



Name of Activity / Project	Background and Goal of the Activity/Project	Objectives	Intended Outcome	Target(s)	Alignment with the NTDP Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken	
Indicate the name of the activity or project	Provide a narrative background of the project or activity, indicating the specific and measurable actions	Indicate the Objective, stating the aim of the project or activity	Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective	Indicate the a)Target stakeholders and number of participants, and b)Target number of projects or activities	State the a)Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and b)Applicable Policy Thrusts and Directions	Provide the actual accomplishments that the delivery unit was able to achieve vis-a-vis the targets/objectives	Indicate the challenges and constraints that the delivery unit has encountered in project implementation	State the mitigation measures that the delivery unit undertook to avoid or minimize the risks	
INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR	The event is the UK's largest and longest-running travel event. It brought together the leading and best independent travel brands, including tour operators and tourist boards from around the world. Alongside travel experts, celebrities, travel photographers, and exploration trailblazers, their tales and expertise caught and inspired visitors for their next travel adventure. From activity and adventure to culture, cruise, and safari, there was a vast array of exhibitors and holiday types to choose from.	a. Re-establish our tour programs with key tour operators and increase the British travel production to the Philippines; b. Sustain the growth rate of the British travel to the Philippines by having high impact consumer activation at the show and targeting our key markets; c. Support the exhibiting tour operator partners to provide travel tips such as travel tips for solo travel, solo travel guide, solo travel tips; d. Gather the latest travel trends at the show to understand more the market and tailor fit programs to the consumers (or family), groups, individuals, and corporate travel); and e. Enhance the consumer awareness and interest in the Philippines as a destination for food, unique culture, beach holidays and adventure travel;	a Encourage key partner tour operators to expand their tourism portfolio and increase British travel production to the Philippines. b Conduct marketing activities that can increase consumer awareness and interest in the country; and c Encourage inquiries and bookings to exhibiting tour operator partners.	not applicable	2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Tour packages printed on the brochures and leaflets of exhibiting tour operators such as Flight Center, Bamboo Travel and Audley Consumer activities like spin the wheel, photo booth and visitor engagements throughout the event Distribution of Philippines souvenir bags and other small giveaways such as luggage tags, currency wallets, travel tech organizers and snacks like dried mangoes and corn nibbles (Say Bawang) Indication in the brochures of exhibiting travel agents in the show, including: o Export o Grand o Bamboo Travel o Silver Travel Advisor o Flight Center o Wendy Wu Travels o Travelfoxes	ROI = (PHP 15,895,694.80 - PHP 2,978,048.97) / (PHP 2,978,048.97) × 100% ROI = 4,233.41% ROI = 423.35%		
Destinations Holiday and Travel Show	This CO Diving Show is considered UK's largest dive travel trade/consumer fair to date. It brought together the leading and best independent dive travel brands, including tour operators and tourist boards from around the world. Alongside dive experts, celebrities, travel photographers, and exploration trailblazers, their tales and expertise caught and inspired dive visitors for their next dive adventure. Celebrities like Ross Kemp and Liz Parkinson, Saint Performer for Black Panther, Wakanda Forever, shared their dive knowledge and techniques for technical diving and wonderful dive spots for a once in a lifetime experience.	a Further increase the UK outdoor market by targeting the dive segment; b Position and present the Philippines as a top of mind choice for dive holidays; c Create new linkages through one on one sessions with dive experts and European counterparts to expand their portfolio and entice their clients to opt for the country as their next dive destination; d Leverage on new and existing products for the underwater market, especially dive equipment, dive gear, dive travel, dive insurance, dive event booking and consumer research behaviour from relevant audiences; and e Maximize the opportunity for exposure, engagement and conversion, through online and offline activations.	a Isolation of Six (6) dive operators / establishments to take part in the event, and b Re-create awareness and re-visit knowledge about the country among potential trade partners and visitors.	-Participation of Six (6) Dive operators / establishments -Tour packages printed on the brochures and leaflets of exhibiting top dive operators; -Consumer activities like spin the wheel and visitor engagements throughout the event; -Distribution of Philippines souvenir bags and other small giveaways such as dive bag, microfiber towel and socks like chorizo, dried mangoes and corn nibbles (Say Bawang); -Branding logo printed on the way finder/banner in the event venue; -Indication in the brochures of exhibiting dive operators in the show, including: o Dive Works o Ultimate Diving o Regal Dive o Master Livewards o Conservadives o Divers o Dive Holidays	2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders Turn on screen reader support To enable screen reader support, press Ctrl+Alt+Z to learn about keyboard shortcuts, press Ctrl+Shift	During the event, the co-exhibitors reported a total of 140 leads generated and 7 bookings. Cost range from USD 2,000 to USD 30,000. Expected amount totals to PHP 24,374,000 spread across two years and from cancellations during the pandemic. This notwithstanding, no release from the banners and loss of AVPs at the networking event. Furthermore, over 80 names registered in the newsletter and are keen in opting Philippines their next dive destination either half of 2023 or 2024.	Since the official contractor requires full payment before the show and with the delays in remittances, the overseas office was forced to advance the payment from their own pockets.	Whilst bidding the contractor is preferred than opting for the official contractor to have a customized and better design, the current issue with remittances limits this. For the next participation in order to avoid such problem, automatically get the services of the official contractor to be able to pay the supplier directly	
GoDiving Show						Benefits from anticipated bookings - estimated no. of pax x AUS x ADE = 30 x 12.55 x USD 103.36 = USD 38,915.04 x PHP 55.30 = PHP 2,152,001.71	Anticipated bookings and onsite bookings = PHP 24,374,000.00	ROI = (PHP 26,528,001.71 - PHP 3,608,602.50) / (PHP 3,608,602.50) × 100% ROI = 6.350 × 100% ROI = 635%	
Internationale Tourismus-Börse (ITB) Berlin 2023	The ITB Berlin is the world's largest travel and tourism trade fair. With over 10,000 exhibitors and 160,000 visitors expected to gather during ITB Berlin 2023 the trade show will once again prove to be a staple in the travel event industry. During the three days of the fair, visitors will be able to explore information stands, hotels and property displays offering a comprehensive product overview featuring over 100+ travel destinations. This extensive showcase is arranged into easy-to-find show floor sections including the travel industry's geographical locations. Thematic sector of the exhibition further provides guidance to the extensive array of products and services into groups such as Adventure travel & responsible tourism, business travel, career centre, LGBT+ tourism, luxury travel, medical tourism, youth travel and others.	• Sustain a strong and distinguished presence in the global tourism industry; • Network with travel stakeholders in existing and emerging tourism source markets, and generate new business deals; • Recruit tourism businesses with existing partners; • Explore partnership opportunities with various tourism stakeholders, including local tourism offices and new online distribution platforms, tourism websites and communities, journalists, and influencers, among others; • Strengthen the Philippines' global tourism branding campaign	1. Business Leads Generation 2. Social Media Engagement 3. Active Coverage and Media Mentions	1. Participation of 25 private sector companies 2. Consumer activations on the Philippine stand 3. Host a Philippine night for the ITB audience 4. Distribution of Philippines souvenir bags and other small giveaways	A. ITB Berlin 2023 was attended by 26 Co-exhibitors with 25 Private sector and 1 DOT-Assisted exhibitor (PTRA). B. The delegation was able to book P260 million worth of negotiated sales from more than 300 business meetings. C. 4 PRs were released during the whole duration of ITB Berlin. D. Stand activations like serving of Philippine coffee, live weaving, and greetings from the emis team. E. Hosted the Philippine night during the 2nd night of ITB Berlin with performances from Princes Viruzada, David Mercedo, and the Lapu-Lapu Anni De Abanico. F. Auro Chocolates and Dried mangoes were distributed packed in Philippines souvenir bags.				
