



2014 ACCOMPLISHMENT REPORT

INTERNATIONAL TRADE AND/OR CONSUMER FAIRS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: ASEAN Tourism Forum (ATF)</p> <p>Venue: Kuching, Sarawak, Malaysia</p> <p>Inclusive Dates: 16 to 23 January 2014</p> <p>Brief Description:</p> <p>ATF is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination where Asian hospitality and cultural diversity are at its best. This annual event involves all the tourism industry sectors of ten (10) member nations of ASEAN.</p> <p>ATF also provides a platform for the selling and buying of regional individual tourism products of ASEAN member countries, through the 3-day TRAVEX event.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 14,997,830.00 ❖ Acquired a 216 sq. m. Phil. Pavilion featuring the major tourist destinations ❖ TPB distributed general destination brochures. ❖ TPB placed an advertisement in TTG Show Daily. ❖ Hosted the Philippine Late Night Function ❖ Conducted a raffle draw during the hosted dinner <p>Output:</p> <ul style="list-style-type: none"> ❖ The booth accommodated a total of forty one (41) Philippine delegates from twenty three (23) private sector companies – sixteen (16) properties (hotels and resorts) and seven (7) travel agents, and five (5) DOT Regional directors representing the BIMP EAGA Region. ❖ The Phil. delegation members gathered new contacts which they could develop into potential sales of wholesale Phil. Travel products. ❖ Whole page interview with Secretary Jimenez published in the Daily's first issue ❖ Full Page ad on Chocolate Hills published on the Daily's 2nd, 3rd and 4th issues ❖ TPB set appointments with a total of 29 buyers mostly FITs and general leisure agents. Nine of them were walk-in buyers. ❖ TPB also assisted in the conduct of NTO press briefing hosted by the Philippines. At least 53 members of media attended the event. ❖ ROI = 333.12% <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Cohesive marketing efforts in terms of product offering ❖ Organizers should invite more MICE buyers

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<p>Name of Event: Boot 2015 Dusseldorf Venue: Dusseldorf, Germany Inclusive Dates: 18 to 26 January 2014</p> <p>Brief Description: The BOOT 2015 Düsseldorf is the world's largest yacht and water sports fair and is used by the international water sports industry as one of the most important event platforms for presenting new water sports products and innovations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 7,200,000.00 ❖ Tourism partners: 10 participants/delegates <p>Output:</p> <ul style="list-style-type: none"> ❖ Business-to-business negotiation ❖ Philippine cocktail reception and networking ❖ Flyer and collateral distribution ❖ Underwater video showing
<p>Name of Event: London International Dive Show (LIDS) Venue: Excel, London, United Kingdom Inclusive Dates: 15 to 16 February 2014</p> <p>Brief Description: Organized for more than 20 years by DIVER, Britain's best-selling diving magazine, the event attracts hundreds of exhibitors offering the latest diving holidays, training courses, and dive gear – on display and to buy – and is visited by thousands of experienced and aspiring divers from the UK, Europe and beyond.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,200,000.00 ❖ Tourism partners: 7 participants/delegates <p>Output:</p> <ul style="list-style-type: none"> ❖ Positioned the country for long-haul diving destination and increased awareness as value-for-money destination with the highest marine diversity ❖ Built rapport within the diving industry ❖ Expanded the reach of co-exhibitor participant partners
<p>Name of Event: Australia International Dive Expo Venue: Sydney, Australia Inclusive Dates: 21 to 24 February 2014</p> <p>Brief Description: Australia's premier event in promoting scuba diving, dive equipment and dive travel. It brings together under one roof top industry equipment manufacturers, dive travel agents and operators, destinations (NTOs), dive seminars, dive centers underwater imaging specialists and related services for sales, networking opportunities, and information on the latest industry trends. Over 5,000 enthusiasts from both the travel trade and consumers were expected to visit the 100 exhibitors</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,026,547.00 ❖ 18 sq. m. Shell scheme booth highlighting the "Its More Fun in the Philippines" tagline ❖ IMFITP AVPs shown in the booth and PCSSD dive videos ❖ Distribution of information materials on diving and snorkeling and other general leisure destinations leaflets <p>Output:</p> <ul style="list-style-type: none"> ❖ One (1) participant- Pier Uno Dive Resort ❖ Pier Uno Dive Resort generated 107 business leads and on-site booking for 20

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<p>of the show.</p>	<p>divers during the 2-day event.</p> <ul style="list-style-type: none"> ❖ The DOT/TPB counter received inquiries on Tubbataha Reef, Puerto Galera, Anilao, Cebu, and whale shark interaction. ❖ Encouraged Australian Divers to visit new dive sites in the Philippines ❖ Promoted the Philippines as a world-class diving destination <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Conduct more dive familiarization trips to the Philippines for dive tour operators/travel agents ❖ Continuous participation in AIDE to further tap the dive market segment of Australia ❖ Philippine Airlines should participate and attend to the numerous inquiries on airline rates and connections.
<p>Name of Event: Philippine Tourism Product Update Cum B2B Venue: Kuala Lumpur, Malaysia Inclusive Dates: 25 February 2014</p> <p>Brief Description: Participated in by 93 travel agents representing 63 companies for a half-day product presentation cum B2B dinner reception. This was held at Manhattan Ball Room of Berjaya Time Square. TPB did the product presentation focusing on the latest developments in the Philippine tourism industry sector.</p> <p>The business mission included product presentation, travel mart, and dinner reception with entertainment that provided the opportunity for the Philippine delegates to transact business with their Malaysian counterparts.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,252,467.00 ❖ Hosted dinner reception for the participants after the B2B ❖ Provided entertainment during the dinner ❖ Provided raffle draw items from the Phil. participants <p>Output:</p> <ul style="list-style-type: none"> ❖ The Phil. Private sector composed of seven (7) travel agents, one (1) resort property, and one (1) cruising company. ❖ Provided greater awareness among Malaysian travel agents on the latest developments in Philippine tourism ❖ Allowed the Philippine private sector stakeholders to build relationships with the Malaysian travel agents ❖ Sustained the presence of the Philippines as a premier tourism destination in the Malaysian market ❖ ROMI = 439.46% the project's return or 4.39 times its investments <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Make the product update presentation and B2B a whole day event or start the

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	<p>program at lunchtime and end at dinner.</p> <ul style="list-style-type: none"> ❖ The activity must be a multi-city event. ❖ Send invitations at least two months before the actual event
<p>Name of Event: New York Times Travel Show (NYTTS) Venue: New York Inclusive Dates: 28 February to 2 March 2014</p> <p>Brief Description: The New York Times Travel Show is the biggest consumer travel show in the US East Coast. It is open to both travel trade and consumers. Over 20,000 usually attend the event to search for their next vacation destination and for travel trips.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 553,500.00 ❖ Budget included the setup of booth molecules and table displays, distribution of general information and destination brochures, tour packages, promotional materials and giveaways, and travel seminar and presentation on the Philippines.
<p>Name of Event: NATAS Travel Venue: Singapore Inclusive Dates: 28 February to 2 March 2014</p> <p>Brief Description: NATAS Holidays is the first of two of Singapore's biggest annual consumer fairs. It brought together airlines, travel agents, resorts, and national tourism organizations to showcase latest travel products, trends, and destinations. Around 110,000 visitors were welcomed to the fair thus creating an excellent platform to introduce travel products and services.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,954,336.00 ❖ Provided booth space of 36 sq. m. ❖ Provided raffle draw items from the Phil. Participants and an incentive scheme for the first 200 passengers booked during NATAS event <p>Output:</p> <ul style="list-style-type: none"> ❖ Dissemination of brochures over the three-day event ❖ The three-day event attracted an attendance of 54,275 people - which is a 1.74% increase from NATAS Travel 2013. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ To encourage more visibility and collaboration with Singaporean agents, we need to first resolve the slow response from land operators, so that we can further our initiative to work with the agents by providing destination training, familiarization trips and incentive schemes.

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<p>Name of Event: Guangzhou International Dive Show Venue: China Import and Export Fair, Pazhou Complex Inclusive Dates: 1 to 3 March 2014</p> <p>Brief Description: Various activities lined up for the 3-day show included: Underwater Photography Competition, Intro Dive Seminar and Dive Conference, and Film Showing.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,260,300.00 ❖ Provided 54 sq. m. booth space ❖ Images of 8 diving destinations for the booth ❖ Musical performances scheduled twice a day during the event ❖ Dinner on the last day <p>Output:</p> <ul style="list-style-type: none"> ❖ 5 private sector participants <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Participate in this event every other year
<p>Name of Event: Internationale Tourismus Borse (ITB) 2014 Venue: Berlin, Germany Inclusive Dates: 5 to 9 March 2014</p> <p>Brief Description: The world's largest travel and trade show and the leading business-to-business platform of all tourism industry offer held annually in Berlin. ITB is also the venue for the world's largest tourism convention showcasing market trends and innovations and insights from the leading think tanks of the global tourism industry. It is a must attend business to business event presenting a diverse range of destinations and a unique opportunity for the whole global travel trade to meet, network, negotiate, and conduct business under one roof.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 18,400,000.00 ❖ The approved budget includes booth design and construction, promotional and operating expenses as well as DOT/TPB. ❖ Tourism partners: 51 participants/delegates <p>Output:</p> <ul style="list-style-type: none"> ❖ Successful roll out of the "power branding" theme, focusing on the country's individual destinations rather than the Philippines, in the international arena. ❖ The Philippine Stand was chosen by Cologne Business School (CBS) as among the top 15 exhibitors with best booth design, which the students rated and ranked anonymously, for their "10 Best Exhibitors Award". The Award is a student project which 30 students of CBS organize yearly with the help of deans and professors and the Compass GmbH. Featured in a 2-page article entitled, "Philippines keeps fighting" in TTG Show Daily, Issue No. 1, pages 20 and 22 on Day 1 of the event. ❖ Outdoor Advertising Placements using Digital Billboards that run for three (3) months starting 01 March 2014, at the : Sony Centre (720 pixels (w) X 479 pixels (h); and Potsdamer Platz (490 pixels (w) X 320 pixels (h). Copy for the Digital

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	<p>Billboard Ad features Palawan and Bohol as our main product being promoted in the German market.</p> <ul style="list-style-type: none"> ❖ List of tour operators from Eastern and Western Europe for the co-exhibitors' to invite and make business appointments with to maximize their participation in the ITB. ❖ Link to the ITB Berlin Virtual Market Place for Philippine co-exhibitors' scheduling of appointments with trade visitors ahead of time. This tool, afforded co-exhibitors to send meeting/appointment requests via e-mail.
<p>Name of Event: MATTA International Travel Mart Venue: Mid Valley Exhibition Hall, Kuala Lumpur, Malaysia Inclusive Dates: 14 to 16 March 2014</p> <p>Brief Description: MATTA FAIR is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities in this exciting area. The event will provide visitors with a host of exciting and value for money travel options and excellent business and travel opportunities. At least 80,000 or more visitors from Malaysia, ASEAN and the rest of the world were expected to visit the fair.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,225,045.00 ❖ Provided 6 booth space featuring AVPs of Palawan, Boracay, Manila, Cebu, Bohol, Bicol and Davao ❖ Provided raffle draw for those who purchased Philippine Tour Packages above RM 1,000.00. <p>Output:</p> <ul style="list-style-type: none"> ❖ Six (6) travel agents participated ❖ Distributed general destinations brochures and tour package brochures ❖ DOT placed an advertisement in MATTA Fair Magazine daily edition highlighting Sinulog Festival in Cebu City and interview with DOT marketing representative. ❖ More sales were generated especially ground packages to Boracay <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Look for travel agents that will lead a Consortium of Travel Agents selling Philippine full packages ❖ DOT/TPB could add more incentives or partly sponsor tour packages to bring down the tour cost.

