

TPB Membership Program Guidelines for the Availment of Benefits

(as of 11 November 2019)

General Guidelines:

1. Special priorities are given to TPB members in availing the following exclusive marketing opportunities:
 - a. Participation in local and international industry fairs
 - b. Access to familiarization trips, industry site inspections, product presentations, and market briefings.
 - c. Network and capacity-building opportunities.
 - d. Access to information.
 - e. Free promotional materials and collaterals
 - f. Special industry trainings/workshops in Marketing and Promotions, and related topics
2. All requests must be made in writing and submitted to the Industry Relations & Services Division (IRSD) of the Domestic Promotions Department through tpbmembership@tpb.gov.ph.
3. Requests must be made at least fifteen (15) working days prior to the intended date of pick-up of promotional materials or availment of benefit.

Specific Guidelines:

1. **Participation in Local and International Industry Fairs** - Members are given the opportunity to participate in TPB projects such as overseas sales missions and trade fairs that provide exposure for their businesses.
 - a. Members shall be sent priority invitations for all local and international events.
 - b. They shall be entitled to 10% discount on participation fees, except for ASEAN Tourism Forum (ATF) and ITB Asia.
 - c. They are further entitled to 4+1 scheme: After their 4th paid event participation, registration fee shall be waived for the succeeding fair and/or business mission they wish to join. The counting reverts to one on the 6th event participation.

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2. Access to Familiarization Trips, Industry Site Inspections, Product Presentations, Market Briefings, etc. - Members are given the opportunity to enhance business development through participation in TPB programs.

- *Familiarization Trip - a trip organized typically for travel trade and media with the objective of educating them about product offerings in a destination*
 - *Industry Site Inspection - an organized visit to a site such as a property or establishment for the purpose of evaluating it*
 - *Product Presentation - a gathering to give information about new and existing tourism products*
 - *Market Briefing - a gathering to report on updates on travel source markets*
- a. Members shall be sent priority invitations for all familiarization trips, site inspections, product presentations, and market briefings.
- b. They shall be entitled to a 10% discount on events requiring registration fees.

3. Access to Information

- a. Members will receive the following information through email:
- Latest tourism statistics and analysis
 - Calendar of Events listings
 - Regular updates on industry trends
- b. Use of TPB Library
- The library is open from 9 a.m. to 5 p.m., Monday to Friday.
 - TPB Members may use the resource materials within the premises of the TPB Library. Usage is strictly for research purposes only.
 - TPB members may be given the privilege to access electronic library materials in the TPB library website.

4. Promotional Materials/Collaterals - Members may avail of TPB promotional materials, both printed and audio-visual, for their own promotional purposes.

- a. Printed Material - Up to one hundred (100) pieces of printed brochures per destination per year.
- b. Image/Photos – Up to three (3) images per destination may be requested, subject to availability, per year. These images may be used in only one (1)

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medium promoting the Philippines as a tourism destination - website, social media page (Facebook, Twitter or Instagram), etc. for a period of one (1) year. A waiver/conforme will be submitted indicating where the photo will be used.

- c. Videos – Available promotional videos may be used free-of-charge for the duration of the membership validity. IRSD will inform the members in case there will be a change in directions in the tourism campaign. (Note: Editing and/or trimming of the promotional video is not allowed.)
5. **Network and Capacity-Building Opportunities** - Members are given the opportunity to participate in tourism training programs and business development and marketing workshops.
- a. Members shall be sent priority invitations for all seminars and/or workshops.
 - b. They shall be entitled to a 10% discount on registration fees.
6. **Media Mileage** - Whenever applicable, visibility and exposure to identified media reach relative to special TPB marketing projects and initiatives i.e. Consortium packages and MICE events.