Travel and Adventure Show Series (Los Angeles leg) 18-19 February 2023	The Travel and Adventure Show (TAS) series has established itself as the premier consumer marketing platform in the U.S. travel industry. Dubbed as America's Favorite Travel Show, the TAS which is now on its 17th year, has staged over 100 completed events and has connected over 2.1 million travellers find, plan and book their dream vacation. It attracts an estimated 35,000 to 45,000 visitors per city with over 500 exhibitors coming from national tourism organizations, airlines, hotels, resorts, travel agents, travel media and other tourism stakeholders.	Boost public perception of the Philippines as a premiere, sustainable and safe destination Sustain market presence in the U.S. Southwesten States Help sell specialized tour packages	Reinforces the market presence of the Philippines in the U.S. as a premier and safe destination Good opportunity to meet travel experts, network with new contacts that could possibly lead to future project collaboration, and learn the latest tourism promotion strategies and travel developments in the US	not applicable					
JOINT PROMOTIONS									
Philippine Destination Branding in Harbin Songhua River Ice and Snow Carnival	The Philippines tourism sculpture was on display in the Harbin Songhua River Ice and Snow Carnival. The ice sculpture featured Philippine icons such as Mayon Volcano, tarsier, pegay whale shark, and coconut tree, and aimed to attract both tourists to visit the Philippines as a winter-gateway destination.	* To promote the Philippines as a winter-gateway in the northern China market * To raise awareness of the Philippines' tourism offerings in general in preparation for the resumption of the Chinese outbound travels	The purpose of the project is to attract Chinese visitors' attention with the contrast between extreme winter weather and tropical scenes of the Philippines and to add the Philippines in their travel list	No private sector participation	* Equalization of Tourism Product Development and Promotion * Diversification	The average foot traffic was estimated at 252,000, aggregating to a total exposure of 11,340,000 in the 45-day exhibition period	N/A	N/A	
TPB/DOT Tokyo Media Culinary Festival Tokyo	As part of the efforts in promoting Philippine gastronomy in Japan, the Tourism Promotions Board through the Philippine Department of Tourism Tokyo office invited Tokyo media practitioners last 18-22 January 2023 covering Metro Manila. The project aimed to develop visual and creative contents material to promote Philippine food, particularly the culinary treasures of Metro Manila through a media tour to the food hubs in the area. Mr. Alan Shinohara, a popular half-Japanese performer, actor, and DJ who is a member of the J-pop group, EXILE, He currently has more than 3 million followers on SNS (1.3 million on Instagram and 1.7 million on Twitter).	* To develop visual and creative contents that can be used to promote Philippine cuisine in Japan. * To boost the popularity of the Philippines as a culinary tourism destination and sustain efforts to highlight the Philippines as the center of gastronomy in Asia to Japanese consumers and influencers, and to sustain awareness in Japan about Philippine cuisine, produce, and agricultural products	Projected Deliverables/Outputs 1. Articles with visual and creative content that will be used to promote Philippine cuisine in Japan. 2. Articles on the PDOT Japan website 3. Posts on the PDOT Japan website and SNS accounts 4. Video production in Philippines featuring the experiences of Mr. Alan Shinohara during his visit 5. Pictures/Videos taken during the trip shared in DOT's SNS accounts 6. Instagram posts and stories of Alan Shinohara 7. Newfeature articles to be written by Mr. Shitumi Eto in Japanese online publications 8. Posts in the SNS accounts of Mr. Shitumi Eto who is a popular food journalist in Japan	Number of participants: 7 media participants Assisted by 1 PDOT Tokyo officer and 1 TPB Project Officer	Applicable Policy, Thrusts and Directions 1. Equalization of Tourism Product Development and Promotion 2. Diversification of Portfolio through Multidimensional Tourism 3. Maximization of Domestic Tourism 4. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1. Articles with visual and creative content that will be used to promote Philippine cuisine in Japan. 2. Posts on the PDOT Japan website and SNS accounts 3. Video production on the Philippines featuring the experiences of Mr. Alan Shinohara during his visit 4. Pictures/Videos taken during the trip shared in DOT's SNS accounts 5. Instagram posts and stories of Alan Shinohara 6. Newfeature articles written by Mr. Shitumi Eto in Japanese online publications (for publication in April 2023) 7. Posts in the SNS accounts of Mr. Shitumi Eto	1. Obtaining a drone permit from the Insurance Administration. One of the requirements to obtain a drone permit is a CAAP license but since the operator of the drone is a foreigner (Japanese national) there is no CAAP license available. 2. Obtaining a filming permit from San Agustin Church	Constant coordination and communication with the Intramuros Administration office in charge of the permits. Sought assistance as well in securing filming permit from the parish priest of San Agustin Church.	