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<p>Name of Event: Shanghai DRT Dive Fair Venue: Shanghai East Asia Exhibition Centre Inclusive Dates: 28 to 30 March 2014</p> <p>Brief Description: The DRT Show Shanghai (China Dive Expo) is the only professional Diving Exhibition in China which was approved by the Chinese Government and endorsed by the Trade Development Bureau of China and by all the dive training agencies such as PADI, NAUI, TDISDI, SSI, UTD, CMAS, and DAN.</p> <p>It is considered to be the largest gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. The DRT Show has been met with an overwhelming response as an important regional event. The events promote branding and were supported by top-level exhibitors and leading dive equipment manufacturers, water sport equipment manufacturers, dive resorts, tourism boards, marine conservation and diving organizations. The DRT Show greatly promotes trading and export businesses and has become the most important 'must visit' diving equipment and diving destination event in Asia Pacific.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,426,620.00 ❖ Provided 54 sq. m. booth with 8 diving destinations images ❖ Musical performances scheduled twice a day during the event ❖ Cocktail and dinner on the last day <p>Output:</p> <ul style="list-style-type: none"> ❖ Participated by 10 diving companies ❖ Several of the delegates were able to get on-site bookings of not less than 2 groups. Others renewed contracts with former clients. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Participation in this kind of event to further tap the dive market segment of China is highly recommended.
<p>Name of Event: Marine Diving Fair Venue: Sunshine City, Tokyo Inclusive Dates: 4 to 6 April 2014</p> <p>Brief Description: Considered among the largest diving and resort consumer fairs, MDF is an annual dive show organized in collaboration with the Marine Arts Center, publisher of four major dive magazines. The fair is supported and participated in by more than 200 exhibitors worldwide to include national tourist offices, airlines, travel agencies, dive operators, resorts, and suppliers of dive equipment. For the last six years, the Philippines has been consistently voted among the top five dive destinations of the event.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 7,050,160.00 ❖ Provided 6 booth spaces, approximately 36 sq. m. <p>Output:</p> <ul style="list-style-type: none"> ❖ B2B networking attended by 40 buyers ❖ Participated in by 19 delegates from 13 private sector suppliers and 1 airline (Cebu Pacific) ❖ Featured #3 top diving destinations ❖ Won 3 awards: <ul style="list-style-type: none"> • 2nd place-Best Diving Service (Blue Coral Phils.) • 1st place- Best Diving Guide (Mika Ogami- Good Dive Shop Phils.) • 2nd place- Best Diving Guide (Hiroshi Shimogama- Blue Coral Phils.)

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	<ul style="list-style-type: none"> ❖ 1 page advertisement featuring Tubbataha Reef ❖ Companies averaged 5-10 new contacts, while the seller with a Japanese package generated 43 new contacts. ❖ All nine companies have committed participation for next year <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Tokyo office recommended that we utilize the same design of 2014 for the succeeding three years with minor modifications. ❖ Companies want fam program from TPB
<p>Name of Event: China Outbound Travel and Tourism Market (COTTM) Venue: Beijing, China Inclusive Dates: 9 to 12 April 2014</p> <p>Brief Description: One of the most professionally organized fairs for outbound travel business for Northern China. The three-day event is a unique business platform for participants to showcase their destinations and services to the increasingly mobile and expanding Chinese outbound market. COTTM 2013 had 275 exhibitors from 62 different countries that came to showcase their destinations and travel services to 4,552 leading outbound tour operators from all over China.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 4,870,045.00 ❖ Provided 54 sq. m. booth featuring the luxury properties <p>Output:</p> <ul style="list-style-type: none"> ❖ Participated in by 9 private companies. ❖ (COTTM) 2014 organizer reported that 400 exhibitors from 65 countries and over 3,000 leading outbound tourism buyers from all over China participated this year. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ We have to capitalize on the rapid rise in luxury and high-end travel since this segment will bring back the market to use Manila as gateway to the Philippines using the commercial airlines. ❖ Encourage other Philippine suppliers from other Philippine destinations such as Cebu, Bohol, Palawan, Bicol and Bicol to educate the market of these new destinations. ❖ Encourage local airlines to participate for airline discount. ❖ The overall impression is highly favorable for TPB to still participate in COTTM 2015, to target the FITs, SITs and Expats markets. This is also a good platform for the Philippine tourism industry to sustain market presence in the market.

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<p>Name of Event: Asia Dive Expo 2014 (ADEX)</p> <p>Venue: Singapore</p> <p>Inclusive Dates: 11 to 13 April 2014</p> <p>Brief Description: The largest consumer show for scuba divers in the Asia Pacific Region which attracts more than 30,000 dive industry stakeholders annually. The show brings together dive operators, enthusiasts, marine conservationists and all those with passion for the underwater world.</p> <p>A vast array of dive retailers selling everything from wetsuits to re-breathers was part of the exhibitors. Tour operators, live aboard, resorts, and clubs from all over the world were present in the event. Seminars/talks were also held at the photo zone from a wide range of subjects by some of the industry personalities.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,857,904.40 ❖ Philippine booth featured the major dive destinations such as, Cebu, Negros, Anilao and Puerto Galera. ❖ Distribution of Philippine dive destinations <p>Output:</p> <ul style="list-style-type: none"> ❖ A total of 675 new contacts were established on-site. A total of 5 business deals were closed and 150 market leads were generated. ❖ TPB placed a full page full color advertisement in Asian Diver Magazine highlighting Palawan as a global center for Marine Biodiversity particularly the Wreck dive sites in Coron. ❖ Tubbataha Reef Natural Park was published in Asian Divers Magazine as one of the Asia's UNESCO World Heritage site. ❖ Five (5) pages article "Unforgettable Encounter" was published in Sport Diving Magazine (issue 161) circularized at ADEX venue. The article featured the whale sharks diving at Apo Reef in Negros Oriental. ❖ Five (5) pages article "Port of Galleons" was published in Sport Diving Magazine (issue 162) circularized at ADEX venue. ❖ Full page article and logo mention of IMFITP was published in the Floating Asia Magazine circularized during the ADEX event. ❖ ROMI = 213.15% <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Limit number of resort participants per destination ❖ The delegates clamored to trim down the participation fee to arrive at a win-win situation. ❖ Organize daily raffle draw inside the booth. Prizes will be doled out by Phil. private sector participants. ❖ Private photo corner inside the booth where visitors could take their own photo souvenir

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<p>Name of Event: 12th Tour Expo Daegu Gyeongbuk</p> <p>Venue: Daegu, South Korea</p> <p>Inclusive Dates: 24 to 27 April 2014</p> <p>Brief Description: Daegu, the venue of the fair is the third largest metropolitan area in Korea. It is the regional center of the southeastern Korean Peninsula with a population of 2.54 Million and more than a million of which represent outbound travelers.</p> <p>The Philippines, through DOT Korea, reserved 10 booth spaces equivalent to 90 square meters. Highlight destination is Mindanao -- Davao in particular. TPB to bring in a cultural troupe specializing in Mindanao dances, to serve as the entertainment at the Philippine booth, and as performers at the Main Stage of the event.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 3,500,000.00 ❖ Assignment of TPB Officer to coordinate the requirement of DOT Korea regarding budget remittance, entertainment at the booth, and consumer giveaways <p>Output:</p> <ul style="list-style-type: none"> ❖ The local host – Daegu Metropolitan City – cancelled the 12th Tour Expo Daegu Gyeongbuk. Cancellation was advised by said metropolitan city via telephone to the event organizer - KOTFA Co., Ltd, at 2:00pm on 22 April 2014. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Participation in this fair will give the Philippines maximum exposure in Daegu and its neighboring areas.
<p>Name of Event: World Travel Fair (WTF)</p> <p>Venue: Shanghai, China</p> <p>Inclusive Dates: 9 to 11 May 2014</p> <p>Brief Description: WTF, the leading travel expo in China staged annually in Shanghai and co-hosted by Shanghai Municipal Tourism Administration and VNU Exhibitions Europe, is a vibrant must-attend event showcasing a diverse range of destinations and industry sectors to China's most dynamic markets. It is a unique opportunity for the global travel trade to meet, network, negotiate and conduct business with Chinese counterparts.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 4,652,500.00 ❖ Provided the entertainment: Acoustic Ensemble, Sindaw Dance Troupe and Mr. Ronald Balicudiong, Yoyo Trick Expert ❖ Provided a 100 sqm booth space for Philippine Pavilion <p>Output:</p> <ul style="list-style-type: none"> ❖ Philippines hosted a product presentation and B2B meetings with a networking reception in the city of Hangzhou. ❖ Participated in by 12 private sector companies ❖ Trivia game was conducted and prizes provided by private sector participants. ❖ An average of 10 new agents and 30 old contacts were established by the participants during the exhibition and product presentations. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ The delegation is recommending a business mission to cover the cities of Guangzhou, Shanghai and Beijing in lieu of the product presentation and B2B

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	<p>meeting to support the travel fair. In this way, the marketing activity is focused purely on the business component.</p> <ul style="list-style-type: none"> ❖ Participation in WTF should be downsized as our objective is to maintain our presence in the market. ❖ TPB should refrain from scheduling events on the same period serving the same private sectors. ❖ The overall impression is highly favorable for TPB to still participate in WTF 2015. This is also a good platform for the Philippine tourism industry to sustain market presence in the market.
<p>Name of Event: 11th East Asia International Tourism Fair Venue: Liaoning Industrial Exhibition Center, Shenyang, China Inclusive Dates: 16 to 18 May 2014</p> <p>Brief Description: The 11th East Asia (Liaoning) International Tourism Fair (EAITF) was held at the Liaoning Industrial Exhibition Center, Shenyang, China on May 16 - 18, 2014.</p> <p>The secondary and tertiary cities in China are presently the growth centers for outbound tourism due to their newfound wealth and affluence. DOT Beijing organized a Philippine participation in the above event for the Philippines to re-establish its presence in the north-eastern part of China. These areas are also very cold most parts of the year, so the island holidays of the Philippines would prove most attractive to them.</p> <p>The fair attracts 100,000 people from all the other north-eastern cities of Changchun, Jilin, Dalian, Harbin and even nearby Inner Mongolian cities, as Shenyang is a hub in the northeast. Also, it is the biggest tourism fair in the region. In 2013, the foreign tourism offices who participated at the EAITF included Singapore, Korea, Mexico, Taiwan, Ireland, Abu Dhabi, Hong Kong and Macau.</p> <p>Since Shenyang has started to send tour groups to Boracay through the Beijing charter, a Philippine presence in the EAITF 2014 will greatly assist local Shenyang</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 3,755,720.00 ❖ Participants: <ul style="list-style-type: none"> • Shenyang Youth International Travel Service • Liaoning Comfort International Travel Co., Ltd. ❖ Two (2) leading tour operators in the region, Shenyang Youth International Travel Service and Liaoning Comfort International Travel Co., Ltd., offering Philippine tour packages were the invited exhibitors at the booth. Mileage Band, musical quartet provided entertainment during the three (3) day consumer fair. ❖ Promotional materials: During the 3-day fair, the Philippines disseminated a total of 800 copies of booklets of Travel Guide to the Philippines, Manila, Boracay, Palawan, Laoag/Vigan, Cebu, Bohol, and Davao. 1,500 pcs. of IMFITP paper bags, 100 pcs. each of fan and luggage tag were also given away. <p>Output:</p> <ul style="list-style-type: none"> ❖ The organizer provided the Philippines a 54-sqm booth at the price of 36-sqm, which PDOT Beijing originally applied for. ❖ The Philippines participation is featured in the morning broadcast of the Liaoning Broadcasting News Channel. ❖ Shenyang Youth International Travel Service and Liaoning Comfort International Travel Co., Ltd offered tour packages on Palawan and Boracay to the general public.

