

ACCOMPLISHMENT REPORT
1ST QUARTER 2019

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. YANDI BIOTECH LEADERSHIP VIP INCENTIVE TOUR		
<p>Inclusive Dates: 08 January 2019 to 09 January 2019 Venue: Manila and Subic Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: Utour Group Company, Ltd. will be organizing a leadership VIP incentive cruise travel for some 3,077 employees which include officials of Yandi Biotech. The group will travel to Manila and Subic for two (2) days through World Dream Cruise Ship.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Welcome lei reception at the ports in Manila and Subic • Performers for the welcome reception upon arrival at the port in Manila and Subic • Coordination with Philippine ports and Bureau of Immigration for the entry and exit of passengers 	<p>3,077 participants</p>	<p>Completed</p>

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II. EFFICIENT 2019: IWA CONFERENCE ON EFFICIENT URBAN WATER MANAGEMENT		
<p>Inclusive Dates: 13 January 2019 to 16 January 2019 Venue: Marriott Grand Ballroom Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Conference will gather over 400 urban water and wastewater professionals from over 90 countries to reflect on shared challenges and promote efficient solutions.</p> <p>TPB provided the following assistance: - Airport reception - Welcome Cocktails on the 13 January 2019 - Promotional materials</p>	200 participants	Completed
III. BUSINESS AND LUXURY TRAVEL MARKET, OUTBOUND TRAVEL MART AND SALES MISSION TO AHMEDABAD AND KOLKATA		
<p>Inclusive Dates: 18 January 2019 to 28 January 2019 Venue: Ahmedabad and Kolkata Nature of Activity: Sales / Business Mission</p>	<ul style="list-style-type: none"> ● To maintain the Philippines' presence in the international travel and tourism arena; 	Completed

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<p>Short Description:</p> <p>With the recent turnover of the market to Tourism Promotions Board, the first project for the year is the participation at the Business and Luxury Travel Mart (BLTM) and Outbound Travel Mart (OTM) with Sales Mission to Ahmedabad and Kolkata on the side. The continuous participation in these events aim to maintain the presence of the country in the Indian market.</p> <p>The first participation at the BLTM targets the MICE and luxury market segment which aligns with the strategic thrust of enticing long staying and high spender tourists.</p> <p>TPB officers and official were able to meet with some top association representatives during the events as well as hugh Indian agents catering to the MICE segment. At the end of the show, the Philippines received an award for being the “Most Promising MICE Destination”.</p> <p>For the participation at the OTM, the Philippine delegation composed of three (3) travel agents/DMCs and one (1) airline. These are Shroff Travel, Select Travel Services and newbie GI Philippines. National carrier, Philippine Airlines was also present during the event to promote the direct flights from Delhi to Manila that is slated to launch on the 2nd quarter of the year.</p>	<ul style="list-style-type: none"> ● To generate positive “name recall” of the Philippine brand as a preferred tourist destination; ● To stay abreast with the latest developments in the travel industry; ● To provide a venue for Philippine private sector partners to conduct business to business meetings to establish and renew linkages with their industry counterparts and other key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines; ● To provide a venue for the DOT/TPB to meet, establish and renew linkages with travel industry partners; 	

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<p>The Philippine booth boasts the different attractions handpicked based on the interests of the Indian market. Several photos showcased were the ATV in Mt. Mayon, whale shark interaction in Donsol, kalesa ride in Intramuros, chocolate hills in Bohol and wellness activity in Tagaytay. The design for this year’s participation is sleek and spacious, giving ample area for the crowd to meet with the agents. Similar to OTM, the Philippines bagged the awards for being the “Best Tourism Board” as well as “Best Booth Design”.</p> <p>The sales mission in Ahmedabad and Kolkata was attended by over 70 agents from their respective cities. There was a huge interest in the country and the sales presentation was a great way to introduce the Philippines and also rekindle with the existing partner agents in the area. Prior to the sales presentation were B2B with the participating agent (Shroff Travel) and two airlines (Singapore Airlines and Philippine Airlines) as well as TPB.</p> <p>Partners were invited to present alongside with TPB officer, Ms. Nerissa Del Fierro-Juan and Buzz India representative, Mr. Sanjeet. The Singapore Airlines showed their new airbus with suite onboard along with their existing flights from India to different parts of the Philippines, including Clark, Manila and Cebu.</p>	<ul style="list-style-type: none"> ● To build long term business relations with travel trade partners and professionals in India; ● To generate marketing and promotions leads that the Department can support to further meet its goals in the marketplace; and ● To create awareness about and position the Philippines the newest and “freshest” travel destination option for Indians. 	