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Adventure King Media Invitational Tour 27 January-03 February 2023	The Tourism Promotions Board (TPB) and the Philippine Department of Tourism Tokyo office (PDOT Tokyo), in partnership with Adventure King, a Japanese travel media with an online publication catering to young and affluent Japanese, conducted an invitational tour last 27 January to 03 February 2023.  To further enhance the country's positioning as a tourist destination for the Japanese market, they visited Palawan's Flower Island, Negros Occidental, and Manila to be featured in their online publications	• To create awareness of the Philippines as the next destination to visit • To ensure that the Philippines remain on top of the mind of Japanese travelers for their next destination when they travel overseas • To create digital materials that can easily be shared online	Creation of video/digital materials promoting Palawan, Negros, Occidental, and Manila	The group is composed of 5 pix of 3 Adventure King representatives, 1 PDOT Tokyo staff, and 1 TPB Project Officer	1 Enhancement of Overall Tourist Experience 2 Equalization of Tourism Product Development and Promotion 3 Maximization of Domestic Tourism 4 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1 Articles with visual and creative content that will be used to promote Philippines in Japan 2 Posts on the PDOT Japan website and SNS accounts 3 Video production on the Philippines featuring the Negros Occidental, Palawan, and Manila 4 Pictures/videos taken during the trip shared in DOT's SNS accounts 5 Instagram posts and stories of the participants 6 Newsfeature article by Adventure King in Japanese online publications	1 Obtaining a drone permit from the Intramuros Administration. One of the requirements to obtain a drone permit is a CAP license but since the operator of the drone is a foreigner (Japanese national) there is no CAP license available. 2 Obtaining a filming permit from San Agustin Church	Constant coordination with DOT Region 6 and the Intramuros Administration
TPB/PODT Tokyo and Cebu Pacific ESL Familiarization Tour 06-10 March 2023	Tourism Promotions Board (TPB) and the Philippine Department of Tourism (PDOT) Tokyo office conducted an invitational tour for travel agents, ESL agents, and ESL-related groups/associations to promote English as a Second Language (ESL) as a tourism product for the Philippines last 06 – 10 March 2023 in Manila and Cebu. The ESL market is one of the biggest markets for travel from Japan to the Philippines. As part of the recovery strategy of the ESL market, it is important that updated information on this product such as post-COVID-19 protocols be provided to the Japanese travel agents, ESL agents, and ESL-related groups/associations. These groups are vital in promoting the Philippines as an ESL destination for the Japanese market.	• To create awareness of the Philippines as an ideal ESL destination, and • To ensure that the Philippines remain on the top of the mind of the Japanese for their next destination when they travel and study overseas	Projected Deliverables/Outputs: 1. Production of new travel and ESL packages for the Philippines 2. Increase in the sales of Philippine travel packages including ESL packages	Number of participants: 9 participants from travel agencies, ESL agencies, and ESL-related groups/associations Assisted by 1 PDOT Tokyo officer and 1 TPB Project Officer	Applicable Policy Thrus and Directions: 1. Enhancement of Overall Tourist Experience 2. Equalization of Tourism Product Development and Promotion 3. Maximization of Domestic Tourism 4. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1 Publishing of article about the ESL tour in the Philippines on the associations' monthly magazine for distribution to the public 2. Promotion of the Philippines as an ideal ESL destination for the Japanese through the agents and association representatives who participated in the tour	1 Since the TPB has not yet received the formal turnover of the ESL market from the DOT main office, the North Asia Office reported a challenge in releasing the ESL schedule to be reported without having a database/reference to choose from. 2. Due to the red-eye flight of the group (early morning arrival) the number of days in the Philippines was reduced by 1 day, limiting the activities that the participants can accomplish	Coordination and communication with the ESL Team of the Department of Tourism Region 7 office for the movement and arrangements with the ESL schools in Cebu  The provision of the ESL schools to be inspected (including the contact persons) were requested from the PDOT Tokyo office
<b>DOMESTIC PROMOTIONS DEPARTMENT</b>								
ter Philippine Motorcycle Tourism Anniversary Ride	To sustain the interest and passion of motorcycle tourism riders to engage in a fun drive while promoting domestic tourism we successfully conducted the 1st Philippine Motorcycle Tourism (PMT) Ceremonial Ride in Cebu City on 22 January 2023.  As part of activity, the TPB invited eighteen (18) motorcycle enthusiasts/vloggers to attend the anniversary to have a RORO experience featuring Boracay, Iloilo, Bacolod and final destination was Province of Cebu. This is to promote the land and sea or inter island experience using the two (2) wheel rides before going to the actual event.	1. To help rebuild the confidence of the traveling public to travel domestically and eventually for the tourism industry to bounce back from the negative impact of the recent COVID-19 pandemic crisis. 2. To encourage more motorcycle sports enthusiasts to engage in a motor sports tourism activity as a potential niche tourism product. 3. To tap motor riders as domestic tourism ambassadors who will help promote the Philippines as a country of fun and diverse experience. 4. To instill a culture of tourism and pride of place among the riders as well as advocate responsible and sustainable tourism. 5. To promote road safety travel among the participants and adapt the government's safety guidelines and protocols in the hospitality industry as a new normal.	Projected Deliverables/Outputs 1. Creation of video/digital materials about the event and destinations 2. Promoting Central Visayas as a culture of tourism and sports tourism activity as potential niche destination for motorcycle tourism 3. Promote road safety travel among the participants and adapt the government's safety guidelines and protocols in the hospitality industry as a new normal	In order to maximize the media message of the event, the TPB brought eighteen (18) motorcycle enthusiasts/vloggers who rode from Naga City to Cebu via RORO with stopovers in Boracay, Iloilo, Bacolod and Cebu.  A total of 881 riders from Luzon, Visayas & Mindoro joined the ceremonial ride covering Cebu City, Carcar, Mandaue and Lapu-Lapu and Rider's Night at the Radisson Blu Hotel Cebu	Applicable NTPD Strategic Direction, Action Program and Other Tourism Strategies; and a)Applicable Policy Thrus and Directions (DOT 7-Point Agenda) 1. Enhancement of Overall Tourist Experience 2. Equalization of Tourism Product Development and Promotion 3. Maximization of Domestic Tourism 4. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1. Articles with visual and creative content that will be used to promote PMT 2. Pictures/videos taken during the trip shared in TPBPMT FB Page 3. Instagram posts and stories of the participants 4. Social Media Message 5. Domestic tourist receipts from the riders for participating the said event	There was a heavy rain in Cebu during the kick-off ceremony on which not all registered participants present on-site  Glitches using the online registration	Need to upgrade the registration system