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<p>tour operators to sell the Philippines. The Philippines reserved a 54-square meter booth participation at the international destination section of the EAITF. A Philippine musical quartet entertained the crowds during the 3-day fair.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Intensified marketing activities with emphasis on the safety of Chinese travelers to the Philippines ❖ Develop tour packages targeting the young FITs and/or honeymooners who are not as conservative travelers as the elderly Chinese ❖ Organize a fam tour for bloggers and travel agents promoting Boracay and Palawan for them to get a first-hand experience visiting these favored destinations ❖ DOT Beijing to organize a business mission to be participated in by travel trade partners from Boracay and Palawan
<p>Name of Event: HANA International Travel Show Venue: South Korea Inclusive Dates: 23 to 25 May 2014</p> <p>Brief Description: 17 Philippine suppliers with 31 representatives participated at the invitation of HANA Tour, Korea's number 1 outbound travel and air ticket sales agency.</p> <p>Total space of Philippine pavilion was 18 booths -- 2 of which were paid by TPB while 16 were paid by the private sector. To create a consistent look for the Philippine delegation, TPB shouldered the design and construction of the Philippine pavilion.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 760,050.00 ❖ Assignment of TPB Officer to coordinate the requirement of DOT Korea regarding budget approval and remittance <p>Output:</p> <ul style="list-style-type: none"> ❖ DOT-Korea has yet to submit liquidation and terminal report on this.
<p>Name of Event: KIX International Travel Fair 2014 Venue: Kansai International Airport (KIX) Inclusive Dates: 24 to 25 May 2014</p> <p>Brief Description: DOT Osaka once again participated in the KIX International Travel Fair.</p> <p>The annual consumer fair provides opportunity to National Tourism Offices, credit card companies and airlines as well as neighboring prefectures to showcase and</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 462,500.00

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<p>promote their destinations.</p> <p>This year's participation was with Philippine Airlines while Cebu Pacific occupied the next booth.</p>	
<p>Name of Event: China International Dive Expo (CIDE) Venue: Beijing and Dalian, China Inclusive Dates: 25 to 30 May 2014</p> <p>Brief Description: CIDE was held in Beijing for the third year as part of a leisure sports show. It was co-sponsored by the Beijing Municipal Commission of Commerce, Chinese Underwater Association, the Dive Equipment Marketing Association, and the Beijing Dragon Diving Club.</p> <p>DOT Beijing featured the dive areas of Batangas and Puerto Galera, as these areas were developing Dive markets in China. Also conducted Phil. Dive Seminar for the dive clubs in north eastern part of China.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 3,500,000.00 ❖ Provided 54 sq. m. booth with images of Anilao, Puerto Galera and Palawan ❖ Hosted lunch during the dive seminar <p>Output:</p> <ul style="list-style-type: none"> ❖ An average of 10 new agents and 20 old contacts were established. ❖ Accommodated by 8 companies on table sharing basis ❖ Majority of the participants said they met their objectives in joining CIDE. ❖ Participants preferred to have a B2B format focusing on business opportunities in-depth. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Participants preferred to have a B2B format focusing on business opportunities in-depth. ❖ Support the familiarization trip that will be organized from Beijing. ❖ Constant communication with prospective and potential agents through email. ❖ Participation to DRT Beijing is favorable than CIDE next year.
<p>Name of Event: 29th Korea World Travel Fair 2014 Venue: Seoul, Korea Inclusive Dates: 28 May to 4 June 2014</p> <p>Brief Description: Korea World Travel Fair (KOTFA) is the most prestigious and biggest travel fair in Korea. It is the only international travel fair held in Seoul with worldwide recognition organized by KOTFA Co. Ltd., in collaboration with UNWTO. KOTFA was expected to</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 3,999,016.00 ❖ Assignment of TPB Officer to coordinate the requirement of DOT Korea regarding budget approval and remittance. <p>Output:</p> <ul style="list-style-type: none"> ❖ DOT Korea have yet to submit liquidation and terminal report on this ❖ From ten (10) Philippine suppliers, the actual attendance was reduced to four

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>exceed 500 participants from over 60 countries that will entice approximately 120,000 visitors to the 4-day show with their latest travel offerings.</p> <p>In 2013, the 4-day fair was visited by a total of 120,641 visitors.</p> <p>Organizer and DOT Korea have yet to submit the report for 2014.</p>	<p>(4): PAL, Cebu Pacific, Widus and Flightraja Phil.</p> <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ A B2B or travel mart should be an integral part of KOTFA to maximize the participation of the private sector.
<p>Name of Event: Malaysia International Dive Expo 2014 (MIDE)</p> <p>Venue: Kuala Lumpur, Malaysia</p> <p>Inclusive Dates: 6 to 8 June 2014</p> <p>Brief Description:</p> <p>MIDE is the biggest dive event in Malaysia with a total of 250 exhibitors and attended by more than 15,000 visitors annually. MIDE is a good dive event to further boost awareness of Philippines dive spots to Malaysian divers and for the Phil. Private sector to promote and sell their respective dive packages.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,992,423.70 ❖ Provided 54 sq. m. booth space featuring major dive destinations such as Malapascua, Moalboal, Negros, Anilao, Coron, and Donsol <p>Output:</p> <ul style="list-style-type: none"> ❖ A total of 610 new contacts were established onsite. A total of 80 business deals were closed. Generated a total of 336 market leads. ❖ 21 dive agents from 10 Malaysian dive companies transacted business with the Philippine dive operators/sellers during the B2B sessions. ❖ Dive packages in the Philippines courtesy of dive operators and Cebu pacific were raffled out. ❖ ROMI = 132.26% <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Limit to a single representative per dive destination to avoid conflict of their dive packages being offered to dive agents and individual divers
<p>Name of Event: Australia Food Festival</p> <p>Venue: Sydney, Australia</p> <p>Inclusive Dates: 2 to 7 August 2014</p> <p>Brief Description:</p> <p>The Tourism Promotions Board, headed by COO Enerio III, conducted marketing activities in Sydney last 2-7 August 2014. The marketing activities included the</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ DOT/TPB website and social media campaign for Australia and NZ ❖ Philippine Food Festival at the Grace Hotel ❖ Joint product presentation by TPB and Cebu Pac ❖ Announcement of the new Cebu Pac flights to Australia ❖ Meetings with Australian tour wholesalers/media and the DOT-Sydney ❖ Raffle draw wherein prizes were sponsored by the Philippine private sector

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>launching of the new DOT/TPB website and social media campaign for Australia and NZ, the Philippine Food Festival at the Grace Hotel in Sydney, the announcement of the new Cebu Pac flights to Australia, and meetings with Australian tour wholesalers/media and the DOT-Sydney.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ 183 wholesalers/agents and travel media attended during first two events ❖ Stronger PR between Philippines and Australia ❖ Philippine tour packages to be offered in Australia as outcome of product presentation of TPB and Cebu Pac <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ DOT-Sydney should monitor the packages to be offered by the wholesalers/agents in Australia ❖ DOT-Sydney and TPB should organize more familiarization tours to travel trade and media ❖ Conduct sales missions in major cities of Australia
<p>Name of Event: Malaysia International Travel Mart (MITM) 2014 Venue: Kuala Lumpur, Malaysia Inclusive Dates: 8 to 10 August 2014</p> <p>Brief Description: The MITM Travel Fair is one of the most sought after travel fairs for tour operators, NTOs, travel trade agents. It is mostly attended by consumers and industry players. MITM caters to both domestic and international tourism. Travel agents gave out attractive tour packages and promotions in Klang Valley and Selangor for those who wish to travel in the second half of the year.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,635,000.00 ❖ 5 participating travel agents who sell Philippine packages ❖ Press releases and advertisements through newspaper, travel magazine, and online social media <p>Output:</p> <ul style="list-style-type: none"> ❖ More than 10 tour packages to the Philippines were offered <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Expose Malaysian agents to more major tourist destinations in the Philippines. Not just Manila, Boracay and Palawan.
<p>Name of Event: China (Guangdong) International Tourism Mart and Philippines Product Presentations Venues: Guangzhou and Shenzhen Provinces, China Inclusive Dates: 28 August to 01 September 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 6,393,160.00 ❖ 90 sq. m. booth space ❖ The Philippines delegation was headed by Department of Tourism Region V Director, Ms. Maria Ravanila. Private sector participation had thirteen (13)

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: China (Guangdong) International Tourism Mart (CITM GUANGDONG), formerly China (Guangdong) International Tourism Industry Expo (CITIE), is held annually since 2005 and has become the biggest and most influential International Tourism Mart in China. 2014 CITM GUANGDONG was held on 29 to 31 August 2014 at Zone A, China Import and Export Fair Complex, Guangzhou, China.</p> <p>CITM GUANGDONG aims to build a negotiation platform for the tourism industry, promote the latest products and services, show the development level of tourism industry, promote corporate communication, and push industry development cooperation.</p> <p>With CITM GUANGDONG's professional and sound basis of B2B and B2C, active participation and support from Hong Kong, Macao, Taiwan, the Asia-Pacific region, the World Tourism Organization and various countries, this annual event attracts thousands of domestic and overseas participants each year.</p> <p>In 2014, the Philippines participation showcased Legazpi, Albay in a 90 sq. m. booth space that can accommodate 12 companies.</p> <p>In conjunction with the Philippines participation to CITM GUANGDONG, PDOT Shanghai will host Philippine Product Presentations with a B2B meeting and networking function on 28 August in Guangzhou and on 1 September in Shenzhen. We will also conduct mall in-store promotion on 30 and 31 August in Shenzhen.</p>	<p>representatives from twelve (12) companies. Fifteen-man entertainment group comprised of acoustic ensemble, pop singers, folkloric and contemporary dancers, and yoyo tricks artist.</p> <ul style="list-style-type: none"> ❖ The fee of the 15-man entertainment group who provided 3-day entertainment at the booth during the networking functions, and, at the mall consumer promotion for 2 days amounted to Php 117,250.00. ❖ Promotional materials: brochures on Palawan, Cebu, Bohol, Legazpi, Boracay, and Manila <p>Output:</p> <ul style="list-style-type: none"> ❖ TPB's collection from participation is at USD 500, 300 translated to product presentations and networking with an audience of eighty (80) travel agents from Guangzhou and seventy (70) travel agents from Shenzhen. ❖ Award received by entertainment group: "The Excellent Show Award" ❖ Award received by the Philippines' Participation to CITM: "The Best Organization", and "The Best Booth Decoration Award" ❖ The participation of Donsol Eco Tour resulted to establishing 52 old and new contacts: 37 of which are of significant importance, at least 30 are interested in including the Philippines in their tour programs. Among the 7 contacts renewed, 5 are from Guangzhou, and 2 agents are already carrying their property in their tour programs. No actual bookings were made, however there are potential bookings of 30pax and 1 group booking of at least 10pax with an estimated value of USD 20,000 ❖ Resorts World Manila reported a total of 75 new contacts established, majority from travel trade, 30 of which are from Guangzhou and 28 are from Shenzhen, the rest are from media and MICE organizers. Among the contacts established, 3 had signified interest in including the Philippines in their tour program. ❖ Solaire Resorts and Casino established 48 new contacts mostly from travel trade, 23 are from Shenzhen, 14 from Guangzhou, and 10 from CITM. Among the contacts established 20 have signified interest in including the Philippines in their tour programs. About 5 buyers are already carrying their property in the tour programs. <p>Recommendations:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Donsol Eco Tour gathered that the reasons for the agents' reluctance of including the Philippines in their tour programs are the safety issues, and no regular direct flight. Although there is already a chartered flight to Legazpi, they still preferred a regular flight noting that chartered flight is risky being "guaranteed" not by the airline itself. ❖ Donsol Eco Tour suggested that DOT Route Development together with the LGU of Legazpi should look into the possibility of operating a regular flight from Guangzhou to Legazpi. ❖ Donsol Eco Tour added that DOT should intensify familiarization tour in Bicol to give agents (decision makers) a first-hand experience of the destination, to include Bicol in all promotional materials, to develop a PR campaign for Chinese to perceive the Philippine as a safe destination. ❖ Donsol Eco Tour also proposed to constantly update the contacts established and develop an itinerary based on the feedback gathered and also to provide Chinese clients an array of Chinese dishes to choose from (the resort and/or hotel). ❖ Resorts World Manila stressed that the B2B in Guangzhou and Shenzhen is better than the one conducted in CITM. ❖ SM Hotels stated that presentations should be more organized and the instruction on the movements and schedule should be properly communicated to all participants. Donsol Eco Tour seconded that movement was not properly coordinated, specially the briefing on the first day. ❖ SM Hotels also noted that presenters of the featured destination were given more time while the rest experienced being rushed or asked to cut short the presentation. ❖ City of Dreams opined that DOTs handling of presentations should be executed with professionalism and that sequence should be organized and looped. ❖ City of Dreams and SM Hotels suggested that there should be a time provided for the rehearsal so the length of presentation can be limited for allotted time. ❖ Solaire Resorts and Casino agreed that product presentation and CITM are proper venues to promote and develop interest in Philippine products. However, sit down B2B should also be considered next time. ❖ Solaire Resorts and Casino also suggested that in order to sustain partnership with the contacts there should be regular product updates thru email blasts and