IV. TPB/DOT & PAL FUKUOKA FAMILIARIZATION TRIP

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<p>Inclusive Dates: 23 January 2019 to 26 January 2019 Venue: Manila and Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Philippine Department of Tourism (PDOT) in Osaka and Philippine Airlines (PAL) in Fukuoka have agreed to organize a travel agents' familiarization trip to Manila and Cebu to pursue promotional efforts to strengthen and maintain the position of the Philippines as a preferred and ideal travel destination for the Japanese market specifically for the young ladies or Joshi Tabi in Fukuoka.</p> <p>Activities in Cebu:</p> <ul style="list-style-type: none"> ● Crimson Resort & Spa Mactan Ocular ● Costabella Tropical Beach Hotel Ocular ● Marco Polo Plaza Cebu Ocular ● Cebu City Tour ● Mactan-Cebu International Airport - Terminal 2 Ocular <p>Activities in Manila:</p> <ul style="list-style-type: none"> ● Intramuros Heritage Tour ● National Museum of Natural History 	<p style="text-align: center;">8 participants</p> <ul style="list-style-type: none"> ● To enable Japanese travel agent participants in Fukuoka to be updated with the facilities and activities offered by tourism establishments in Manila and Cebu ● To encourage the Japanese travel agents selling the Philippines to execute intensive promotion campaigns to visit Manila and Cebu as top of the mind Philippine travel destinations among Japanese travelers in Fukuoka through the tour packages ● To position the Philippines as an ideal travel destination among Japanese travelers in Fukuoka including the Joshi 	<p style="text-align: center;">Completed</p>

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<ul style="list-style-type: none"> Hyatt Regency Manila, City of Dreams Ocular <p>The TPB supported the event by hosting their full-board meals, accommodation, tours and activities, Japanese speaking tour guides and transportation services</p>	<p>Tabi market through this familiarization trip; and</p> <ul style="list-style-type: none"> To showcase the Filipino hospitality to the Japanese participants through various activities included in familiarization trip 	
V. GRAN FONDO NEW YORK (GFNY) PHILIPPINES - 2019 CYCLING MARATHON		
<p>Inclusive Dates: 26 January 2019 to 28 January 2019 Venue: Bohol Nature of Activity: Others - Lunch Hosting</p> <p>Short Description: The Gran Fondo New York (GFNY) is a global cycling marathon wherein 5,000 international riders join the yearly event started in 2011. The series of races were previously done in New York, Mexico, Brazil, Italy, Indonesia, Malaysia, Germany, Argentina, Chile, Columbia and Uruguay. This year, GFNY has chosen the Philippines, particularly in Bohol, to be the events' venue until 2021.</p>	<ul style="list-style-type: none"> The holding of the GFNY in the Philippines was a good opportunity to promote and enhance the tourism industry of the Province of Bohol. It also positioned the Philippines as a global sporting destination. This also helped increase tourist arrivals and revenues. 	Completed

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<p>PDOT-New York in coordination with foreign and local event organizers, DOT-Cebu, Bohol satellite office and the Provincial Government of Bohol requested TPB's support through endorsement, logistical assistance and promotion of this event.</p> <p>The Tourism Promotions Board through the Americas Division supported the GFNY Philippines 2019 by providing a hosted lunch, cultural show as well as provision of giveaways.</p>		

VI. 6TH WINTER ESCAPADE 2019 - HOSTED DINNER RECEPTION

<p>Inclusive Dates: 28 January 2019 to 04 February 2019 Venue: Isabela Ballroom ABC, Makati Shangri-La, Manila Nature of Activity: Others - Hosted Dinner Reception</p> <p>Short Description: The Winter Escapade - It's More Fun in the Philippines Tour is an offshoot to the Ambassadors' Tour. It targets the mainstream Canadians and Filipino-Canadians to travel to the Philippines and to discover new attractions and destinations in the country as well as to explore avenues where they can invest. The Tourism Promotions Board (TPB), formerly Philippine Convention and Visitors Corporation (PCVC) has been providing assistance to this event</p>	241 participants	Completed
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since 2013. Now on its 6th year, this year's destinations to be visited will be Manila/Taal & Nasugbu, Batangas/El Nido, Palawan. Target participants will be 250 Filipino-Canadians coming from the various cities in Canada and mostly comprised of retirees and balikbayan		