30th Travel Tour Expo	Celebrating its 30th/Promotional year and with the tagline "A Better and Stronger Future of Travel", the Travel and Events (TTE) 2023 gathered 400 exhibitors and over 80,000 for the 3-day event. The much-awaited event before the summer season was a platform to bring together travel agents, tour operators, airlines, hotels, resorts, entertainment and theme parks, travel essentials, food business and travel related establishments. TPB supported the event through sponsorship/financial assistance. The event was held last 3-5 February 2023 in the SMX Convention Center Manila.	The 3-day trade fair aims to: • Create an event for the local and international tourism industry in the Philippines • Bring together destinations, tourist attractions as well as organizations and business relations in the field of hotels, airlines, cruise and other members of travel around the world. • Help the public how to practice safe travel under the new normal. • Tap families and vibrant youth-driven market with its experiential exhibits, affordable tour packages, and novel destinations to fit budget, fits and fun travel goals	Increased awareness of the public and generate interest to travel domestically • Strengthened collaboration among stakeholders in the promotion of domestic tourism	N/A	3. Enhancement of Overall Tourist Experience 4. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1. The TPB booth featured a spinning photo booth, an interactive video-taking service using a VR technology and 360 backdrop of a diving site of the country 2. The TPB also had a coffee station sponsored by Kauaiway Coffee, a small business passionately driven to help sustain the conductivity of the country 3. The TPB also facilitated games at the Philippine Pavilion and Main Stage with prizes 4. Overall, the 3-day event recorded an estimated foot traffic of 80,000	N/A	N/A
Lika	The Tourism Promotions Board's recently concluded Philippine Weavers Tourism and Trade Fair (PWTF) in 2022 provided opportunities for the invited weavers from twelve (12) selected weaving communities to showcase their products and techniques. The PWTF also provided a platform for the exchange of ideas on the "Colors of Mindanao" campaign.	1. To provide a venue for networking between local weaving communities and leading Philippine fashion designers and trend builders. 2. To promote the Philippine textile and its contribution in defining cultural identity of many indigenous communities through the tradition of weaving. 3. To create an awareness that will include the communities contribution in tourism by means of cultural immersion.	1. To provide a platform for discussion in the development of Philippine textile 2. To increase awareness of Philippine hab and Filipino weaving traditions for the domestic and international audience including tourists 3. To raise Filipino pride by supporting/weaving using Philippine textile	1. Philippine Fashion Designers 2. 59 local weavers/artsans from 14 provinces	3) Enhancement of overall tourist experience 4) Equalization of tourism product development and promotion 5) Diversification of portfolio through multidimensional tourism	1. Attendance of 150 Philippine designers, 267 brand builders, 6 speakers, 7 academe and 21 media 2. Local media interview with CFL representative/volunteer 3. Presence of the First Lady Louise "Liza" Araneta-Marcos	Pending invitation/promotion if the event is open to the public or exclusive to invited guests only	The Technical Working Group promoted Lika last minute on social media/demand of month when there was a demand to push the event into "Open to the Public"
TPB Membership Training Seminars	As part of the TPB's commitment to strengthen the marketing capability of members, it conducted 2 hybrid seminars in the first quarter of 2023. Commemorating Sustainability in 2023 and Beyond last January 11, 2023 at Taal Vista Hotel and The Future of Tourism Business Through E-commerce and Social Media Marketing last February 10, 2023 at Chabacs Bay Manila.	1. To strengthen the marketing capability of stakeholders to meet current and future needs 2. To assist members in recovery efforts, enabling them to develop the ongoing pandemic with new strategies to move forward 3. To strengthen partnership with the private sector	1. Knowledgeable, skilled, and able members in the areas of digital marketing and sustainable tourism development 2. Stronger collaboration between the DOT-TPB and the private sector	1 Run 1 (CALABARZON) - 99 pix 2 Run 2 (Metro Manila) - 90 pix	NTDP Strategic Directions: 1. Enhance human resource capacity and improve service standards 2. Support MSME development in tourism 3. Support gender and women empowerment initiatives 4. Adopt measures to enhance environment preservation and climate change adaptation  7-point Agenda: 1. Maximization of Domestic Tourism 2. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Attendance of 175 participants (61 onsite/114 online) for Run 1 and 247 participants (66 onsite/178 online for Run 2)  Involvement of 6 subject matter experts  Integration of GAD-relevant topics	Procurement delays	Early procurement, feasibility of implementation period
TPB Members' Familiarization Tours	To sustain recovery initiatives, the TPB Membership Program has conducted a series of familiarization tours (Farm Tour) for its members in the 1st Quarter of 2023. Farm Tours are a valuable tool for tourism stakeholders, particularly tourism businesses, to experience destination products and services firsthand, enabling them to relay information to their clients and create and sell packages to the public	1. Provide first-hand experience of the destination's tourism products and services for participants to adequately sell to the public 2. Increase awareness of the tourism products and services offered by the destination to tourism products and consumers through the end view of promoting these to existing and potential clients 3. Benchmark the best practices of the destinations, including sustainable tourism and the implementation of new normal standards and protocols, and 4. Strengthen relationships among tourism stakeholders, growing TPB members' network of tourism professionals.	1. Strengthened interest in the promotion of domestic tourism, highlighting tourism circuits, emerging products, and standard safety protocols 2. Strengthened collaboration among stakeholders in the promotion of domestic tourism 3. Benchmark the best practices of the destinations, including sustainable tourism and the implementation of new normal standards and protocols, and 4. Strengthen relationships among tourism stakeholders, growing TPB members' network of tourism professionals.	a) Twelve (12) TPB members per module (priority are the 104 founding members) b) Three (3) modules -Cagayan de Oro City/Matigas Oriental-Cagayan (10 members) -Iloilo-Guimaras-Capiz (12 members) -Bataan (11 members) -Bulacan	NTDP Strategic Directions: 1. Expand product development opportunities 2. Design and implement an expanded marketing program Enhance human resource capacity and improve service standards 3. Support MSME development in tourism 4. Expand and promote cultural offerings in tourism sites  7-point Agenda: 1. Maximization of Domestic Tourism 2. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	a) Actual number of participants per module -Cagayan de Oro City/Matigas Oriental-Cagayan (10 members) -Iloilo-Guimaras-Capiz (12 members) -Bataan (11 members) (*smaller number for CDO-MD-Cagayan and Batanes modules due to cancellations of TPB Members)  b) Conducted three (3) modules	Schedule of validation and actual train due to conflict with other TPB-initiated events -Provision of logical requirements, particularly the delivery of materials to intend destination -Cancellation/Withdrawal of confirmed participants in the program  Acknowledge more waitlisted members	Alignment with the other departments through the TPB Calendar of Events -Schedule the delivery of materials at least 2 weeks before the project implementation -Cancellation/Withdrawal of confirmed participants in the program