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>to maintain a Chinese-speaking representative to do the sales call in China.</p> <ul style="list-style-type: none"> ❖ Philippines Product Presentation in Guangzhou <ul style="list-style-type: none"> • SM Hotel commented that venue for the product presentation was too small • Donsol Eco Tour rated the agents as “Excellent” as they were very responsive to the Philippines • Resorts World Manila gave the agents a “Satisfactory” rating as they draw little interest to visit and promote the Philippines ❖ Philippines Product Presentation in Shenzhen <ul style="list-style-type: none"> • SM Hotels shared that venue for networking is more conducive for business • Donsol Eco Tour rated the agents as “Good” as they are still getting to know more about the Philippines as a potential destination • Resorts World Manila gave a “Very Good” rating in terms of quality of buyer as they showed better participation compared to those in Guangzhou. • City of Dreams observed that invited buyers in Shenzhen, though not as many as those in Guangzhou, are quality agents (rated buyers in Shenzhen and Guangzhou as 2 in scale of 1-5, 5 being the highest). ❖ CITM Guangdong <ul style="list-style-type: none"> • SM Hotels noticed public visitors on the trade day. There was no badge distinction between the buyer and consumer. B2B set appointment turned out to be an ambushed appointment. • Donsol Eco Tour noticed the lack of storage space at the booth and cleanliness is not well maintained. • City of Dreams said that the quality of buyers for the B2B is mostly domestic operators.
<p>Name of Event: 17th Busan International Travel Fair Venue: Hall 3 Busan Exhibition and Convention Center, Busan, Korea Inclusive Dates: 12 to 15 September 2014</p> <p>Brief Description: The 17th Busan International Travel Fair (BITF) is organized by Busan Metropolitan City, Busan Tourism Association, and KOTFA Co., Ltd. BITF is the biggest and the only travel exhibition in Busan, the second largest source of Korean outbound travelers.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 3,998,526.00 ❖ Sponsorships Secured the following from Philippine Airlines: <ul style="list-style-type: none"> • 1 FOC air ticket for TPB representative • 85 kilos baggage allowance • Special discounted rate for the air tickets for the entertainers

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>The BITF is well known for its large scale free gift/consumer events. The main stage displays a car, international flight vouchers, international travel vouchers, hotel accommodation vouchers, and more. With the total population of 3.6 Million, Busan generates 16% of the total air seats from Korea to the Philippines. The Office of Assistant Secretary Arturo Boncato is initiating talks to generate direct flights to Davao from Busan.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ Won 2 awards namely: Best Booth Design and Best Folkloric Performance
<p>Name of Event: 11th China – ASEAN Expo (CAEXPO) Venue: Nanning, Guangxi, China Inclusive Dates: 19 to 22 September 2014</p> <p>Brief Description: CAEXPO is the leading trade event that supports CAFTA and is a platform for promotion to the vast China market. The second largest trade fair in Asia, CAEXPO is the only trade fair that promotes Chinese imports and investments in ASEAN.</p> <p>The country's participation in the 11th CAEXPO is showcased in three (3) major components:</p> <ul style="list-style-type: none"> • Pavilion of Commodity Trade • Pavilion of Investment Cooperation • Pavilion of City of Charm <p>The Philippines City of Charm Pavilion is a key promotional platform to showcase the country's tourism and investment potential. Special events and promotional programs were organized to highlight the advantages of doing business with the Philippines as well as the numerous fun destinations, activities, adventures, and experiences that await visitors.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget (Sponsorship to CITEM): Php 500,000.00 ❖ TPB Assistance: <ul style="list-style-type: none"> • Booth construction costs • Daily cultural entertainment in coordination with the designated City of Charm • Supply of tourism materials

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Japan Association of Travel Agents (JATA) Tourism Expo 2014 Venue: Tokyo Big Sight, Tokyo, Japan Inclusive Dates: 25 to 28 September 2014</p> <p>Brief Description: In line with its goal of boosting travel movement to the Philippines from Japan, the Tourism Promotions Board (TPB) North Asia participated in the JATA Tourism Expo scheduled 25 to 28 September 2014 at the Tokyo Big Sight in Tokyo, Japan.</p> <p>Originally conceived to promote Japanese travel, the JATA Tourism Expo is Japan's flagship tourism and travel show, now considered among the largest tourism events in Asia.</p> <p>The JATA Tourism Expo is both a trade fair featuring one whole day dedicated for the exhibitors to meet one-on-one with their Japanese counterparts and a consumer fair where destinations and suppliers can showcase their travel offerings and appeal directly to Japanese tourists.</p> <p>2013 attendance at the JATA Tourism Forum and Travel Showcase topped the 100,000 mark for the sixth straight year with an all-time high of 131,058 visitors and a total of 730 exhibitors from 154 countries.</p> <p>2014 marked JATA's 50th anniversary so all stops were pulled to make it the biggest ever. Formerly called the JATA Travel Showcase and Tourism Forum, the year likewise starts its collaboration with the Japan Travel and Tourism Association (JTTA) to promote Japan as a "Tourism Nation to the World" under the new name.</p>	<p>Input: ❖ Approved Budget: Php 7,479,240.00</p> <p>Output: ❖ Philippine Participation</p> <ul style="list-style-type: none"> Considering the size of the booth, participation was limited to 12 DOT-accredited establishments including national carriers – Philippine Airlines and Cebu Pacific Air. Many of the delegates were Philippine Business Mission participants, some fielding their Tokyo representatives such as Marco Polo Hotels, Attic Tours, Pacific Cebu Resort and the 2 airlines. Noticeable was the relatively strong presence of Bohol with Amorita Resort, Bellevue Hotels, and Travel Village per the urging of its head – Walter Sultan, with collaboration of Cebu properties – Waterfront Hotels and Casinos, Pacific Cebu, and Marco Polo Hotels. The Region 7 move is in view of the limitations of the current Tagbilaran Airport and Sultan's foresight that major carriers will fly direct to Cebu in the near future. Worthy of note was the attendance of Congressman Wes Gatchalian, owner of the Waterfront properties with his wife, in support of his sales staff attending the show. As a bronze sponsor to JATA 2014, the Philippines had ample exposure throughout the show. "It's more fun ..." logo appeared in show invites and posters while TV commercials were looped in video monitors of the exhibition hall entrances. <p>❖ Philippine booth</p> <ul style="list-style-type: none"> Booth location (A-40) was around the center of the Asia Pacific and Japan Halls so it incurred considerable traffic. Occupying 10 booth spaces, the Philippine booth was surrounded by key Japanese travel agencies such as HIS and KNT and properties like Tokyu Hotels, with Myanmar and Sri Lanka on the Asian side. Events were staged at the Philippine booth to draw patrons during the consumer days of JATA Tourism Expo. It alternated between cultural and contemporary music, dances, and skits by the Sindaw Philippines Performing Arts Guild, games and raffle draws of DOT and the participating airlines

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	<p>complemented by gift certificates of the private sector, and an opportunity for visitors to try out Philippine costumes with a Polaroid photo as a memento with some tokens such as IMFP and VPY15 destination luggage tags, pens and bags plus assorted giveaways of the private sector.</p> <ul style="list-style-type: none"> ❖ Networking Cocktails <ul style="list-style-type: none"> • As an added incentive to participation, a networking cocktail was organized by DOT/TPB on the first and trade-only day of JATA '14 to extend the private sectors' point of sales through the expansion of their network. DOT Tokyo invited 100 travel agents and media to the occasion and attendance was above target with approximately 70 guests.
<p>Name of Event: ASEAN Tourism TWG and Committee Meetings Dinner Hosting Venue: Marco Polo Hotel, Ortigas Inclusive Dates: 7 October 2014</p> <p>Brief Description: TPB, in coordination with DOT, hosted a dinner with entertainment and giveaways for 70 international delegates and other invited guests at the Marco Polo Hotel in Ortigas. This hosted dinner was a part of the ASEAN Tourism TWG & Committee meetings held in EDSA Shangri-La on 7-11 October.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 371,668.00 ❖ Giveaways for the event were the IMFITP black shopping bags <p>Output:</p> <ul style="list-style-type: none"> ❖ Networking opportunity for the international delegates and guests
<p>Name of Event: Asian Pacific Festival Venue: Fukuoka City Inclusive Dates: 10 to 15 October 2014</p> <p>Brief Description: Aimed at enhancing mutual understanding, friendship and exchange among countries in the region, the Asian Pacific Festival is held annually to give Fukuoka citizens the opportunity to interact with foreign cultures and people in the Kyushu area via traditional entertainment, dances, music, tourism information and products.</p> <p>The Philippine participation is an annual commitment of DOT Osaka to the Fukuoka</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,897,060.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI = 1,245.24% $\frac{25,520,000 - 1,897,060}{1,897,060} \times 100$ 1,897,060 (budget)

