manila, Pagsanjan, and Corregidor;
- 140 participants from the Tax Accountant Corporation SBC Partners from Nagoya and Osaka in Japan, who flew to Cebu;
- The six-day trip to Cebu and Bohol of 180 Samsung Life employees from Korea;
- 114 agents from Club Rich, Korea-based funeral service provider, who toured Manila, Tagaytay, and Pagsanjan; and,
- 150 employees from Korea Yakult Company, who flew to Cebu for a four-day trip.

Marketing Communications

TPB's Marketing Communications Department continued to support the activities of the promotions groups. They led efforts to sustain the Philippines' media visibility through strategic placements of traditional and new media advertisements, hosting of



media familiarization tours, and joint promotions and special projects with partners and stakeholders.

As part of its efforts to build a stronger presence in the regional media, Marketing Communications launched its “Bring Me to the Philippines Celebrity Fam Tour” project, a series of themed tours organized for Japanese celebrities and proposed by DOT Tokyo. The first of the series took place in March and featured 2014 Ms. Universe Japan second runner-up Ms. Hiro Nishiuchi. A team of five people flew in along with Ms. Nishiuchi for a seven-day tour.

After their arrival, the group went to film at The Farm in San Benito, Lipa, Batangas, to experience beauty, wellness, and lifestyle tourism. For the Metro Manila leg of the tour, the group was able to dine at Cafe Juanita in San Juan as well as film at the Marco Polo Hotel, Rockwell Makati, Bonifacio Global City, Conrad Hotel Manila, Peninsula Manila, and the National Museum of Natural History. They were also welcomed at the studio of Mark Bumgarner, the shop of Timtam Ong in Powerplant Mall, and Rajo Laurel’s studio.

Their sixth and seventh days were spent in Busuanga in Palawan. They were able to visit Kayangan Lake, the Twin Lagoons, Siete Pecados, Banol Island, Maquinit Hot Springs, and Mount Tapyas before flying back to Manila.

2018 Directions

After a challenging 2017, TPB opened 2018 with a better focus on its targets. Since 2016, organizational issues have derailed TPB. Despite this, they have managed to sustain traditional promotional activities such as participation in trade and consumer fairs, hosting familiarization tours, and conducting sales presentations and road shows. With a more stable 2018, TPB is confident that it will be able to take Philippine tourism closer to its 2020 goal of becoming one of the region’s preferred destinations.