



Narrative Accomplishment Report
4th Quarter CY 2022

Office / Agency: TOURISM PROMOTIONS BOARD PHILIPPINES

Name of Activity / Project	Background and Goal of the Activity/Project	Objective/s	Intended Outcome	Target/s	Alignment with the NTDP, Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken
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INTERNATIONAL PROMOTIONS DEPARTMENT								
TRAVEL FAIR								
Oztek Advanced Diving Conference and Ozdive Show 2022	This event brought together divers from all over Australia and was a good opportunity for the Philippine sellers to promote dive tourism in the country and to sell exclusive dive packages.	To create increased awareness of the Philippines as a great dive destination, to source new markets, partners, and travelers who are diving enthusiasts, and to promote Philippine dive destinations to new and active diving audiences.	The projected revenue during the 2-day event is estimated at PHP 4.2 million.	Target stakeholders: 2 Actual no. of participants: 1 (the other seller was not able to join due to non-issuance of the visa)		No of participants: 1 Projected revenue: PHP 4,200,000.00	Last minute cancellation of one invited seller company due to non-issuance of their visa	Invited representatives from the Philippine Airlines to participate in the event
Holiday and Travel Shows	HTS provided a good opportunity to engage face-to-face with a qualified audience keen to reconnect, plan their travels and buy holiday packages.	To reconnect with Australian consumers now that borders are open, to strengthen the viability of the Philippines among Australian travelers.	The event is expected to generate increase in the number of Australian tourist arrivals to the Philippines.	No invited Philippine seller company for this event.			Delayed remittance of project funds to facilitate implementation of the project.	Payment for the booth rental was directly remitted to the event organizer to guarantee booth space for the Philippines.
Internationale Tourismus Borse (ITB) Asia	The event provided a premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting business.	To provide an opportunity for the Philippine private sector to meet and network with their counterparts and also to promote business and tourism to the Philippines, to reinforce the presence of the Philippines as one of the most-preferred tourist destinations in Asia Pacific, to generate onsite or actual sales of Philippine tour packages during the event.	The projected revenue during the 3-day event is estimated at PHP 151 million.	Target stakeholders: 23 Actual no. of participants: 21 (the two other seller companies were not able to join due to emergency situations)		No of participants: 22 (including TPB) Projected revenue: PHP 151,680,568.24		
Diving Equipment and Marketing Association (DEMA) Show 2022	To support the Philippine dive operators in maximizing their aggressive push in selling their properties, services, and products by educating the diving community in the US about recent developments in the Philippine dive industry through	To connect with thousands of diving, travel, and action watersports professionals who direct, influence, and recommend purchases for their organizations	The projected revenue generated during the 4-day event is estimated at PHP 191,769,900.00	Target stakeholders: 16 Number of participants: 16		No of participants: 16 Projected revenue: PHP 191,769,900.00	a) Perennial issue concerning prolonged/circuitous/delayed remittance of project funds to facilitate the implementation of the project. b) Procurement procedure especially if failed bid	a) Cash advance of project funds