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<p>City government. For 2014, the delegation included a 10-person entertainment complement from the Sindaw Philippines Performing Arts Guild (6 pax) and the 4-piece stringed instrument band - Acoustic Ensemble. 2 performances were scheduled at each of the main stages daily at the Fukuoka City Hall grounds and Hakata Station.</p>	
<p>Name of Event: ITB Asia 2014 Venue: Marina Bay Sands, Singapore Inclusive Dates: 29 to 31 October 2014</p> <p>Brief Description: TPB, in coordination with the DOT Overseas office in Singapore, participated in ITB Asia 2014 in Singapore for the second consecutive year. ITB Asia is an annual B2B event for leisure, MICE and corporate travel. The event features an entire range of travel products and services from the supply side of the industry in Asia.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 7,501,543.82 ❖ Product updates and B2B meetings between Philippine private sector participants and international buyers <p>Output:</p> <ul style="list-style-type: none"> ❖ ROMI = 302% or Php 30,940,000.00 ❖ 503 established/re-established contacts ❖ Php 1,500,000.00 estimated Media Value (TTG/ETN features & articles) <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ TPB needs more professionally developed and designed sales presentation materials that could also be customized for use in both table top and projected presentations. ❖ Officially endorse to the overseas offices through DOT MDG buyers who are within the jurisdiction of DOT's Key Markets and opportunity markets, including special interest groups, if applicable ❖ Implement a Customer Relations Management (CRM) System ❖ Improvement of booth design/lay-out; buyers were not able to easily navigate through the booth ❖ Activities, in able to attract more walk-in buyers
<p>Name of Event: VPY 2015 Launch at the Philippine Appreciation Dinner Event in Singapore Venue: Conrad Centennial, Singapore Inclusive Dates: 28 to 29 October 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 2,380,496.00 <p>Output:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: TPB, in coordination with DOT Main office and DOT Overseas office in Singapore, arranged for the Visit the Philippines Year 2015 lunch event as well as an appreciation dinner with the DOT Secretary in Singapore.</p>	<ul style="list-style-type: none"> ❖ VPY 2015 launch at the “Philippines in 2015” Appreciation Night ❖ DOT/TPB and MTV/Viacom Joint Press Briefing on the “MTV Music Evolution Philippines” ❖ ITB Asia seller participants were also able to network with stakeholders of Singapore travel trade during the dinner proper
<p>Name of Event: Mode Tour International Travel Show Venue: SETEC, Gangnam-gu, Seoul, Korea Inclusive Dates: 30 October to 2 November 2014</p> <p>Brief Description: Mode Tour is Korea’s 2nd largest outbound travel and air ticket sales agency. Philippine private companies have purchased their own booth space while DOT provided the Pavilion Design / Construction to create a consistent look for the Philippine delegation.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 760,540.00 ❖ DOT Korea's participation: 2-booth rental, booth construction and administrative support
<p>Name of Event: World Travel Market (WTM) Venue: London ExCeL, United Kingdom Inclusive Dates: 3 to 6 November 2014</p> <p>Brief Description: The World Travel Market (WTM) is considered the leading global event for the travel industry. Held annually at the Excel Exhibition Centre (ExCeL) in London. It brings together the most influential figures in and around the travel industry to offer the latest insights, trends, and invaluable knowledge. WTM provides a unique opportunity to meet, network, negotiate and conduct business. The four-day business-to-business event presents a diverse range of destinations and industry sectors to UK and international travel professionals. Attendance in WTM assures participants of gaining competitive advantage for their business.</p> <p>The World Travel Market is clearly an event that matters a lot in terms of generating tourism business for Philippine travel industry partners and creating awareness</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: PHP 25,000,000.00 ❖ Launched “Visit the Philippines Year 2015” to the international community; ❖ Introduced/featured new and emerging destinations; ❖ Co-exhibited with the Local Government units (LGUs) of key travel destinations such as Ifugao for Banaue, Malay for Boracay, Camarines Sur, Camiguin, Island Garden City of Samal (IGaCoS) for Samal Island, Surigao del Norte for Siargao, Davao, Zamboanga and Palawan to lead their respective private sector partners in the promotion of these destinations in the international travel and tourism arena; ❖ Generated positive “name recall” of the Philippine tourism brand “It’s More Fun in the Philippines”, through participation in the WTM as a platform to position the country as a premier destination in Asia; ❖ Generated viable marketing and promotions leads that the DOT/TPB can support to further its goals in the market place; ❖ Provided venue for Philippine private sector partners to conduct business to

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<p>about the Philippines as a tourism destination. The country's continued presence in this important world event for the tourism and travel industry is a must.</p>	<p>business meetings, establish and renew linkages with their industry counterparts in Europe and other key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines; and,</p> <ul style="list-style-type: none"> ❖ Promotional Materials/Giveaways: ❖ General Philippine brochures, Destination flyers (Manila, Bohol, Boracay, Calabarzon, Cebu, Cordilleras, Davao, Iloilo, Palawan and Puerto Galera); Dive Philippines brochure; and Philippine maps. ❖ Other disseminated materials were: brochures on Boracay, Cebu/Bohol, Manila, Golf Guide Book, Lonely Planet, Omnibus Primer, Medical Tourism, Retirement Guide Book, and Ten Best Experiences Guide Book. ❖ Philippine-made products such as dried and chocolate-coated mangoes were given away to visitors from the trade, consumer and a number of VIP guests, who were likewise given copies of the "Best of the Best" coffee table books as tokens and souvenirs. ❖ Daily Ice cream afternoon treat in various local flavors and in the traditional ice cream cart was also served during the 4-day event. ❖ In addition, IMFITP non-woven and Destination branding bags and card-type USBs containing e-destination brochures on the Philippines, as well as, press releases, info and insights on the country were likewise given away to trade and consumer clients and media partners. <p>Output:</p> <ul style="list-style-type: none"> ❖ Co-exhibited with the Local Government units (LGUs) of key travel destinations such as Ifugao for Banaue, Malay for Boracay, Camarines Sur, Camiguin, Island Garden City of Samal (IGaCoS) for Samal Island, Surigao del Norte for Siargao, Davao, Zamboanga and Palawan to lead their respective private sector partners in the promotion of these destinations in the international travel and tourism arena. ❖ Generated positive "name recall" of the Philippine tourism brand "It's More Fun in the Philippines", through participation in the WTM as a platform to position the country as a premier destination in Asia. ❖ Generated viable marketing and promotions leads that the DOT/TPB can support to further its goals in the market place. ❖ Established linkages with travel industry partners.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ TPB/DOT engaged and encouraged Philippine co-exhibitors to make use of all the tools provided by wtmlondon.com platform to maximize their participation. Most of them were able to make appointments with foreign buyers they want to do business with, as a result of the “Buyers List” generated from the My Invitations platform. A number of our co-exhibitors also attended the one-hour Speed Networking sessions held before the opening of fair on Day 1 and 3 of the WTM. ❖ The event was an excellent venue to maintain the country’s aggressive posturing in the world tourism market. New business deals were signed with two (2) major businesses, which included a digital social media campaign for Europe with Global Tourism Interface (GTI) and a partnership campaign with STA Travel. ❖ Global Tourism Interface (GTI) aims to further promote the Philippines through digital and social media platforms. The GTI Network, GTI’s group of marketers from around the world – spanning across France, Italy, Spain and the United Kingdom (UK) will join forces for the increase of tourists to the Philippines from these markets. Each market will utilize a digital press office and creation of individual social media pages: Facebook, Twitter and Instagram to engage with a wider audience. This strategy encompasses blogger relations to reach key influencers in the travel, food, and lifestyle editors. ❖ STA Travel. The PDOT, through TPB, partnered with leading youth tour operator, STA Travel, for a year-long international initiative to promote and expand travel to the Philippines among the 19-35 year old market. <div style="padding-left: 40px;">This marketing initiative will target six (6) international markets, namely, Austria, Australia, France, Germany, Switzerland and the UK, to meet the project objectives set forth in the partnership agreement.</div> ❖ A total of fifteen meetings and interviews were arranged for and undertaken by the COO, Assistant Secretary Eugene T. Kaw and DOT Officials during WTM. ❖ “Visit the Philippines Year 2015” launch at the WTM Regional Festival ❖ In celebration of the 35th anniversary of the event, WTM invited the Philippines to be one of its Regional Festival Hosts during Day 3 of the WTM (Wednesday, 5 November 2014). The PDOT/TPB took the event as an opportune time and venue to launch its “Visit The Philippines Year 2015”. ❖ For the Regional Festival, the Philippines staged a fusion of contemporary and modern entertainment through dance and music. More than 50 performers

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>composed of Lahing Kayumanggi Dance Company, beatboxers, hip-hop dancers, West-end stars and 3-man group of percussionists, Gruppo Tribale entertained a huge strong crowd of members of the travel trade, exhibitors, press, consumers and visitors.</p> <ul style="list-style-type: none"> ❖ Traditional Filipino food, delicacies and drinks including concoctions using home-grown liquors such as Tanduay, Don Papa and Mango Rhums for the cocktails and ice-cream in various local flavors of cheese, purple yum, mango, macapuno and in the traditional ice cream cart were likewise served. ❖ Hills Balfour was tasked to consolidate components of the festival including securing the travel trade and media guest list, composition of press releases and promoting the event, arranging interviews and providing a master of ceremonies, and monitoring of the programme. ❖ 23 journalists attended the VPY 2015 launch at the WTM festival; ❖ Key social media interactions took place across Facebook, Twitter and Instagram reaching over 19,500 people; ❖ 8 articles worth over £21,950 have been published to date detailing the VPY 2015 festival at WTM 2014 ❖ The WTM organizers also went into heavy promotions of the festivals through their own and partner platforms: ❖ E-mail blast to some 42,000 contacts listed in the WTM database and interested in Asia promoting festivals; ❖ Onsite Digital video screens from Monday to Wednesday. On Wednesday, the Philippines had dedicated promotional messages on screens around ExCeL; ❖ Direct mail postcard invitation to some 20,000 UK and European visitors re WTM Festivals; ❖ Printed postcard with the invitation to the festivals placed in all WTM bags; ❖ Website presence for 6 weeks prior to WTM registering 6,482 visits; Philippines page - 809 unique visits; ❖ Social media support through LinkedIn, Twitter and Facebook; ❖ Feature in WTM Preview – Sent to 200,000 travel professional in first week of October; ❖ As festival host, PDOT was also afforded added publicity of 3 more destination power branding GIF/JPEG adverts on the wtmlondon.com website. ❖ Two lead capture devices were also afforded to festival hosts.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Advertising campaigns on print, outdoor, online and mobile that PDOT/TPB embarked on during WTM: ❖ Outdoor Advertising Campaigns ❖ 2 Full-wrap London Buses (Route 6) ❖ London bus campaign featuring LGU destinations of Baler, Camarines Sur and Siargao ❖ Duration: 22 October 2014 to 30 November 2014 ❖ Print Campaigns ❖ TTG Dailies, official publication of the WTM ❖ Cover wrap on the first day (03 November) of WTM and full-page adverts on all 4 days (03-06 November) of the event ❖ Featured content were VPY 2015 advert and list of activities for the cover wrap and destination power branding on the full-page advert ❖ Dentsu-organized print campaign ❖ Full-page and half-page ads in the most widely-read publications in the UK ❖ Featured content were power branding of local destinations in the Philippines plus 1 VPY full-page ad on the Daily Telegraph ❖ Sunday Times ❖ Oct. 19 issue / Palawan ❖ Nov. 2 issue / Davao ❖ Nov. 16 issue / Siargao ❖ Daily Telegraph ❖ Nov. 3 issue / 15 Ways to have fun ❖ Nov. 4 issue / Siargao ❖ Metro ❖ Oct. 30 / Palawan ❖ Nov. 3 / Boracay ❖ Nov. 27 / Cebu ❖ Online Campaigns ❖ Right-hand side advertising banner on the WTM homepage ❖ 200x200 GIF ❖ Featured content started with Palawan before settling on Banaue ❖ Published Press Releases ❖ TPB Releases