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EBMG International Launch	The Bisita, Be My Guest is a multi-agency program, in which TPB is tasked primarily with the marketing and promotion of the project, including the provision of the logistical requirements for its launch activities in key cities abroad. This ongoing campaign is being integrated in all major TPB and DOT events/roadshows and presentations to Filipino communities overseas, in cooperation with DOT Foreign offices, Department of Migrant Workers and Philippine embassies. To date, the program has been launched in two key cities, namely Tokyo and Frankfurt.		Strengthened involvement of OFWs, OFs and Filipinos in the promotion of the country in their role as mini tourism ambassadors  International publicity for the Philippines resulting to heightened interest to visit		7-Pact Agendas 1 Cohesive and Comprehensive Digitalization and Connectivity 2 Enhancement of Overall Tourist Experience 3 Maximization of Domestic Tourism  NTDP 1 Attract tourism investments and improve business environment. 2 Design and implement an expanded marketing program. 3 Promote initiatives in embracing quality standards		Procurement and budget concerns due to limited lead time	Reprogramming of funds, close coordination with foreign offices	
<b>MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (M.I.C.E.) DEPARTMENT</b>									
MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (M.I.C.E.) DEPARTMENT									
Asia Pacific Incentives and Meetings Event (AIME) 2023	The 10th edition of AIME is the leading trade event for the meetings and event industry in the Asia Pacific region. It is where industry decision makers connect, create and do business, bringing together international and local buyers to access exhibitors from around the world  The 10th edition of AIME expected the participation of more than 300 exhibitors and 400 hosted buyers, generating 10,000 business appointments on the show floor  The TPB has reserved a total of three (3) pre-scheduled appointment (PSA) dates and occupied a booth space of 27sqm (3m x 3m for each company) for conducting one-on-one meetings, tourism and product displays. In addition to face-to-face meetings, a Knowledge Program was made available for all participants of AIME	- Position the Philippines as one of the top MICE destinations in Asia Pacific and raise the AIME Buyers' awareness on the Philippine MICE destination  - Communicate the message that the Philippines is an able and competitive MICE destination with its array of MICE products and offerings. - Present a strong MICE Philippine brand through demonstrated collaboration with stakeholders, offering a concerted effort in marketing and promotions. - Build partnerships, expand networks and reconnect with AIME 2022 contacts to generate sales leads. - Generate MICE sales leads from the Asia Pacific market	- Generation of a significant number of business appointments and sales leads  - Position the Philippines as one of the top MICE destinations in Asia Pacific - Raise awareness on the Philippines as leading MICE brand in the region. - Sell the Philippines as a MICE destination with diverse products and offerings. - Support Philippine MICE suppliers by sharing with them leads to be generated from the show floor - Create partnerships, expand networks and reconnect with AIME 2022 contacts to help generate sales	- Two (2) private sector co-exhibitors - 40 business-to-business appointments - 20 sales leads	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism	- One (1) private sector co-exhibitor - 60 business-to-business appointments - 37 sales leads	- Lack of co-exhibitors from Destination Management Companies (DMCs)	- Endorsement of DMCs to AIME buyers; - Recommendation for the earlier send out of a Call for Participation for the next MICE project in ANZ, specifically targeting DMCs for invite	
Philippine MICE Conference (MICECON)	MICECON is the largest gathering of Meetings, Incentive Travel, Conventions, and Exhibitions (M.I.C.E) professionals in the country. It is a sought-after event as it strengthens all sectors involved in the M.I.C.E. industry into one cohesive and comprehensive educational program. Over the years, MICECON has become a reliable event for MICE stakeholders which prides itself in having the most well-organized and comprehensive platform to benefit all stakeholders in the industry, particularly with both international and local MICE experts. The 2023 edition expects approximately 500 delegates who will fly in to Davao in time for the Arawing Davao celebration and the City's 10th Anniversary since hosting the MICECON in 2018	- To provide a comprehensive educational platform for the continuing professionalization of the MICE industry - To feature a global perspective on the MICE industry by inviting international and local speakers to tackle high-level issues about the industry. - To strengthen public and private sector partnership and harmonize the Host City Government stakeholders' efforts in promoting Davao City's local culture heritage, culinary and local talents especially during themed social events - To provide updates on global marketing strategies and current industry trends - To showcase new developments, establishments and products/services of the Host City/Destination and the health and safety protocols being implemented in the new normal	- To increase the levels of creativity and professionalism and further upgrade the levels of capabilities of the Host City/Destination in handling new demands of the market - To strengthen public and private sector partnership and harmonize the Host City Government stakeholders' efforts in promoting Davao City's local culture heritage, culinary and local talents especially during themed social events - To leave a legacy and drive sustainability in the Host City/Destination and its participants by applying best practices during the Conference	a) Target number of physical attendees 500 participants	1 Improvement of Tourism Infrastructure and Accessibility 2 Cohesive and Comprehensive Digitalization and Connectivity 3 Enhancement of Overall Tourist Experience 4 Equalization of Tourism Product Development and Promotion 5 Diversification of Portfolio through Multidimensional Tourism 6 Maximization of Domestic Tourism 7 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	- a total of 337 physical attendees - a total of 336 virtual attendees			
Successful Meetings Universitas (SMU) International	Organized by the Northstar Meetings Group, SMU International is an elite event for Sellers of international destinations (conventions and visitor bureaus, destination management companies, hotels and resorts) and Buyers who are placing corporate programs and events across the world (Meeting/Incentive travel planners and organizers).  With a ratio of 1:1 Buyer-Seller distribution, hosted buyers to this event undergo a stringent application process that requires them to meet specific criteria and a minimum number of international bookings to qualify. All buyer attendees must have active requirements (RPs) that are global (either transnational or transpacific) to qualify for attending the show and look for possible destinations of their existing and future events.	- Raising the level of awareness about the Philippines as a destination for MICE/Business Events - Keeping tabs on new developments and the latest trends in the US MICE Industry	- Generating new leads that can be shared with Philippine MICE suppliers - Building partnerships and tie-ups	Not applicable	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism	- One-on-one appointment with twenty-four (24) MICE planners, organizers and associations - Generation of 24 new leads including 6 hot leads	None		