VII. 8TH TAN-OK NI ILOCANO FESTIVAL OF FESTIVALS		
<p>Inclusive Dates: 01 February 2019 to 05 February 2019 Venue: Ilocos Norte Nature of Activity: Others - Media Coverage</p> <p>Short Description: The province of Ilocos Norte celebrated the 8th Tan-ok ni Ilocano Festival of Festivals on 02 Feb 2019 in line with its 201st Foundation Anniversary.</p> <p>Tourism Promotions Board COO Marie Venus Tan was invited by the Provincial Government of Ilocos Norte to be one of the judges for the event's dance contest that featured performance depicting the province's unique history, culture and tradition.</p> <p>Two (2) representatives from TPB's Marketing Communications Department and sic media personnel also assisted in the event by providing media</p>	6 media participants	Completed

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<p>coverage. The media participants are as follows:</p> <ol style="list-style-type: none"> 1) Emerita Villareal Abadilla - Manila Bulletin 2) Michelle Anne P. Soliman - Business World 3) Antonio Isabelo Subang Delos Reyes - Malaya 4) Jessie Bunyi Villanueva - Orange Magazine 5) EdRichelle Hermo Uy - Where is Ed Uy? 6) Ariel T. Lim - Fuentes Manila <p>The municipality of Nueva Era emerged as the winner with their Tadek Festival performance followed by the La Milagrosa Festival of Badoc in second and the Empanada Festival of Batac City in third place.</p> <p>The Provincial Government also invited the media to cover to the inauguration of the St. John the Baptist Parish Church in the municipality of Badoc as a Minor Basilica on 05 Feb 2019.</p>		
VIII. 26TH TRAVEL TOUR EXPO		
<p>Inclusive Dates: 08 February 2019 to 10 February 2019 Venue: SMX Convention Center, MOA Grounds, Pasay City Nature of Activity: Domestic Consumer and Trade Fair</p>	<p>The event aims to become the catalyst in the engagement of the industry stakeholders - from the</p>	<p>Completed</p>

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<p>Short Description: The 26th Travel Tour Expo with 394 travel and tourism-related stakeholders was visited by 120,485 visitors from 08 to 10 February 2019 at the SMX Convention Center, Pasay City.</p> <p>Airlines, hotels, resorts, national and international tourism organizations (NTOs), domestic tour operators, travel agencies, and other stakeholders in the tourism industry covered under one roof to showcase their products, destinations, and services at discounted rates.</p> <p>The Tourism Promotions Board participated with a booth area of 36 square meters showcasing the sustainable and activity-driven destinations from Luzon, Visayas and Mindanao.</p> <p>Overall, TPB's participation functioned and implemented its objectives accordingly, engaging consumers and stakeholders in a 3-day travel and trade event.</p>	<p>business to business, and business to consumer level, increasing sales and arrivals per destination.</p>	

<p align="center">IX. TAIWANESE DIVE AGENTS AND MEDIA FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 10 February 2019 to 15 February 2019</p>	<p align="center">8 participants</p>	<p align="center">Completed</p>

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<p>Venue: Manila and Puerto Galera</p> <p>Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB), in partnership with the Philippine Department of Tourism (PDOT) in Taiwan, organized a familiarization tour to address the pressing challenges that hinder growth of tourist arrivals from Taiwan to the Philippines. Top Taiwanese media bloggers, mainstream media, photographers and dive shop agents were invited to this familiarization tour to have a first-hand experience and to create a different and exciting image of Manila and nearby destinations.</p> <p>Activities in Intramuros:</p> <ul style="list-style-type: none"> ● San Agustin Church ● Manila Cathedral ● Barbara’s Restaurant <p>Activities in Puerto Galera:</p> <ul style="list-style-type: none"> ● Atlantis Dive Resort ● Tamaraw Falls ● Mangyan Village Tour <p>Activities in Manila:</p>	<ul style="list-style-type: none"> ● Strengthen the awareness of Philippine tourism products and build enthusiasm among the Taiwanese (better understand the logistics of getting there and moving in between new destinations - Manila, Puerto Galera and Rizal) ● Reinforce networking opportunities, commitment and building relationships among the media and key travel influencers in Taiwan; ● Provide a first-hand FUN experience of Manila and environs that will contribute a positive image of the destinations; ● Produce reliable and effective marketing message to the market through engaging and 	