INTERNATIONAL TRADE AND/OR CONSUMER FAIRS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ DOT Banks on Private Sector for VPY Success ❖ DOT Gears Up for VPY 2015 ❖ MTV and TPB Philippines Collaborate for First –Ever MTV Music Evolution Event in Manila ❖ PH and Spain sign MOU on Madrid Fusion –Manila 2015 ❖ PH is Destination of the Year 2014 on TTG Awards Asia ❖ McCluskey Releases ❖ It's More Fun in the Philippines at WTM 2014 ❖ Philippines Department of Tourism Announces New European Digital Campaign ❖ Philippines Department of Tourism Announces STA Travel Partnership to Promote Youth Travel ❖ GTI Releases ❖ The Philippines Department of Tourism appoints Hills Balfour to Spearhead “It's More Fun in the Philippines” digital and social media campaign in the UK. ❖ Philippine Department of Tourism host mammoth celebrations at WTM ❖ Other Free Publicity through PDOT-London ❖ WTM London Day 3 Highlights ❖ TTG Daily – Double-page feature ❖ Interview of COO Domingo Ramon C. Enerio at the Press Centre ❖ Mission APP <p>A new competition APP was launched for WTM 2014 as the official competition for the entire event dubbed the Mission APP. The APP was aimed at encouraging trade visitors to visit the Philippines stand and engage the exhibitors by either doing some tasks or answering questions at the Philippine stand. The APP was heavily promoted by WTM to encourage the travel trade visitors to download and use the APP.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continued participation in the WTM, will send a clear signal to the world travel and tourism industry that the Philippines can compete in the international tourism arena, as a tourism destination in Asia; ❖ Formulation of Guidelines for LGU participation in international travel fairs that will serve as template for both DOT and TPB marketing and promotional activities abroad. The criteria should take into consideration the number of LGU-

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>led destinations to be featured; the number of LGU participants; and, the size of the LGU destination booth, the readiness of the destination to be featured in terms of tour packages, and facilities and services among others;</p> <ul style="list-style-type: none"> ❖ Continue to invite local governments of key travel destinations, as well as, new and emerging destinations in the Philippines to set-up their own stands with their private sector partners to highlight these destinations (e.g. Boracay, Cebu, Bohol, Palawan); ❖ The possibility of organizing educational seminars for travel agents and frontline personnel of key British tour operators should be explored, prioritizing companies who have participating Philippine ground handlers. Holding the event at the Philippine stand can create a good impact, and replace traditional animation activities with a trade-targeted activity; ❖ Organize a Philippine presentation at the Philippine stand for foreign tour operators who still don't have Philippine programs. Philippine handlers can do destination and product presentations and representatives of hotels and resorts can do presentations about their companies; and, ❖ It would be beneficial to organize either a pre- or a post-fair selling mission to secondary cities in the UK or to an identified tactical European market to maximize participation of the private and public sector partners (e.g. Birmingham, Manchester, Glasgow, etc.).
<p>Name of Event: VPY 2015 Launching in Korea Venues: Seoul Lotte Hotel and Busan Lotte, Korea Inclusive Dates: 3 to 7 November 2014</p> <p>Brief Description: Taking advantage of the significant presence of the private sector in the Philippine Sales Mission to Korea, TPB also launched the Visit the Philippines Year 2015 during the reception in Seoul and Busan wherein PDOT Korea also invited several Korean media practitioners.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget for Launch of VPY 2015 in Korea: Php 4,800,800.00 ❖ A total of 46 private and government companies from Bohol, Boracay, Cebu, Davao, Ilocos, Palawan and Metro Manila participated in this year's mission with 78 delegates. Out of these 46 companies, 40 were accommodation establishments, 1 travel agency, 3 companies from the airline industry, and 2 from the government sector including TPB. 5 accommodation establishments joined the Seoul leg only, thus reducing the total number of participants to 41 for the Busan leg. These 5 companies were Dusit Thani Manila, City of Dreams, Boracay Mandarin, Nandana Boracay, and El Nido Resorts. ❖ TPB secured 86 gift certificates (GCs) to be raffled off in Seoul and Busan among the Korean buyers who attended the dinner reception. These GCs were

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Seoul International Lantern Festival Venue: Cheonggye Plaza, Seoul Inclusive Dates: 07 to 23 November 2014</p> <p>Brief Description: On its 6th year now, the festival has managed to put on a remarkable display of lanterns on the famous Cheonggyecheon Stream in downtown Seoul. During the festival period, hundreds of lantern from Japan, China, Singapore, and Philippines, as well as municipalities and companies in Korea, were lit and expected to attract 2.7 million total visitors.</p> <p>Highlights of the activities include staging of the Philippine lanterns of Pampanga, outdoor PR activities with the distribution of Philippine promotional brochures and give-aways, VPY 2015 items, and conduct of lucky draws in cooperation with sponsor airlines and hotels/resorts.</p>	<p>converted into prizes, 40 for Seoul and 32 for Busan.</p> <p>Input: ❖ Approved Budget: Php 3,006,400.00</p>
<p>Name of Event: Diving Equipment and Marketing Association (DEMA) Show Venue: Las Vegas Convention Center, Las Vegas, NV, USA Inclusive Dates: 19 to 22 November 2014</p> <p>Brief Description: The DEMA Show is the world's largest and most important trade-only exhibition and conference for the global diving industry. Deemed the "Olympics" of the scuba diving industry, it brings under one roof about 10,000 participants comprised of key dive industry stakeholders and dive destinations from all four corners of the globe to get the latest dive information, products and trends, networking, and related business opportunities.</p>	<p>Input: ❖ Lead agency for Philippines' participation ❖ Funding ❖ Booth Requirements ❖ Promotional Giveaways</p> <p>Output: ❖ Conducted two (2) Philippine dive seminars by American underwater photographers ❖ Business appointments (PH Sellers and Buyers) ❖ Distribution of collaterals/giveaways ❖ Networking activities</p> <p>Recommendations:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Regular participation in the Show to maintain PH presence in the international tourism scene ❖ Organize a dive familiarization tour to the PH ❖ Devise a dedicated media plan for the diving event to further promote dive destinations in the PH ❖ Creation of a microsite for diving in the Philippines for easy access to diving information ❖ Production of an updated, comprehensive Philippine dive map with all information on all dive sites in the Philippines ❖ Supply of high resolution dive destinations photos/images for use in brochures, graphics, and other promotional diving materials
<p>Name of Event: VPY 2015 Hong Kong Launch Venue: Hong Kong Jockey Club House Inclusive Dates: 11 December 2014</p> <p>Name of Event: Diving Resort Travel Expo 2014 Venue: Hong Kong Convention and Exhibition Center Inclusive Dates: 12 to 14 December 2014</p> <p>Brief Description: In line with the Philippine participation to the Diving and Resort Travel Expo, the VPY 2015 was launched in Hong Kong during the appreciation dinner of Hong Kong's top agents who sell Philippine packages. The Diving Resort Travel Expo Hong Kong is considered the largest gathering of diving enthusiasts and marine conservation organizations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget of VPY launch: Php 1,787,910.00 ❖ Approved budget of DRT Hong Kong Php 5,085,000.00 ❖ 12 Philippine private sector participants <p>Output:</p> <ul style="list-style-type: none"> ❖ For DRT, actual bookings reached USD 64,000.00 ❖ For DRT, potential bookings reached USD 38,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Improvement of the booth layout ❖ Refreshments should be served ❖ Preparations for DRT Show in the Philippines for 2015 should be well planned and coordinated

DOMESTIC TRADE AND/OR CONSUMER FAIRS**PROJECT DESCRIPTION****INPUT / OUTPUT / RECOMMENDATION**

Name of Event: 21st Travel Tour Expo Philippines

Venue: SMX Convention Center, Pasay City

Inclusive Dates: February 2014

Brief Description:

The Travel Tour Expo was conceptualized by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry.

Inputs:

- ❖ Approved Budget: Php 4,000,000.00
- ❖ Sponsorship of Php 4,000,000.00 to PTAA inclusive of booth space and construction
- ❖ Php 3,000,000.00 financial assistance to all DOT regional offices at Php 200,000.00/region.
- ❖ TPB manpower: 20 pax
- ❖ DOT Regional Offices
- ❖ Promotional Giveaways: IMFITP ballpens, t-shirts, coin purses, tarsier key chains

Outputs:

- ❖ Bangon Tours promotions
- ❖ Regional domestic destination promotions
- ❖ Event promotion
- ❖ Other DOT attached agencies promotions

M.I.C.E. TRADE AND/OR CONSUMER FAIRS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Asia Pacific Incentives and Meetings Expo (AIME)</p> <p>Venue: Melbourne, Australia</p> <p>Inclusive Dates: 18 to 19 February 2014</p> <p>Brief Description: The Asia-Pacific Incentives and Meetings Expo (AIME) is a two day exhibition for those involved in organizing business travel, meetings, incentives and events. The AIME is the only international business expo in Australia. Over 500 exhibitors from 29 continents attended AIME 2014 which is already on its 22nd year.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Booth space of 162 sq. m. ❖ Sponsorship of the buyers' kits worth AU\$ 25,000 ❖ One page full ad in AIME Daily for two days ❖ 14 private sector co-exhibitors <p>Output:</p> <ul style="list-style-type: none"> ❖ The Philippine booth had 260 buyers based on the appointments made by the 13 private sector co-exhibitors or a minimum 20 buyers for each company. ❖ Only nine (9) private sector co-exhibitors submitted reports indicating 58 hot leads (events/accounts with date or with number of participants) with total estimated participants of 11,306 persons. ❖ Potential to generate US\$ 15,330,936 (Php 682,226,652.00 at US\$ 1 = Php 44.5 foreign exchange), assuming 100% conversion rate for 11,306 persons and using the ICCA daily expenditure for delegates (2012 ICCA Survey) at US\$ 678 for 2 nights minimum stay. ❖ Assuming further that conversion rate is only 5%, this will yield revenue of US\$ 766,547 or Php 34,111,333.00. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Brand Exposure <ul style="list-style-type: none"> • DOT/TPB should continue to pursue brand exposure opportunities offered by AIME. Luggage bags given to more than 500 hosted buyers and media created added visibility to the Philippine brand and were effective in magnifying the presence of the Philippines in the Australia business travel sector. ❖ Sales Seminar on Australian MICE Market and on AIME <ul style="list-style-type: none"> • MICE-ready companies in the country should be given knowledge sessions at least twice a year about the Australian market as well as the benefit of investing in the MICE market trade show such as AIME. The aim of this program is to prepare the Philippines MICE stakeholders and encourage them to invest in the Australian business travel market. ❖ Maintain Size Booth Space

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> • Due to the higher demand for participation in AIME by the private sector, it is recommended to maintain a booth space of about 100 sq. m. and maintain at least 10 to 15 co-exhibitors. ❖ Increase Co-exhibitors Registration Fee <ul style="list-style-type: none"> • Due to the high cost of subsidy provided to the private sector, it is advisable to increase the registration fee to a minimum of US\$1,000 per company in 2015.
<p>Name of Event: Routes Asia Venue: Kuching, Malaysia Inclusive Dates: 9 to 11 March 2014</p> <p>Brief Description: Routes Asia is considered the largest route development forum for the entire Asia Region. It is the key event for airport, airlines, tourism authorities, aviation policy leaders and aviation industry suppliers to meet, conduct business, and plan air routes. It is attended by over 100 airlines, 30 airports, and over 800 delegates from countries and territories in Asia, Europe and the Americas.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ TPB's participation in Routes Asia 2014 in preparation for the plan to bid for Routes Asia 2016 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Over and above the basic hosting requirements, the Philippines/Cebu -- as the bid contender for the hosting of the Asia Pacific Routes 2016 -- must offer and commit to the following in the Bid Proposal: <ul style="list-style-type: none"> Basic Requirements <ul style="list-style-type: none"> • Welcome Reception • Gala Networking Evening • Turnover lunch • Tour Program ❖ Action Plan <ol style="list-style-type: none"> 1. Finalize the Bid Document before 10 April with details on the following: <ul style="list-style-type: none"> • Commitments of the Department of Tourism / Department of Transportation and Communication • Rates of proposed accommodations and venues • Proposed themes for social programs • Proposed tour programs • Message or invitation from the Secretary of Tourism, Secretary of Transportation and Communication, Governor of Cebu, Mactan Cebu International Airport, and Civil Aeronautics Board to convince Routes Asia to bring the event to Cebu 2. Create the organizational structure defining the roles, duties and