World Travel Market 2022 07-09 November 2022 ExCel London, United Kingdom	WTM is the leading global event for the travel industry to network and conduct business with international travel professionals. It provides opportunities for the Philippine delegation to meet with key decision-makers, generate new sales leads, launch new products, increase brand awareness, gather market intelligence, and develop new and existing relationships.	To communicate the Filipino brand across all markets, To collaborate with international stakeholders, To showcase the Philippine's quality destinations, and To sustain a strong and distinguished presence in the global tourism industry	Promotion of the Philippines as a premier travel destination to key markets, Maximization of the platform for communicating the Philippines' global travel campaign, Showcase of the Philippines' new travel circuits and comprehensive safety protocols and procedures for tourists in the new normal and Generation of marketing and promotional leads	16 private sector participants, 1 Philippine booth with experiential activities, Marketing initiatives, Partnership opportunities	Aligned with NTDP and the new thrusts of the Secretary	6 private sector participants, 211 meetings, 184 sales leads, 1 Philippine booth with food tasting, cultural presentations, and flair bartending, 1 Retreat booth showcasing the Philippines' traditional massage, health and wellness travel packages, and local weaves Marketing initiatives: (1) Sponsorship Floor Tiles, (2) 16 Razor Screens which played our 10-second video every 2 minutes, (3) 3-day Boulevard Activation Showcase, (4) Exclusive Sponsorship of the Ph on WTM Halls, (5) 1 Philippine Networking Night with more than 100 international buyers from the elite WTM Buyers Club, (6) WTM Event Magazine features, (7) Travel Weekly advertorials, 12,000 print ads and leaderboard ads for 1 month, and social media postings on FB and Twitter with at least 25,000 impressions, (8) 10,000 delivered Solus Email Campaigns, (9) WTM Gold Profile Package - homepage banner ad and WTM directory profile Partnership Opportunities: (1) PATA Advocacy and Networking Dinner attended by international tourism ministers and other high-ranking officials, (2) URWTO-WTTC-WTM Ministerial Summit, (3) PATA-WTM Panel Session, (4) Philippine Wellness Talk Digital Engagements at the Empena App: 223 total leads captured, 170 profile views, WTM Digital Bag Offer, 1,000 impressions, 45% conversions and 487 leads ROI: 346.25% = PHP 127,000,000	1. Low turnout of private sector participants due to (a) pandemic recover (b) visa problems, and (c) no-shows of the new sellers 2. Sec. Frasco's negative feedback on booth design 3. Limited content seeding during the event for immediate PR release 4. Remittance issues between DOT and the Foreign Offices 5. Delay in the release of the approved travel order, despite the submission of the CSW as early as Aug/Sept. This caused a domino effect on the processing of visas, passport and other internal documents 6. Delay of the WTM organizers in sending the formal proposal and contract 7. Project Officers were heavily loaded with many tasks, considering the proximity of WTM with Phitex	1. The EAMI Team assisted the private sectors in the visa processing prior to the event. At least three (3) letters were sent to the UK Embassy to facilitate their visa issuance. During the event, the team invited market representatives and UK-based travel companies selling PHI packages to participate in the WTM booth. 2. The booth design underwent the usual process of approvals from the (1) Marcom, (2) IPD Head, (3) DCOO for MP, before it was presented to and approved by the Secretary during the pre-event briefing sessions. 3. The Project Officers provided PR materials to the Marcom team during the event. It is suggested that a PR officer be included in the succeeding participations to cover media and public relations concerns. 4. The team processed cash advance to cover operational and marketing expenses. 5. The team constantly made several follow-ups in the DOT for the release of the travel orders. 6. Plotted the tasking of project officers and the creation of a buddy system.