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<ul style="list-style-type: none"> ● Manila Ocean Park ● Dessert Museum ● Dancing Fountain at Okada Manila ● Okada Manila Inspection ● Bonifacio Global City Tour and Shopping <p>The participants generally had a great time exploring Manila and its environs, and Puerto Galera especially their quick trek at Masungi Georeserve in Rizal on 14 February 2019.</p>	<p>meaningful social and mainstream media releases; and eventually</p> <ul style="list-style-type: none"> ● Contribute to the tourist arrivals to the country 	
X. GK ENCHANTED FARM OCULAR INSPECTION		
<p>Inclusive Dates: 15 February 2019 Venue: California St., Brgy. Encanto, Angat, Bulacan Nature of Activity: Others - Ocular Inspection</p> <p>Short Description: The familiarization tour was intended to discover empowering experiences at the GK Enchanted Farm through:</p> <p>Guided tours conducted by GK's Seed Scholars and International Volunteers - was a 90-minute to 2-hour stroll through the diverse ecosystem of the</p>		Completed

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<p>world's first Farm Village University, weaving through the sprawling farmlands, production areas of the social enterprises, and the colorful homes of the GK Village.</p> <p>Enjoyed meals prepared by Grassroots Kitchen - was a four-course meal consisting of GK's signature salad, a main course, a side of vegetables, and dessert, prepared daily and served at the state-of-the-art Berjaya Garden Restaurant.</p> <p>Engaged in Demos given by Social Enterprises - were 45-minute to 1-hour activities wherein guests can work with their hands in crafting a social enterprise product such as heart-shaped plushy toy or bamboo straw, while hearing stories of the entrepreneurial spirit from the workers coming from the GK community and Seed Philippines.</p> <p>To impose the presence, the TPB invited a representative from Fuentes PR Agency to cover and write about the event, and eventually seed the story/stories for pick-up by major dailies. A significant way to partner with GK is to actively contribute resources, competencies, and expertise towards supporting and promoting the GK organization itself by adapting business processes like HR, Marketing and even TPB's product's value chain to align with GK programs.</p>		

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<p align="center">XI. INTERNATIONAL ECOTOURISM TRAVEL MART 2020 (SITE INSPECTION)</p>		
<p>Inclusive Dates: 18 February 2019 to 21 February 2019 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Support - Site Inspection</p> <p>Short Description: The International Ecotourism Travel Mart, one of the upcoming event of the ISST, Co-organized and supported by Global Ecotourism Network (GEN) and Asian Ecotourism Network (AEN). The travel mart is expected to join by fifty (50) countries to participate and exchange ideas, practices and technologies in ecotourism.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Dinner of the co-organizer's team • Transportation service for the team within Metro Manila • Accommodations for four (4) pax 	<p align="center">4 participants</p>	<p align="center">Completed</p>
<p align="center">XII. SYNGENTAL GLOBAL INCENTIVE TRAVEL GROUP</p>		
<p>Inclusive Dates: 19 February 2019 to 22 February 2019 Venue: Manila and Tagaytay</p>	<p align="center">190 foreign participants</p>	<p align="center">Completed</p>

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<p>Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: The Marketing Team of the Philippine Department of Tourism (DOT) in Thailand requested assistance for the Syngenta Global Incentive Travel Group. The delegation was composed of 190 top sales agents of Syngenta Global in Thailand plus 10 tour coordinators. Their itinerary included tours of Manila and Tagaytay. The Syngenta Global arrived in three (3) batches via Air Asia, Thai Airways and Philippine Airlines.</p> <p>The Group's handler in Thailand is Bless Wish Travel Intertrade Co Ltd. Bless Wish, established since 2005, offers wholesale outbound packages to major destinations in Asia, Europe, Australia, Africa and USA. The company specializes in corporate incentive groups.</p> <p>The local ground handler is Pan Pacific Travel Corporation. Established in 1978, Pan Pacific offers comprehensive and wide ranges of travel services. It specializes on tour packages and tailor-made programs for individual and group travelers whether for leisure, conference, business meetings, conventions or incentive tours.</p> <p>TPB assistance to the Syngenta Global:</p> <ul style="list-style-type: none"> • Provided giveaways - Dry Bags and Rip Stop Bag 		