Participation in the 2023 Professional Convention Management Association (PCMA) Convening Leaders	Following TPB's participation in the International Congress and Convention Association (ICCA) Congress 2022 held on 06-09 November 2022 in Krakow, Poland, the agency has found the wealth of opportunities provided by membership in international MICE associations particularly in mining industry data and networking with industry professionals, stakeholders and prospective clients  During the ICCA Congress, TPB was introduced to another international association of MICE professionals, i.e. Professional Convention Management Association (PCMA). Founded in 1966, the PCMA is the world's largest network of Business Events Strategists, with more than 7,000 members and an audience over 50,000. Headquartered in Chicago, PCMA has partners and collaborators include organizations North America (17 chapters), Europe, the Middle East and Asia, with activities in 37 countries. The PCMA's mission is threefold:  1. Increase PCMA's impact on a worldwide audience through a focus on audience needs 2. Lead the industry through innovation, education, events and engagement 3. Develop a sustainable structure to grow membership, audience, and revenue	The Philippines participation in the 2023 PCMA Convening Leaders will ensure the following:  1. Networking Relationships, especially one centered on face-to-face opportunities, are imperative in the meeting and events industry Convening Leaders consistently bring top thought leaders and key influencers that TPB can connect with in person gain insight and collaborate  2. Education Attending Convening Leaders will allow participants to learn more about the convention industry and its latest innovation by attending the plenary and breakout sessions  3. Established new leads, from all geographies and industries, as well as participate in a range of events to meet, share and network with public and private sector figures	The Philippines participation in the 2023 PCMA Convening leaders has warranted the following:  1. Collaborative networking with PCMA Asia Pacific (APAC) community, the Asia Pacific Regional Advisory Board, Asian American Commerce Group  1. Singapore Ms. Victoria Dela Cuesta, Associate Director, Marina Bay Sands Mr. Richard Goh, Senior Manager, Convention, Singapore Tourism Board Mr. Gregory Yap, Vice President, Meetings & Leisure, Americas International Group, Singapore Tourism Board  2. Thailand Ms. Nichapa Yoswee, Senior Vice President, Thailand Convention & Exhibition Bureau Ms. Nattapavee Anggrawatwanon, Executive Officer, membership & Conferences Services, World Aquaculture Society - Asian Pacific Chapter Mr. Nooch Hornsuthphon, Director, Conventions Department, Thailand Convention & Exhibition Bureau  3. Sarawak, Malaysia *Mr. Jason Tan Chin Foo, General Manager, Sarawak Conventions Bureau	N/A	N/A	N/A	N/A	N/A	
	In addition, the organization also provides a range of services for PCMA members, including circular standardization for convention management, career development support, training programs, advocacy initiatives, and resources and networking opportunities, such as the Convening Leaders platform.  Designed to lead the business meetings industry into the future, the PCMA Convening Leaders is an epic gathering of capital-city experience, dynamic discussions and powerful networking. A high-profile education and networking event, thousands of business events professionals and community leaders from around the world come to Convening Leaders every year to explore, through leading-edge education, research and networking, how business events galvanize economic and social legacies for businesses and communities			B. Asia Pacific Regional Advisory Board  1. Mr. Edward Koh, Executive Director, Conventions, Meetings and Incentive, Singapore Tourism Board 2. Mr. Weimin Ong, Vice President, Sales & MICE, Marina Bay Sands PTE Ltd 3. Mr. Michael Singh, CEO and Managing Director, Asia Pacific Convention Services 4. Ms. Paula Roche, Head of Events, Australian Psychological Society 5. Ms. Florence Chua, Managing Director, APAC, PCMA 6. Ms. Fathie Cheeque, Operations Manager, APAC, PCMA  C. Asian American Commerce Group 1. Ms. Joy Khoo-Loewis, Executive Director 2. Ms. Shahn Rahman, Board Member 3. Mr. Spencer Jindal, Board Member 4. Mr. Marc Oregon, Director of Marketing & Membership					

Name of Activity / Project	Background and Goal of the Activity/Project	Objectives	Intended Outcome	Target/s	Alignment with the NTDP, Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken
Indicate the name of the activity or project	Provide a narrative background of the project or activity. Indicating the specific and measurable actions	Indicate the Objective, stating the aim of the project or activity	Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective	Indicate the target stakeholders and number of participants; and b) Target number of projects or activities	a)Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and Policy Thrusts and Directions  b)Applicable Policy Thrusts and Directions	Provide the actual accomplishment/s that the delivery unit was able to achieve vis-a-vis the targets/objectives	Indicate the challenges and constraints that the delivery unit has encountered in project implementation	State the mitigation measures that the delivery unit undertook to avoid or minimize the risks
<b>MICE ASSISTED BOOKED EVENTS</b>								
2022-2023 PAL Korea - Amatuer Golf Tournament and incentive Tour Group (3rd Batch: Metro Manila leg) (11-15 January 2023 and 15-19 February 2023, Crimson Hotel Manila-Alabang)	The Philippine Airlines (PAL) Korea GSA office organized the 2022-2023 PAL-Korea Amateur Golf Tournament and incentive Travel program in Clark, Pampanga and in Metro Manila, composed of four (4) batches, running from November 2022 to February 2023 with each batch having around 60 Korean participants. The program of activities included 3 rounds of golf and an Awards Ceremony-Dinner function. PAL-Korea appointed Rakiso Air Travel & Tours, Inc. as the local ground handler for all the 4 groups.	1) Promote golf travel in the Philippines through a differentiated golf program; and 2) Rebrand the Philippines as a golf destination for Korean golfers.	Provide assistance to booked events	A total of 240 Korean golfers / golf enthusiasts	Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and Policy Thrusts and Directions  1 Enhancement of Overall Tourist Experience 2 Equalization of Tourism Product Development and Promotion 3 Diversification of Portfolio through Multidimensional Tourism 4 Maximization of Domestic Tourism	The groups were accompanied by Korean media, which promoted golfing in the Philippines. The exposure content mainly featured attractions that can entice, not only golf travellers but also family, couples and young people.	Time constraints - the request was received on Nov. 3, 2022 and procurement was done 2 days later (Nov. 5). As such procurement for the requests were no longer possible for batch 1 and 2, while procurement for batch 3 and 4 (Jan & Feb. 2023) did not commence until Jan. 3, 2023. As such the originally requested dinner hosting could not be provided.	Searched for other sources and means to budget for special tokens (busi cash advance) and utilized the ready- available / pre-procured cultural entertainment
Aloris, Inc Incentive Trip 21-23 Jan 2023, Boracay	Established in 1999, Aloris is a BPO company with headquarters in Irvine, California, providing a digital customer service experience to its global partners. As part of the company's enhancement program for employees, Aloris organizes a quarterly trip for its top agents.	The TRB's assistance for the group's incentive Travel is a good opportunity for the following: -Recovery of domestic tourism -Promotion of MICE destinations -Stronger collaboration between the TRB, LGU and the private sector -Strengthening of TRB's database of domestic MICE market/clients	Assistance to booked event	Participated by 12 local and 20 foreign participants from the US		Endorsed to DOT Region 6 for airport facilitation Provision of tokens/giveaways		