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Incentive Travel & Conventions, Meetings (IT&CM) China Venue: Shanghai, China Inclusive Dates: 15 to 17 April 2014</p> <p>Brief Description: IT&CM China is the biggest and most established MICE trade show in China today. It is the only trade fair in the Shanghai/Eastern China area.</p> <p>Delegates to the three-day event received the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, and official networking functions.</p>	<p>responsibilities of each committee involved in the hosting of the event</p> <p>3. Create an Administrative Order for the hosting of Routes Asia to define the funding sources of the event once hosting is awarded to the Philippines</p> <p>Input:</p> <ul style="list-style-type: none"> ❖ Booth space of 36 sq. m. ❖ One page full ad in IT&CM Show Catalogue (FOC) ❖ Eight (8) private sector co-exhibitors <p>Output:</p> <ul style="list-style-type: none"> ❖ The Philippine booth had 150 buyers based on the appointments made by the eight (8) private sector co-exhibitors or a minimum of 25 buyers for each company during the two-day business-to-business event. ❖ Met the following buyers: <ul style="list-style-type: none"> • 56 new clients • Re-connected with five (5) existing clients ❖ Types of buyers met: <ul style="list-style-type: none"> • Tour Operator/MICE Agent: 38 buyers • PCO/PEO: 10 buyers • Association: 1 buyer • Corporate: 13 buyers ❖ Out of 61 buyers met, 30 were identified as high potential clients <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Brand Exposure Since China remains to be the Philippines' top priority markets, TPB should pursue brand exposure opportunities being offered by TTG Events / TTG Media through a digital platform, particularly on the IT&CM website and online portal where all buyers and exhibitors are obliged to open to update individual profiles and appointments. ❖ Increase Size of Booth Space Due to the higher demand for participation in IT&CM by the private sector, it is recommended to maintain a booth space of about 42 sq. m. and invite at least 8

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: IMEX Frankfurt Venue: Frankfurt, Germany Inclusive Dates: 20 to 22 May 2014</p> <p>Brief Description: IMEX Frankfurt is a dedicated show for the business events industry that brings together European and the rest of the world's top buyers and suppliers of meetings, incentives, conventions and exhibitions services and products.</p> <p>Attendance to IMEX Frankfurt must be a compulsory event for all organizations that are serious about MICE business. The benefits of exhibiting in IMEX Frankfurt are very clear:</p> <p>IMEX is a must-attend show where top-level exhibitors, visitors and buyers from the meetings and incentive travel industry from around the world meet to get deals done.</p> <p>This is the only event run by meetings professionals for meetings professionals – designed for fast and efficient business in one place.</p> <p>The specialist nature and close partnerships of the show allow it to provide a rich and engaging programme, attracting the most influential decision-makers for us to do business with.</p> <p>The show provides the opportunity for brand exposure for our country as a destination for MICE.</p>	<p>co-exhibitors.</p> <ul style="list-style-type: none"> ❖ Increase Co-exhibitors Registration Fee To lessen the costs of a bigger booth space and promotional subsidy provided to the private sector, it is advisable to increase the registration fee from US\$ 300 to US\$ 400. <p>Input:</p> <ul style="list-style-type: none"> ❖ Booth space of 72 sq. m. ❖ Stair case signage ❖ One page full ad in IMEX Directory ❖ 5 private sector co-exhibitors <p>Output:</p> <ul style="list-style-type: none"> ❖ The Philippine booth had 179 visitors based on the scanned badges ❖ Only three private sector co-exhibitors submitted reports indicating 26 hot leads ❖ There are 13 hot leads from DOT/TPB ❖ The 39 total combined leads have an estimated attendance of 4,550 persons. ❖ Assuming that only 10% of the estimated attendance from the 39 hot leads will materialize, that means 455 arrivals to the Philippines with tourism receipts of PhP 26, 838,630.00 (ICCA daily expenditure for delegates at US\$ 678 per night for 2 nights minimum stay at US\$ 1 = PhP 43.5 foreign exchange). ❖ The rate of return on equity which is computed as percentage ratio of net benefit (Total Revenue assuming at 10% conversion rate Less Investment over Cost of investment (PhP 10,800,000.00) is 148.5%. Furthermore, assuming that the event will happen within the next five (5) years, the yearly ROE is 29%. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Brand Exposure DOT/TPB should continue to pursue brand exposure opportunities offered by IMEX particularly signage or image of the Philippines to be displayed in strategic areas or locations in the venue. For this year, we took the stairs signage which is located in one of the most visible areas in the venue. ❖ Sales Seminar on MICE Market

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>MICE-ready companies in the country should be given training sessions on the importance of investing in the MICE market trade shows such as IMEX. The aim of this program is to prepare the Philippines' MICE stakeholders and encourage them to expand their network and market in the global business travel market.</p> <ul style="list-style-type: none"> ❖ Workshop for Participants TPB must continue to conduct a seminar or workshop on how to conduct sales appointments with foreign buyers such as the one conducted during MICECON. Such educational workshops will, hopefully, enhance the sales skills of our private sector partners. ❖ Maintain a Low Co-exhibitors Registration Fee Due to the high cost of participation in trade fairs abroad, the government should encourage private sector by maintaining an affordable participation fee of US\$ 700.00 registration fee per company in 2015. ❖ MICE Campaign and Video There is an urgent need to come up with a MICE campaign and promotional video focused on MICE Philippines. ❖ Provide more value to Private Sector to encourage them to invest in trade fair participation One way of providing value to the private sector is to create a Philippine Supplier catalogue which can be distributed digitally or in printed form to buyers during trade fairs. Another mechanism to encourage private sector participation in international trade shows is by including their company name and logo in all printed materials that will be produced by TPB-MICE Department, particularly if they attended MICE events under the TPB for the last two years.
<p>Name of Event: The Americas Incentive and Business Travel Mart (AIBTM) Venue: Orlando, Florida, USA Inclusive Dates: 10 to 12 June 2014</p> <p>Brief Description: On its fourth year, the AIBTM is among the leading global exhibitions for the U.S. meetings and events industry. It is a three-day event with one day dedicated to educational sessions for MICE practitioners and two days B2B appointments</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Booth space of 37.2 sq. m. (400 sq. ft.) ❖ 2 private sector co-exhibitors <p>Output:</p> <ul style="list-style-type: none"> ❖ Approximately 20% of leads generated are solid leads with a good chance of the event pushing through in the Philippines in the future.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>between Hosted Buyers and Exhibitors.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Maintain participation For 2015, AIBTM will undergo several changes: <ul style="list-style-type: none"> • Re-branding to IBTM America • Different exhibition format where all exhibitors will have one turnkey booth module each • 1:1 Buyer-Exhibitor ratio Considering this new format, the Philippines should participate in IBTM America to maintain its presence in the US Market. The new format and appointment scheduling system of IBTM America will ensure that contacts with better leads are met by Philippine exhibitors. ❖ Increase Co-exhibitors Registration Fee As the Exhibitors will now have their own modular booth, the cost of putting up a Philippine booth is greatly reduced. It is recommended that the DOT / TPB still facilitate the attendance of the private sector, but it is advisable to increase the registration fee to a minimum of US\$1,000 per company in 2015. ❖ Sales Presentation on the Philippines It would be ideal to include a Sales Presentation on the Philippines as part of the Philippine private sector participants' itinerary to encourage more of them to join the show and to maximize their trip to the USA. This would allow the Philippine participants to meet more contacts (outside of the hosted Buyers identified by AIBTM) and generate more business leads.
<p>Name of Event: Luxperience Venue: Sydney, Australia Inclusive Dates: 31 August to 03 September 2014</p> <p>Brief Description: Luxperience is one of the trade fairs highly recommended for companies specializing in luxury travel and business events. It is a 3-day intimate business event focused on high-end and premium travel wherein a significant portion is MICE, particularly incentive travel. In addition to the quality of buyers whom our TPB representatives met on pre-scheduled appointments, this event is considered as the ultimate</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of Php 5.3 million ❖ Booth space of 30 sq. m. ❖ 8 private sector co-exhibitors <p>Outputs:</p> <ul style="list-style-type: none"> ❖ The Philippine booth had more than 350 visitors based on the number of business appointments of the co-exhibitors and some walk-in visitors. ❖ Only 4 private sector co-exhibitors submitted reports indicating requests for product update/information and 6 hot leads from Intas Destinations, Inc.

M.I.C.E. TRADE AND/OR CONSUMER FAIRS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>platform where we can exclusively position and promote premium product offerings of the Philippines.</p> <p>Each of the exhibitors is pre- selected, qualified and invited to attend the event on an invitation basis only. Everyone is thoroughly vetted to ensure they match the program and the requirements and needs of the Luxperience family of companies.</p>	<ul style="list-style-type: none"> ❖ There are 6 hot leads from TPB. ❖ The 12 total combined leads have an estimated attendance of 4,970 persons. ❖ Assuming that 10% of the estimated attendance from the 12 hot leads will materialize, that means 497 arrivals to the Philippines with tourism receipts of Php 30,326,940.00 (ICCA daily expenditure for delegates at US\$ 678 per night for 2 nights minimum stay at US1 = PhP45.00 foreign exchange). ❖ The rate of return on equity which is computed as percentage ratio of net benefit (Total Revenue assuming at 10% conversion rate Less Investment over Cost of investment (Php 5,333,400.00) is 468.6%. ❖ Assuming that the event will happen within the next five (5) years, the yearly ROE is 93.72%. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue participation in Luxperience to sustain the Philippines' presence. ❖ Not all tourism attaches are MICE oriented vis-a-vis the leisure tourism segment which is part of the general campaign and marketing efforts of DOT overseas. The only opportunity for TPB to conduct a full blown MICE marketing and promotional effort out of the Philippines is through trade fairs. It may not be producing a number of buyers yet, but in terms of quality, Luxperience has value. <p><i>Brand Exposure</i></p> <ul style="list-style-type: none"> ❖ Inasmuch as there is limited knowledge among the buyers on the Philippines as a M.I.C.E. destination, DOT/TPB should take advantage of branding and promotional opportunities offered by Luxperience organizers during the show to maximize the exposure of the Philippines. <p><i>Collect Participation Fees</i></p> <ul style="list-style-type: none"> ❖ In view of the effectiveness of the program, TPB should collect participation fees from the private sector in the future. ❖ Due to the high cost of participation in trade fairs abroad, the government should encourage the private sector by maintaining an affordable participation fee of US\$ 600.00 per company in 2015.