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<ul style="list-style-type: none"> • Endorsed to DOT for airport reception. The three batches were welcomed by DOT Liaison Officers and Pan Pacific airport coordinator. • Endorsed to the Philippine National Police (PNP) for two (2) motorcycle escorts. <p>For the said TPB assistance, PDOT Thailand, Bless Wish Travel and Pan Pacific Travel were requested with the following:</p> <ul style="list-style-type: none"> • Encourage the delegates to use the hashtags “#ItsMoreFunInThePhilippines” and “#tpbgovph” on their social media accounts pertaining to their incentive tour and their Philippine experience, • Provide the TPB with photos of the group’s activities and submit compilation of participants’ comments of their experience, if available, • Post the group’s incentive travel to the Philippines on social media accounts. 		
XIII. JORDAN BAKERY INCENTIVE TRAVEL TO THE PHILIPPINES		
<p>Inclusive Dates: 19 February 2019 to 23 February 2019 Venue: Manila, Tagaytay, Pagsanjan and Corregidor Island Nature of Activity: M.I.C.E. Incentive Trip</p>	100 participants	Completed

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<p>Short Description: The Jordan Bakery Company in Indonesia, through its tour operator, Amazing Hawktour, will conduct its company's incentive travel to the Philippines on 19 – 23 February 2019 in Manila, Tagaytay, Pagsanjan and Corregidor Island.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Hosted dinner • Provision of technical assistance such as airport reception and facilitation • Coordination/liaison services • Promotional materials support 		
XIV. PHILIPPINE AIRLINES (PAL) AWARDS: INTERNATIONAL AND DOMESTIC		
<p>Inclusive Dates: 20 February 2019 to 22 February 2019 and 14 March 2019 to 16 March 2019</p> <p>Venue: Princessa Garden, Palawan (International) and Marriott Hotel, Clark, Pampanga (Domestic)</p> <p>Nature of Activity: Others - Dinner Hosting</p> <p>Short Description: Philippine Airlines, the country's only 4-star global airline by Skytrax is</p>	200 foreign and 230 local	Completed

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spearheading its annual PAL International Awards for their top global travel agents and Domestic Awards to give tribute to their top local travel agents to express appreciation and recognition to their valuable contributions.		
XV. 28TH ANNUAL MEETING OF THE ASIAN PACIFIC ASSOCIATION FOR THE STUDY OF THE LIVER (APASL)		
<p>Inclusive Dates: 20 February 2019 to 24 February 2019 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippines will host the 28th Annual Meeting of APASL on February 20-24, 2019 at the PICC where 200 experts on liver disease have been invited and confirmed. Around 3,000 delegates from all over the world are expected to join forces in discussing liver diseases.</p> <p>TPB provided the following assistance: - Airport Reception - Cultural Entertainment - Promotional materials</p>	2,150 participants	Completed

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<p align="center">PROGRAM / ACTIVITY / PROJECT</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">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p align="center">XVI. SLH GROUP MALAYSIA INCENTIVE TOUR</p>		
<p>Inclusive Dates: 23 February 2019 to 26 February 2019 Venue: Cebu Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: Borneo Tours Sdn Bhd, will handle the incentive travel of the twenty two (22) employees of SLH Group on 23- 26 February 2019 in Cebu and Bohol with the following itinerary: Day 1 – Arrival in Cebu Day 2 – Bohol Countryside Tour Day 3 – Oslob Waterfall Day 4 – Direct flight back to Kuala Lumpur</p> <p>TPB provided the following assistance: <ul style="list-style-type: none"> • Airport Reception at the Mactan – Cebu Int'l Airport thru coordination with DOT – Region 7 • Giveaways • Technical Assistance </p>	<p align="center">22 participants</p>	<p align="center">Completed</p>
<p align="center">XVII. NEPTUNE CARGO NETWORK 3RD PARTNERSHIP MEETING</p>		

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<p>Inclusive Dates: 25 February 2019 to 28 February 2019 Venue: Makati Shangri-La Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The RW Solutions is organizing the Neptune Cargo Network 3rd Partnership Meeting on 25 – 28 February 2019 at the Makati Shangri-La. It expects to gather some 200 foreign delegates from various countries.</p> <p>TPB recommended the provision of the following:</p> <ul style="list-style-type: none"> • Promotional materials • Cultural Entertainment • Welcome Lei Reception 	<p align="center">200 participants</p>	<p align="center">Completed</p>
<p align="center">XVIII. OKINAWA TIMES BUSINESS MISSION TO THE PHILIPPINES</p>		
<p>Inclusive Dates: 25 February 2019 to 01 March 2019 Venue: Manila, Subic and Cebu Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description:</p>	<p align="center">80 participants</p>	<p align="center">Completed</p>