52nd Southeast Asian Ministers of Education Council (SEAMEC) Conference 08-10 February 2023, Manila	The Southeast Asian Ministers of Education Organization (SEAMEO) is a regional inter-governmental organization established in 1965 among governments of Southeast Asian countries to promote regional cooperation in education, science and culture in the region. The SEAMEO Council Conference is convened biennially. This year, it is the Philippines turn to host the 52nd Southeast Asian Ministers of Education Council (SEAMEC) Conference on 08-10 February 2023. Considering with this is the assumption Vice President and Secretary of DepEd, Sara Z. Duterte, as the next President of SEAMEO Council from 2023-2025	The theme for the 52nd SEAMEC Conference is "Transformation Through Learning Exchange: Building Resiliency Systems". Through SEAMEC Conference, SE Asian education leaders will have the opportunity to discuss among themselves SE Asia can recover from the learning and the drastic impact of the COVID-19 pandemic	Assistance to booked event	SE Asian education leaders		Provision of tokens for Ministers and VIP guests		
9th Asia Pacific Pediatric Cardiac Society (APPCS) Congress 22-25 February 2023, Radisson Blu Cebu and J Park Island Resort Cebu (Hybrid)	The Congress of the Asia-Pacific Pediatric Cardiac Society and the Biannual Convention of the Philippine Society of Pediatric Cardiology (PSPC) is a continuing medical education (CME) for pediatric cardiologists, aiming to provide update on innovations and solutions to complex cardiac problems with the theme "Innovations and Solutions to Complex Cardiac Problems in Children: Game-Changers and Best Practices of Pediatric Cardiac Care in the Asia-Pacific". The event's tour operator/ground vendor is Cebu-based TRB member, PureBasis Adventure Travel & Tours.	The APPCS Congress aims to give identity to the growing number of pediatric cardiologists in the country to represent their concerns and interests both locally and in the different international scientific communities	Assistance to booked events	The 9th Congress is expected to gather around 100 local participants and 50 foreign - face-to-face & virtual - participants from 27 participating countries, namely Afghanistan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Macau, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Timor-Leste, United Kingdom, Vietnam, and the Philippines.	Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and Applicable Policy Thrusts and Directions (DOT 7-Point Agenda) 1 Cohesive and Comprehensive Digitalization and Connectivity 2 Enhancement of Overall Tourist Experience 3 Equalization of Tourism Product Development and Promotion 4 Diversification of Portfolio through Multidimensional Tourism 5 Maximization of Domestic Tourism	TBA	N/A	N/A
7th Congress of Asian Society for Neuroanaesthesia and Critical Care (ASNaCC) 23-25 February 2023, Seda Hotel	The Asian Society of Neuroanaesthesia and Critical Care (ASNaCC) holds a biennial congress to bring together Asian as well as international thought leaders in the field of neuroanaesthesia and neurointensive care, as well as opinion experts to exchange information and clinical experiences and present their research findings.	The ASNaCC will serve as an opportunity for professionals from the medical industry and allied services to meet, exchange information and trade best practices anchored on the theme of sustainability that provides social and environmental impact to communities our country.	Assistance to booked events	Medical practitioners / 100 pax				
Critical Care Nurses Association of the Philippines, Inc. (CCNAPI), 23-25 Feb 2023 Makati Diamond Residences	Founded in Feb 1977, CCNAPI is the national organization of nurses in the field of critical care nursing. It is also a founding member of the World Federation of Critical Care Nurses and accredited as a "Provider of Continuing Professional Education by the Professional Regulation Commission"	It aims to tackle current trends and issues in the field of critical care. Evidence-based practices and clinical care standards will be presented during the event.	Assistance to booked events	10 foreign participants from the USA and Malaysia plus 150 local participants		Provision of tokens/giveaways		
Phoenix Travel Incentive Group, 25 Feb-02 March 2023, Boracay	Phoenix Travel is one of the leading and largest tour operators in Taiwan which offers tour packages for domestic and international travelers. They will handle the incentive travel of Yung Shue Insurance Broker. In partnership with wth DOT-Taiwan	Position the Philippines as the leading destination for MICE, particularly for incentive travel -Contribute to economic recovery through employment and income, nationally and regionally -Increased foreign exchange earnings for the country -Contribute to the promotion of Philippines brand -Strengthening of TRB's database of international MICE market/clients -Taiwan ranked 7th among source markets in January, continuing the country's tourist arrivals/growth track	Assistance to booked events	140 employees		Endorsed to DOT Region 6 for airport facilitation Provision of tokens/giveaways		
Mirage Travel Incentive Group, 7-11 and 14-18 March 2023, Boracay	Mirage Travel is a tour operator in Taiwan that offers tour packages with more than a dozen branches. They will handle the incentive tour of Chang Yu Metal Corporation. A manufacturing company that produces metal structures and architectural components	-Position the Philippines as the leading destination for MICE, particularly for incentive travel -Contribute to economic recovery through employment and income, nationally and regionally -Increased foreign exchange earnings for the country -Contribute to the promotion of Philippines brand -Strengthening of TRB's database of international MICE market/clients -Taiwan ranked 7th among source markets in January, continuing the country's tourist arrivals/growth track	Assistance to booked events	80 to 100 employees of Chang Yu Metal Corporation		Endorsed to DOT Region 6 for airport facilitation Provision of tokens/giveaways		
INCAR Financial Incentive Travel Batch 1 (100 pax) 15-19 March 2023, Cebu Batch 2 (100 pax) 05-09 April 2023, Cebu	Worldbox Services International (WSI) is the premier exhibition and events management company in the Philippines, producing internationally acclaimed exhibition shows. Founded in 1996, WSI started with the advocacy to showcase Philippine industry excellence and the vision of placing the Philippines on the world map of trade and exhibition shows-starting with the pioneering Philippine World Building and Construction Exposition (WORLDEX)	Opportunity to showcase the Philippines as a preferred incentive destination in a post-pandemic environment	Assistance to booked events	South Koreans Total of 170 pax		Endorsed to DOT Region 7 for airport facilitation Provision of cultural show		
Worldbox, 16-19 March 2023, SMX Convention Center	The ITF is a premier consumer travel fair for the travel enthusiasts who wants to experience different wonders of the world. It features tourism exhibitions from local govt. units, hotels, resorts, airlines, theme parks via consultancy, travel agencies and tour operators, offering tour packages, airfares, cruise deals and highlights emerging destinations, to encourage Cebuanos and neighboring islands to turn idle weekenders into actual itineraries	It aims to continuously to create an avenue where its partners can establish beneficial B2B partnerships and widen their audience exposure on an international level and to offer a whole new platform for information updates and exchanges that benefit the construction and design industry	Assistance to booked events	Target number of foreign is 500 and 2000 local participants		Provision of tokens/giveaways		