SALES/BUSINESS MISSION								
TPB/DOT Korea - Online B2B Networking	The Online B2B Networking is an online version of TRAVEX (Travel Exchange) of PHITEX (Philippine Travel Exchange) in the Philippines / B2B session of Philippine Business Mission in Korea. In preparation for the recovery of Philippine tourism, the Tourism Promotions Board through the Philippine Department of Tourism (PDOT-Korea) geared up an Online B2B Networking Platform for travel trade partners both in the Philippines and Korea such as travel agents, tour operators, and hotels/resorts of the B2B market.	-to provide current update on Philippine travel destinations and their existing health/safety protocols -to exchange business contacts for upcoming sales -to raise awareness on the Philippine travel destinations and contribute to the recovery of Philippine tourism				No of Sellers: 55 No of Buyers: 129 No of confirmed meetings: 334 meetings No of leads: 59 Projected revenue: PHP 70,358,950.00 ROI: 1191%		

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PHILIPPINE BUSINESS MISSION (PBM) TO JAPAN 2022	The Philippine Business Mission (PBM) in Japan is considered the country's premier travel trade event, a vital source of travel information and tourism leads for the market. It is an institutional program held annually for the past thirteen years except in 2020 and 2021 given the COVID-19 pandemic. PBM Japan has been instrumental in the expansion and strengthening of Philippines-Japan relations in the area of travel and tourism. PBM continues to be DOT/TPB's most vital project with private sector participation in Japan. It provides a platform for suppliers of Philippine tourism products to conduct business with their Japanese counterparts.	1. To provide a platform and venue for the Philippine travel and tourism suppliers to meet with their Japanese counterparts to initiate and strengthen business partnerships. 2. To reintroduce the Philippines' new tourism products and provide vital and key information to the Japanese travel partners about the exciting developments in the Philippine travel and tourism industry. 3. To communicate to the Japanese travel trade market that the Philippines is safe and ready to accept Japanese travelers. 4. To generate sales leads and/or seal and secure business deals, and 5. To gather important market intelligence about the Japanese travel market for sustained and effective marketing efforts.	The total projected revenue for the 2-day B2B event is estimated at PHP 290,797,750.00.	1.) Target Number of Sellers: 25 - 30 Philippine Seller companies (hotels, resorts, airlines, and travel agents) 2.) Target Number of Buyers: 75 - 150 Japanese Buyers (travel agents, corporate travel buyers, etc.) per city	- Aligns with NTDP Strategic Direction: Improving competitiveness and enhancing growth - Aligns with the 7-point agenda: Equalization of Tourism Product Development and Promotion, Maximization of Domestic Tourism, Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Overall Number of Sellers: 36 OSAKA LEG 1. Number of Sellers: 32 2. Number of Buyers (Seminar): 115 3. Number of Buyers (B2B): 107 4. Number of Confirmed Meetings: 485 5. Number of Leads: 304 6. Projected Revenue: PHP 113,720,600.00 TOKYO LEG 1. Number of Sellers: 35 2. Number of Buyers (Seminar): 115 3. Number of Buyers (B2B): 169 4. Number of Confirmed Meetings: 424 5. Number of Leads: 227 6. Projected Revenue: PHP 177,077,150.00 PBM Japan yielded a total revenue of PHP 290,797,750.00 counting both the Osaka and Tokyo legs.	1.) Delayed remittance of the project funds to facilitate the implementation of the project. 2.) Last minute cancellation of one invited seller company due to late issuance of their visa (late visa application on the end of the Seller)	1.) From the original implementation date scheduled in 2021, the project was postponed for implementation to 28 November - 04 December 2022 following the receipt of the project funds by the DOT Overseas Offices
JOINT PROMOTIONS								
Joint Campaign with Watsons Malaysia	The fam trip aims to invite Malaysian consumers and media partners for them to have an idea of what the new normal travel looks like in the Philippines and to help rebuild Malaysian travelers' confidence in visiting the Philippines.	To sustain the market share of Malaysian tourists and to update the Malaysians on the latest developments in the Philippines, to increase visibility in the market by offering new tourism products targeting Malaysian travelers.	The total PR value generated from the campaign amounts to PHP 153,016,773.63 with a 4,756.17% Return of Investment and the total number of reach from the digital promotions is 118.7 million.	Target no. of participants: 60 Malaysians Actual no. of participants: 63 Malaysians		The total PR value generated from the campaign amounts to PHP 153,016,773.63 with a 4,756.17% Return of Investment and the total number of reach from the digital promotions is 118.7 million.	Fight returning to Malaysia got cancelled due to inclement weather and the group was extended for another day in the Philippines.	TPB provided assistance in coordinating with the airlines and tour operator regarding the ground arrangements for the extended stay.