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<p>Okinawa Times, through its tour operators, Okinawa Tourist and ARS Dream Travel & Tours, will conduct a business mission to the Philippines on 25 February – 1 March 2019 in Manila, Cebu and Subic, to inspect and introduce business destinations to its members composed of top management executives of medium and big scale companies in Okinawa, such as Orion Beer, Ryukyu Asahi TV, Ryukyu Cement, etc.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Airport Reception at the NAIA • Promotional Materials • Cultural Entertainment • Technical Assistance 		

XIX. MICE ARABIA & LUXURY TRAVEL (MALT) CONGRESS 2019		
<p>Inclusive Dates: 26 February 2019 to 27 February 2019 Venue: Rixos Premium JBR Dubai, UAE Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: The MICE Arabia & Luxury Travel Congress is an exclusive, by-invitation congress designed to bring global suppliers to meet senior level executives</p>	28 business leads	Completed

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from the Gulf Cooperation Council (GCC) who are the final decision makers of procurement solutions for MICE and luxury travel activities in a business-to-business (B2B) platform. Likewise, the Congress has a conference component to discuss the major trends and challenges of the thriving MICE and luxury business from the Middle East.		
XX. PAL-SKY BIRD TRAVEL AND TOURS AGENTS FAMILIARIZATION TRIP		
<p>Inclusive Dates: 02 March 2019 to 05 March 2019 Venue: Manila and Puerto Galera Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In line with our marketing and promotional efforts to sustain the Philippine tourism product awareness through partnership with airlines and travel agents to encourage sales and increase arrivals to the Philippines, Sky Bird Travel and Tours based in Detroit in cooperation with Philippine Airlines-New York, who sponsored the air tickets of the participants, agreed to conduct a familiarization trip to Puerto Galera in order to update them and give them the agents an opportunity to see and have first-hand experience of tourism establishments and attractions of the destination.</p>	<p style="text-align: center;">21 participants</p> <ul style="list-style-type: none"> ● Currently, the U.S.A. ranks number 3 in the top 12 markets with the total arrivals of 1,034,396 from January to December 2018 which shows an 8% growth rate; ● Good opportunity to explore new sites and activities which can be included in the tour package at a competitive price; and ● To promote the Philippines as 	Completed

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<p>Activities in Manila:</p> <ul style="list-style-type: none"> ● Ocular at Conrad Hotel ● SM Mall of Asia <p>Activities in Puerto Galera:</p> <ul style="list-style-type: none"> ● Ocular at El Galleon Dive and Resort ● Ocular at Blue Resort ● Atlantis Dive Resort ● Haligi Beach ● Ocular at Scandi Divers 	<p>a safe place to visit and enjoy the various activities and attractions that Puerto Galera has to offer aside from being a famous diving site</p>	
XXI. CWT MEETINGS & EVENTS INCENTIVE TRIP		
<p>Inclusive Dates: 04 March 2019 to 07 March 2019 Venue: Cebu Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: CWT Meetings & Events is organizing an incentive trip to Cebu on 4 – 7 March 2019. The said fam trip will be participated by a group of 160 employees of an IT Company.</p>	<p>160 participants</p>	<p>Completed</p>

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<p>TPB recommended the provision of the following:</p> <ul style="list-style-type: none"> • Welcome lei reception at Cebu –Mactan International Airport • Hosted dinner/ cocktails • Sponsorship of a cultural show • Giveaways 		
XXII. FAMILIARIZATION TRIP OF SILK HOLIDAYS TRAVEL AGENCY		
<p>Inclusive Dates: 06 March 2019 to 08 March 2019 Venue: Manila, Tagaytay and Batangas Nature of Activity: M.I.C.E. Invitational / Familiarization Trip</p> <p>Short Description: Silk Holiday Travel Agency is one of Philippine Airlines’ top travel agents in Canada. PAL is promoting a two-country destination to the Canadian market. As part of its program, PAL is pushing the Philippines to be a country destination for incentive programs through sponsorship of airtickets for 12 participants from various leading companies in Toronto, Canada.</p> <p>In support of the familiarization tour program, DOT-New York is requesting the Tourism Promotions Board to sponsor ground arrangements for the tour group. TPB's assistance : airport reception, accommodation, transportation</p>	11 foreign participants	Completed