8th International Travel Festival, 24-26 March 2023, Ayala Center, Cebu	The ITF is a premier consumer travel fair for the travel enthusiasts who wants to experience different wonders of the world. It features tourism exhibitions from local govt. units, hotels, resorts, airlines, theme parks via consultancy, travel agencies and tour operators, offering tour packages, airfares, cruise deals and highlights emerging destinations, to encourage Cebuanos and neighboring islands to turn idle weekenders into actual itineraries	Providing assistance to booked events is in line with continuing efforts to support and attract local and international MICE visitors, as well as improve the competitiveness of and promote the Philippines as a MICE destination	Assistance to booked events	Target number of local visitors, 30,000		Provision of tokens/giveaways		

Name of Activity / Project	Background and Goal of the Activity/Project	Objectives	Intended Outcome	Target(s)	Alignment with the NTPD, Strategies, and Policy Thrus	Actual Accomplishment	Challenges and Constraints	Action Taken
Indicate the name of the activity or project	Provide a narrative background of the project or activity, indicating the specific and measurable actions.	Indicate the Objective, stating the aim of the project or activity	Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective	Indicate the a) Target stakeholders and number of participants, and b) Target number of projects or activities	State the a) Applicable NTPD Strategic Direction, Action Program and Other Tourism Strategies, and b) Applicable Policy Thrus and Directors	Provide the actual accomplishments that the delivery unit was able to achieve vis-a-vis the target/objectives	Indicate the challenges and constraints that the delivery unit has encountered in project implementation	State the mitigation measures that the delivery unit undertook to avoid or minimize the risks
<b>ADMINISTRATIVE DEPARTMENT</b> <b>PERSONNEL/HUMAN RESOURCE AND DEVELOPMENT DIVISION</b>								
<b>A. Employee Engagement</b>								
1. Learning Over Lunch (LOL) It's a D.E.A.L. (Drop Everything And Listen)	Learning Over Lunch (LOL) is an annual activity of the Tourism Promotions Board (TPB) through the Personnel and Human Resources Development Division (PHRDD). It is a kick off learning intervention under the Employee Engagement Program aimed at inspiring and motivating TPB personnel at the start of the year.	a. Motivational learning session to jumpstart the year b. An avenue to employees to connect, collaborate, and share updates	A kick off learning intervention under the Employee Engagement Program aimed at inspiring and motivating TPB personnel at the start of the year.	TPB employees and JO personnel			Based on the post learning evaluation: - Majority of the subject (1) - Time Management (1) - Venue (3) - Facilities and Equipment (3) - Food and Beverage (2)	
<b>B. Gender and Development</b>								
1. Women's Month Celebration Activities A. TPB KAPITAN SESSION #WeCanBeEquALL	In compliance with the Philippine Commission on Women's (PCW) Memorandum Circular No. 2023-01 dated 06 February 2022 with subject: Guide for the 2023 National Women's Month Celebration that provides guidelines in the conduct of the National Women's Month Celebration in March 2023, the Tourism Promotions Board (TPB) will spearhead activities in view of the said celebration.	a. Avenue to raise awareness and celebrate 2023 Women's Month b. Recognize the empowered JUANAS of TPB c. Aim a call to action that highlights extra ordinary roles of all JUANAS as trailblazers of change	TPB employees and JO personnel					
2. All women's run		Collaborate with significant women who wants to share their passion, energy, and expertise to educate about what being fit really means	8 TPB personnel					
<b>C. TPB GFPS, TWG, and Secretariats Meeting</b>	To keep the members updated and continuous implementation of GAD in their respective Department Offices/projects	To discuss the following agenda: 1. Proposed reconstitution of TPB GFPS, TWG member 2. Upcoming Program, Activities, and Projects for FY 2022 2.1. 1st Quarter's GAD calendarization 2.2. Pride Month / Pride Day (July 2022) 2.3. Gender Sensitivity (GSS) Training 2.4. Community-Based Tourism Marketing Enhancement 2.5. 18-Day Campaign to End VAW 3. GAD IEC Materials 4. 2023 PCW GAD Webinar Series 5. Other Matters, if any	TPB GFPS, TWG, and Secretariats					
<b>D. Public Trainings</b>								
1. CB-Behavioral Event Interview	To promote continuous learning, the TPB Personnel and Human Resources and Development Division (PHRDD) provided alternative platform for Learning and Development.	By the end of the two-day online course, the participants shall be able to discuss and differentiate the two structured interviewing processes and come up with a guide to develop their agency assessment and selection tool kit, either for RG or CS, depending on the assessment system that is in currently in place.	3 TPB Personnel - Atty Venancio C. Manuel III - Karen A. Padilla - Evelyn D. Sonoco					
2. Know Your Money and Counterfeit Detection (Peso and Dollar Banknotes)		At the end of the course, participants are expected to: - Have basic knowledge and importance of knowing our money - Know the important features contained in the Philippine New Generation Commemorative (NGC), including the US Dollar Banknotes - Differentiate genuine from counterfeit notes of the Philippines Peso and US Dollar Banknotes. - Understand the laws and circulars regarding treatment &amp; disposition of Philippine Peso and US Dollar Banknotes - Know the BSP Directive regarding Clean Note Policy and Classification of Banknotes in Circulation, and - Be able to handle counterfeit banknotes and coins appropriately	2 TPB Personnel - Marites Bautista - Mary Irayka Dela Cruz					
<b>E. Employee Welfare and Health and Wellness Programs</b>								
<b>E. 1. Physical</b> - Medical Consultation with TPB Medical Consultant (January to March 2023)	To provide medical personnel to assist the medical needs of TPB personnel through medical consultation							
- Men's Basketball Game	Playing basketball is shown to have a positive effect on promoting a healthy body weight and encouraging more physical activity which enhances cardiorespiratory fitness and self-esteem							
- Health Forum: Top 5 Cancers in the Philippines: What to Do		The objectives of the health forum are the following: 1. To give information on what are the top 5 cancers in the country. 2. To give a rundown on the early warning signs and symptoms related to these most common cancers; and 3. To give recommendations on how to monitor for early signs	TPB employees and JO personnel					
<b>E. 2. Spiritual</b>								
- Bible Study 30 March 2023	To uplift the spiritual needs of personnel			TPB employees and JO personnel				
- Thanksgiving Mass (monthly)				TPB employees and JO personnel				
- Time of Reflection (TOR) Activity 30-31 March 2023	As part of its Employee Engagement Program, the Tourism Promotions Board (TPB) desires to conduct a spiritual retreat in view of the upcoming Lenten Season	- To provide venue with accommodation, catering service and technical requirements for the 2023 Time of Reflection (TOR) - The activity aims to provide personnel an avenue for self reflection in view of the upcoming Lenten Season	45 TPB employees and JO personnel					

Prepared By:

WILSON R. SUBA

Acting Department Head, CPBD Department

11 APRIL 2023

Voted By:

MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Executive Officer

Date: \_\_\_\_\_