DOMESTIC PROMOTIONS DEPARTMENT								
33rd Philippine Travel Mart Participates	Now on its 33rd year, the PTM is the longest-running travel trade exhibition in the Philippines. It is the flagship event of the Philippine Tour Operators Association or PHILTOA, featuring the sale of discounted tour packages, B2B, B2C, and other activities. As event co-presenter, the TPB extended financial support and mounted a booth display.	1. To provide a platform for business exchange among consumers and tourism-oriented establishments 2. To Promote domestic and inbound tourism by showcasing Philippine tourist attractions and latest offerings 3. To convey a positive outlook towards the Philippines as a safe and fun tourism destination of choice	1. Increase in domestic travel 2. Renewed interest in domestic tourism 3. Branding/visibility	Consumers - approx 40,000 Other stakeholders	- Aligns with NTDP strategic direction: Improving competitiveness and enhancing growth - Aligns with the 7-point agenda: Equalization of Tourism Product Development and Promotion, Maximization of Domestic Tourism, Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1. Extended financial support of P3.5M 2. Mounted a 135 sqm Philippine pavilion	Provision of (unique) booth activation	Collaboration with LGU and private sector
Destination Branding and Marketing Training Workshop in Marinduque Province	The 2-day training workshop reflected on the acknowledgement of the issues of the tourism industry in the province, better understanding of the branding and marketing landscape. In addition, the training workshop focused on creation of a distinct identity for Marinduque, which they can use in various efforts to promote their tourism products and services. The series of sessions were also used as platforms of discussions and consultations among the participants, facilitator and TPB representatives to refine their marketing plans and efforts.	1. Upgrade the skills and competency levels of the participants through a marketing and branding workshop fitted for the province of Marinduque 2. Achieve global competitiveness and promote travel excellence while practicing sustainable and responsible tourism 3. Capacitate and retool participants on destination marketing and branding 4. Help the province and municipalities of Marinduque come up with a brand 5. Help the province and municipalities of Marinduque identify their niche market and come up with an effective marketing tools and strategies	1. Initial branding and marketing efforts of the Province of Marinduque 2. Develop skilled and passionate tourism workforce to help reach excellence in the field of tourism 3. Develop new strategies and solutions that will improve tourism arrivals, investments and receipts	30 participants	- Aligns with NTDP strategic direction: Improving competitiveness and enhancing growth - Aligns with the 7-point agenda: Equalization of Tourism Product Development and Promotion, Maximization of Domestic Tourism, Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Program was participated in by average of 41 participants during the 2-day event.		
Members' CSR Activity	The TPB conducted the 1st Corporate Social Responsibility (CSR) Program for its members. The program included reforestation activities, immersion with the Dumagats, tipsy with sustainability, river trek, and workshop on regenerative travel.	1. To provide a venue for TPB members to take part in activities that aim to foster green and environmental awareness and provide assistance to communities as partners in spreading sustainable tourism, 2. To help mitigate the adverse effects of tourism on the environment by planting native tree seedlings, 3. To inspire other tourism stakeholders and partners to participate in similar projects to help maintain the natural characteristics of our environment (leading by example), 4. To reinforce the role of TPB members as ambassadors of green and sustainable tourism	1. Developed a deeper appreciation among tourism stakeholders on the importance of reforestation towards food security, clean water, rich biodiversity and other tangible benefits 2. Increased engagement of TPB members to the Membership Program	30 member-participants	- Aligns with NTDP strategic direction: Pursuing sustainability and inclusive growth - Aligns with DOT 7-point agenda: Maximization of Domestic Tourism, Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	31 participants attended the event		

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Members' Night	The TPB Membership Program held its 1st TPB Members' Night last 16 December 2022 showcasing the milestones of the Tourism Promotions Board (TPB) Membership Program. The year-end program also recognized the success of the members despite the pandemic to inspire and motivate other partners to support and promote the Philippine tourism.	1. To showcase the milestones of the TPB Membership Program and recognize the skills, talents, and achievements of its members 2. To provide a venue for networking and rapport-building among the TPB members 3. To provide an opportunity for the TPB to thank its members for their support and contributions to the program in the past year	To strengthen the partnership between the TPB and its members and boost the morale of the TPB members and other partners	350 Members	- Aligns with NTDP strategic direction Pursuing sustainability and inclusive growth - Aligns with DOT 7-point agenda Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Attendance of 380 members		