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<p>service, tours, hosted dinner with cultural show</p>		

<p align="center">XXIII. TPB/DOT KOREA-SURFING THE PHILIPPINES</p>		
<p>Inclusive Dates: 06 March 2019 to 13 March 2019 Venue: San Juan, La Union and Siargao Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: As part of the marketing plan to develop new market segments and extensively promote the Philippines to the Koreans, the Tourism Promotions Board (TPB) through the Department of Tourism Korea in partnership with Jeju Air conducted a media familiarization trip in San Juan, La Union and Siargao last 06-13 March 2019.</p> <p>Activities in San Juan, La Union:</p> <ul style="list-style-type: none"> ● Flotsam and Jetsam pub experience ● Pindangan Ruins ● Ma Cho Temple ● Grape Farm 	<p align="center">5 participants</p> <ul style="list-style-type: none"> ● To increase awareness of the Philippines particularly our best surfing destination in San Juan, La Union and Siargao ● To provide first-hand experience of what San Juan, La Union and Siargao has to offer ● To promote new Philippine destinations to the Korean market ● To promote not only San Juan, La Union and Siargao but the whole country as sage and fun destination 	<p align="center">Completed</p>

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<p>Activities in Siargao:</p> <ul style="list-style-type: none"> ● Sohoton Cove National Park, Bucas Grande ● Sugba Lagoon ● Daku Island ● Naked Islands <p>The TPB hosted the following inclusions of the event that further strengthened the bonds between the participants and coordinator:</p> <ul style="list-style-type: none"> ● Assistance and accompaniment of one (1) TPB officer ● Roundtrip international and domestic air tickets ● Travel insurance ● Accommodations in La Union, Clark and Siargao ● Full-board meals ● Tours ● Transportation 	<ul style="list-style-type: none"> ● Build positive image of the Philippines among the Koreans ● To strengthen partnership with airlines, Korean media and private sectors ● To have at least 80% load factor from Incheon to Clark flight via Jeju Air (started their ICN-CRK flight last December with 184 seats, a total of 5,670 seats per month) 	

<p align="center">XXIV. 8TH BOARD OF COUNCIL (BOC) AND GENERAL ASSEMBLY OF THE ASIA WATER COUNCIL (AWC)</p>		
<p>Inclusive Dates: 14 March 2019 to 16 March 2019 Venue: Makati Diamond Residences, Makati City Nature of Activity: M.I.C.E. Booked Event</p>	<p align="center">200 participants</p>	<p align="center">Completed</p>

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<p>Short Description: To improve the overall water security and wastewater management system of MWSS, it will host the AWC Assembly this March 2019 which will gather around 250 participants from more than 100 members and organizations that represent more than 35 countries worldwide.</p> <p>TPB provided the following assistance: - Hosted Lunch for 40 VIPs - Cultural Entertainment - Promotional materials</p>		
XXV. STORM OF WARRIORS - BRAVE 22 PHILIPPINES		
<p>Inclusive Dates: 15 March 2019 Venue: SM Mall of Asia Arena Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Brave Combat Federation Bahrain is organizing in Manila the Storm of Warriors – Brave 22 on 15 March 2019 at the SM Mall of Asia Arena. It expects to feature 10 foreign MMA fighters and gather some 400 foreign visitors.</p>	410 participants	Completed

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<p>TPB recommended the provision of the following:</p> <ul style="list-style-type: none"> • Cultural Entertainment • Welcome Lei Reception 		

XXVI. MANILA UNDERWATER HOCKEY INVITATIONAL (MI2019)		
<p>Inclusive Dates: 21 March 2019 to 24 March 2019 Venue: Vermosa Sports Club, Imus, Cavite Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Manila Underwater Hockey Invitation (MI2019) is an official test event for Underwater Hockey, which is one of the 56 sports competing in the South East Asian Games (SEAG2019) that the Philippines is hosting from November 30 to December 10 in New Clark City, Pampanga.</p> <p>MI2019 is the biggest and most diverse underwater hockey tournament in Asia with athletes coming from countries in Asia and the Pacific, Europe, North America and Africa. The Invitational was conceived in the Philippines and held every two years. It is co-organized by the Manila-based Polo Puck Pirates UWH Club and PUHC.</p>	<p>172 Delegates (135 Foreign & 37 Local)</p>	<p>Completed</p>