MARKETING COMMUNICATIONS DEPARTMENT								
Digital Marketing Website Development 2022 for PDOT Japan	DOT-Tokyo aims to effectively reach out to and connect with its target audiences- Japanese travelers, Japan based expats and trade/industry partners through a user-friendly and engaging website that provides a steady source of destination information to the Japanese market and allows the PDOT-Japan offices to reach out to all prefectures of the country especially as PDOT-Tokyo intensifies its consumer activation activities The social media aspect, on the other hand, is expected to complement and boost the digital promotion of DOT Japan.	Website To develop a DOT Japan tourism website that is visually appealing, user-friendly and readily-accessible, showcasing interactive content about the Philippines as a tourist destination. To effectively promote and communicate the tourist attractions of the Philippines. To increase user traffic to the platform to facilitate easier communication and relationship-building with travelers and with trade/industry partners. To manage and organize tourism information, undertake online promotions and draw interest about organized marketing projects and optimize online visibility, and To utilize the website platform as a data analytics tool for gathering market intelligence about Japanese travelers (their needs, interests, etc.) to allow DOT to tailor-fit its tourism programs and services accordingly Social Media To increase exposure for DOT Japan programs and projects To increase traffic to official social media platforms and website To create engagement with tourist consumers To garner market place insights through reviews and comments To develop repeat guests and travelers To generate leads To grow business partnerships	1. Functional website that is engaging and aesthetically appealing to both trade/industry practitioners and consumers that present the tourist attractions of the Philippines as premier travel destinations 2. Informative website that offers tourism information in Japanese 3. Accessible on all mobile devices and viewable on all internet browsers 4. Can be linked to other conversion channels and travel trade partners Social Media The social media outputs will be measured generally in terms of consumption metrics or the number of views, clicks, downloads, listened to, follows and unique visitors	n/a	Cohesive and Comprehensive Digitalization and Connectivity	Remittance already with DOT as of November 28 2022	The challenge was the schedule of the signatories - especially that certain documents, such as the MOA, require wet signatures	Just constant follow-up to make sure the documents are with the signatories
ADMINISTRATIVE DEPARTMENT								
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION								
4th Quarter Town Hall Meeting 10 October 2022 TPB Lobby	An avenue to employees to connect, collaborate, and share updates; opportunity to enhance camaraderie in the middle of our work schedules; show appreciation for the contribution of each personnel to the objectives of TPB, and celebrate birthdays of personnel.		Employees will be able to connect, collaborate and share updates Participants will be able to enhance camaraderie in the middle of their work schedules Show appreciation for the contribution of each personnel to the objectives of TPB	all TPB Employees				
Emergency Preparedness Seminar 14 October 2022 TPB Pantry	To provide TPB employees emergency service that occurred inside and outside the office premises	The purpose of the seminar is to understand the importance of Emergency Preparedness Program, to determine the structure and who will do and what to do during emergency cases and prompt effective prevention to reduce accidental and life-threatening situation.		all TPB Employees				
PROCUREMENT AND GENERAL SERVICES DIVISION								
Procurement and Asset Management System (PAMS)	Development of the Procurement and Asset Management System	The TPB aims to provide a custom-built, integration-capable, and scalable application solution with cloud-access capability, supported by the necessary hardware infrastructure to systemize budget and procurement planning and work-to-look property management.	Through the PAMS, TPB aims to efficiently manage its assets from planning and procurement, to issuance, utilization and disposal	One system in place	Cohesive and Comprehensive Digitalization and Connectivity	One system in place	Roll out took longer than expected, considering actual inputs and consolidation of data	Issuance of memos, reminders, training, and support group

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