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<p>A unique component of MI2019 is the organized tours to different Philippine destinations after the event. They visited Anilao in 2010, Coron in 2012, El Nido in 2014 and Bohol in 2017. For 2019, it will be Siargao Island.</p> <p>TPB commitment: • provision of tourism brochures and giveaways, • endorsement to DOT for airport reception, and • endorsement to concerned government offices, if needed</p> <p>Philippine Underwater Confederation commitment: • Ensure attendance of at least 90 foreign participants or 90% of target number of foreign attendees, • show Philippine tourism videos throughout the event, whenever possible, • acknowledge the TPB as Sponsor through inclusion of the TPB and “It’s More Fun in the Philippines” logos in the event materials such as printed programme, sponsors wall and live announcements, • encourage the delegates to use the hashtags “#ItsMoreFunInThePhilippines” and “#tpbgovph” on their social media accounts pertaining the Conference and their Philippine experience and • submission of brief report of the event together with the list of participants and other supporting documents, such as, but not limited to event printed materials, photos and videos</p>		

XXVII. ASIA PACIFIC ASSOCIATION FOR INTERNATIONAL EDUCATIONAL CONFERENCE AND EXHIBITION

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<p>Inclusive Dates: 25 March 2019 to 29 March 2019 Venue: Commission on Higher Education Nature of Activity: M.I.C.E. Booked Event</p> <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>		<p>Completed</p>
<p>XXVIII. COMBINED LOGISTICS NETWORKS 17TH ANNUAL CONFERENCE</p>		
		<p>Completed</p>

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<p>Inclusive Dates: 25 March 2019 to 29 March 2019 Venue: Makati Shangri-La Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The RW Solutions is organizing the Combined Logistics Networks 17th Annual Conference on 25 – 28 March 2019 in Makati Shangri-La. It expects to gather some 300 foreign delegates from various countries.</p> <p>TPB recommended the provision of the following:</p> <ul style="list-style-type: none"> • Promotional materials • Cultural Entertainment • Welcome Lei Reception 	<p align="center">300 participants</p>	
<p align="center">XXIX. FRANCHISE ASIA PHILIPPINES</p>		
<p>Inclusive Dates: 27 March 2019 to 31 March 2019 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description:</p>	<p align="center">100 participants</p>	<p align="center">Completed</p>

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<p>Franchise Asia Philippines 2019 (FAPHL 2019) is the biggest franchise show in Asia and a gateway to the vibrant economies in Asia-Pacific. It provides the platform to help franchisers grow not only in the booming Philippine market but also across the Asia-Pacific region. FAPHL 2019 will feature four (4) events: International Franchise Conference, 27-28 March 2019; International Franchise Expo, 29-31 March 2019; Certified Franchise Executive Program, 25-26 March 2019; Business Matching & Networking Sessions, 29-31 March 2019.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Endorsement to the Department of Tourism for Airport Reception and Facilitation with provision of welcome leis for foreign delegates • Hosting of dinner on 29 March 2019 for foreign delegates and exhibitors for 100 pax • Technical Assistance 		
XXX. MANILA IMPROV FESTIVAL		
<p>Inclusive Dates: 27 March 2019 to 31 March 2019 Venue: PETA Theater Center Nature of Activity: M.I.C.E. Booked Event</p>		Completed

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<p>Short Description:</p> <p>TPB provided technical assistance by attending and participating in a coordination meeting regarding Third World Improv activities. Mostly, TPB provided assistance by providing a welcome cocktail reception and a farewell dinner buffet for the performers, participants and VIPs of the Manila Improv Festival</p> <p>The Manila Improv Festival is a biennial showcase of the best practitioners of improvisational theater in the Asian Region. In its 6th edition since 2004, an increasing and loyal audience has been developed. This event is a globally recognized event where the best of Filipino talent and hospitality is showcased. For the Manila Improv Festival 2019, an attendance of 58 improv theater groups from Singapore, Hong Kong, Japan, Korea, Thailand, Australia, the United States, Spain, Colombia, France, Venezuela and the Philippines is expected in what is to become the biggest improv festival in Asia.</p> <p>The festival will consist of 21 shows for its duration of five days in PETA Theater Center consisting of three groups from different countries per show in the festival.</p>		