M.I.C.E. TRADE AND/OR CONSUMER FAIRS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p><i>MICE Campaign</i></p> <ul style="list-style-type: none"> ❖ A Philippine MICE campaign/branding should be created to sustain and improve awareness on MICE and its programs. <p><i>MICE Plus Program</i></p> <ul style="list-style-type: none"> ❖ Finalize the MICE Plus program as an aggressive mechanism that would encourage organizers to hold their events and incentive trips in the Philippines
<p>Name of Event: Incentive Travel & Conventions Meetings Asia (IT&CMA) Venue: Bangkok, Thailand Inclusive Dates: 30 September to 2 October 2014</p> <p>Brief Description: IT&CMA has established itself as Asia Pacific's premier M.I.C.E. show which brings together the region's top M.I.C.E. suppliers and key industry players to collectively sell Asia as an exciting and diverse M.I.C.E. destination. Exhibitors and participants at the IT&CMA have the opportunity to sell, negotiate and secure deals with more than 500 selected buyers and travel managers from regional and international M.I.C.E and corporate travel industries through pre-scheduled appointments.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Booth space of 72 sq.m. ❖ 11 private sector co-exhibitors <p>Output:</p> <ul style="list-style-type: none"> ❖ The Philippine delegation was able to meet with 247 buyers, corporate travel managers, travel trade and media (new and old contacts). Of these contacts, 30 are solid leads, and 2 are confirmed bookings. An estimated US\$ 1,564,758.00 (~Php 70,414,110.00 @ USD 1 = Php 45) in revenue is expected to be generated should all leads materialize. ❖ The Philippine pavilion was voted "Stickiest National Pavilion" (Gold) by Buyers and Exhibitors <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Maintain TPB participation in IT&CMA The IT&CMA continues to be one of the strongest MICE shows worldwide, considering the considerable number of leads that both the TPB and the private sector gather. ❖ Increase Co-exhibitors Registration Fee As one of the premier MICE shows, it is recommended that the participation fee for IT&CMA be increased to at least US\$ 1,000 per company in 2015. ❖ Sales Presentation on the Philippines If budget is available, it may be a good idea to work with the marketing/promotions team for Thailand to do a Philippine presentation for local buyers.

M.I.C.E. TRADE AND/OR CONSUMER FAIRS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: IMEX America 2014 Venue: Las Vegas, Nevada Inclusive Dates: 14 to 16 October 2014</p> <p>Brief Description: IMEX America is the largest exhibition for incentive travel, meetings and events in North America. Exhibitors from across the world representing national and regional tourist offices, hotel groups, airlines, destination management companies, service providers, trade associations and over 2,000 qualified hosted buyers from the world markets will be participating in this show.</p> <p>The IMEX appointment system is unique, giving buyers complete choice over their appointments and contains an integrated messaging service. It is a buyer-led system, i.e. buyers make appointments with exhibitors (not the other way around). Exhibitors at IMEX are guaranteed to meet with buyers who have a specific interest in their destination or product.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Booth space of 72 sq. m. (800 sq. ft.) ❖ Advertising Opportunities: Buyers' luggage tags and hanging banners at the hall entrance and web banner at Hosted Buyers' online portal (FOC) ❖ Five (5) private sector co-exhibitors <p>Output:</p> <ul style="list-style-type: none"> ❖ The Philippine booth generated six (6) solid leads and 62 other potential leads from the appointments made by buyers. ❖ Established linkages with 102 additional buyers (aside from pre-scheduled appointments) during group appointments and sales presentations ❖ Types of buyers met: <ul style="list-style-type: none"> • Tour Operator/MICE Agent • PCO/PEO • Association • Corporate • Venue-finding companies <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue to participate in IMEX America to sustain the Philippines' presence in the U.S. Meetings market ❖ Invite and encourage more Philippine Tour Wholesalers / Destination Management Companies to participate in the trade show as most walk-in buyers look for and would like to meet with travel agents and DMCs.

SALES / BUSINESS MISSIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Philippine Business Mission to Malaysia Venue: Malaysia Inclusive Dates: 25 February 2014</p> <p>Brief Description: In cooperation with the private sector, the tourism business mission or road show is a promotional undertaking aimed to present the latest developments in the Philippine tourism industry and feature new destinations, products and services, as well as positions the Philippines as an attractive and competitive tourist destination for the Malaysia market.</p> <p>The business mission includes seminars, travel mart, and cocktail reception that provide the opportunity for the Philippine delegates to transact business with their Malaysian counterparts.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,252,467.00 ❖ Product presentation ❖ B2B Session ❖ Dinner Reception <p>Output:</p> <ul style="list-style-type: none"> ❖ 93 travel agents from 63 companies attended the business mission ❖ Due to the successful conduct of the Philippine tourism product update and B2B, the TPB and DOT Malaysia will continue to conduct the same activity next year in partnership with the Philippine tourism private sector to sustain the interest of the Malaysian travel agents in the Philippines as a premier tourism destination in the ASEAN region. ❖ ROMI = 439.46 % the project's return or 4.39 times its investment <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ B2B should have more ample time for sellers to discuss products and do business with the buyers ❖ Business mission should have been expanded to more than one city to maximize the time and effort invested in the business mission ❖ Preparations for business missions should start at least 2 months before the said event; the private sector participants will need the time to prepare their presentation as well as their marketing strategies.
<p>Name of Event: MICE Sales Mission Venues: Jakarta, Indonesia and Ho Chi Minh, Vietnam Inclusive Dates: 21 to 26 April 2014</p> <p>Brief Description: As part of its market development strategy in Indonesia and Vietnam, the DOT-Market Development Group conducted a MICE Sales Mission to Jakarta, Indonesia and Ho Chi Minh, Vietnam last 21-26 April 2014.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 2,500,000.00 ❖ Giveaways ❖ Participation of 1 personnel from the MICE Department <p>Output:</p> <ul style="list-style-type: none"> ❖ Managed inquiries and leads from the invited organizers of MICE events during the B2B. Met a total of 46 buyers, 34 from Indonesia and 12 from Vietnam, 20

SALES / BUSINESS MISSIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>The main purpose of the MICE Sales Mission is to create, develop and strengthen business partnerships between Philippine MICE suppliers and buyers of MICE products and services from Indonesia and Vietnam. The presence of big numbers of corporations, special interest clubs, international associations and organizations in both countries is a potential source of tourists from the meetings and incentives market.</p>	<p>of which were identified as potential clients.</p> <ul style="list-style-type: none"> ❖ Were able to get qualified buyers for MICECON 2014 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue to participate in this kind of promotional activity, but with TPB as the lead agency in the conduct of MICE Sales Mission to strengthen the Philippines' presence in the market development areas ❖ DOT-Market Development Group to provide TPB with valuable information with regard to market intelligence ❖ There should be a sub-brand to focus on MICE Philippines ❖ As requested by the private sector, The TPB and the DOT should organize sales missions and market development activities to explore more markets and potential business partners.
<p>Name of Event: Taiwan Business Mission Venue: Taiwan Inclusive Dates: 6 to 8 May 2014</p> <p>Brief Description: The 3-day activities conducted during the Taiwan Business Mission proved to be successful as it achieved its objective of creating awareness and interest on the Philippines in Taiwan and get back the confidence of the market by convincing the Taiwanese travel agents that the Philippines is a safe and fun destination and encourage them to promote the Philippines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget Php 1,157,455.00 ❖ Activities during the marketing and promotions: The table mart (B2B), TPB Presentation, Sales Presentations and Raffle Draw. <p>Output:</p> <ul style="list-style-type: none"> ❖ Participated in by 10 travel trade companies and 6 Taiwan-based travel agents handling Philippine tour programs ❖ 274 travel agents attended the B2B ❖ Estimated returns out of private sector business generated/bookings made are projected at Php 34,042,500.00. ❖ Media mileage from FOC press coverage in media publication is estimated at Php 540,000.00. ❖ ROMI = 1,310.10% <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ The Philippine Seller participants said that DOT/TPB should enhance its efforts by organizing familiarization tours in order to create awareness in Taiwan of new and emerging destinations and they are most willing to cooperate.

SALES / BUSINESS MISSIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Philippine Business Mission to Japan Venue: Japan Inclusive Dates: 15 to 21 June 2014</p> <p>Brief Description: An annual travel trade event organized by the Department of Tourism (DOT) in the 4 main cities of Japan that account for the largest number of outbound travelers, the Philippine Business Mission (PBM) provides a platform for suppliers of Philippine tourism products to conduct business with their Japanese counterparts. In each city, the mission includes a Tourism Seminar to update the captive Japanese audience on Philippine tourism developments, a Travel Mart for the one-on-one business discussions with the Japanese travel trade, and a Cocktail Reception for further networking under a more relaxed atmosphere.</p> <p>TPB COO Domingo Ramon C. Enerio III headed the Philippine delegation for the first 3 cities while Secretary Ramon R. Jimenez Jr. led the culminating leg in Tokyo.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 12,391,870 ❖ Collateral and Digital Support: <ul style="list-style-type: none"> • Development of collaterals on the 4 power brands • Expansion of the Philippine Travel Apps • Investing in the Philippines PPT and manual in Japanese for uploading in DOT Japan website ❖ Sponsorship/Assistance: <ul style="list-style-type: none"> • Philippine Airlines <ul style="list-style-type: none"> - Special rates on participants' round trip airfare - 8 RT business class tickets (2 per city) as raffle prizes - 2 OW business class tickets for DOT/TPB Officials • Cebu Pacific Air <ul style="list-style-type: none"> - 6 roundtrip tickets as raffle prizes - Special rates for CCP entertainers <p>Output:</p> <ul style="list-style-type: none"> ❖ Preliminary computations already indicate that press releases in Japan alone generated an estimated total PR value of JPY16Mil (Php 8.3 million). ❖ The delegation consisted of 88 participants – 56 private sector delegates representing 33 companies, 9 DOT/TPB Officials and a four-person entertainment complement plus the 10 CCP performers for the Tokyo leg. The Fukuoka leg had 30 delegates from 20 Philippine travel-related entities, Osaka had 38 participants from 26 companies, and Nagoya had 40 sellers from 28 companies while Tokyo had 45 joining from 32 companies. In total, the Philippine delegation was 12% bigger with 10% more companies than the previous year. ❖ Road show: Introduction of the Philippine Tourism Ambassador to Japan, a youthful Japanese celebrity with Philippine heritage, Ms. Akimoto Sayaka. Ms. Sayaka's acceptance of the role before the Secretary bodes well with the DOT/TPB strategy to reinvent the Philippine image as a destination for the youth, ladies and families.

SALES / BUSINESS MISSIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Philippine Sales Mission to Hong Kong Venue: Hong Kong Inclusive Dates: 22 to 24 June 2014</p> <p>Brief Description: The Philippine Tourism Business Mission in Hong Kong, headed by the highest official of the Department of Tourism, heralded to the Hong Kong travel trade the seriousness of the country to welcome their tourists and signify the importance of Hong Kong as a source market for Philippine Tourism.</p> <p>The mission also gave the Philippine government tourism officials the opportunity to strengthen relationships with their counterparts.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 19,343,755.60 ❖ Hosted lunch with destination presentations and B2B ❖ Hosted dinner with entertainment for the Hong Kong tourism industry VIPs <p>Output:</p> <ul style="list-style-type: none"> ❖ Participated in by 21 travel trade companies, 7 travel agents and 2 airline companies ❖ Approximately 200 Hong Kong Travel Agents attended the lunch reception and B2B sessions. ❖ Philippine reception was attended by 280 VIPs from the Hong Kong tourism industry. ❖ Tactical advertising strategies were implemented as follows: <ul style="list-style-type: none"> • Coach ads • Eight (8) Chinese broadsheets • Eight (8) Chinese magazine • Four (4) English magazine • On-line blog (Yahoo!, Google, QQ and Sino) <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ B2B sessions should be scheduled before lunch to maintain focus and interest of both buyers and the stakeholders
<p>Name of Event: Singapore Sales Mission Venue: Singapore Inclusive Dates: 18 July 2014</p> <p>Brief Description: In tandem with the MICE Department, TPB conducted the Sales Mission to Singapore at the Pan Pacific Hotel on 18 July 2014. The highlighted destination for the event was Davao, coinciding with the Davao Food Festival also held in Singapore. The sales mission to Singapore updated the Singapore travel partners on the latest</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 1,516,840.00 ❖ Product presentations and B2B meetings between Philippine private sector participants and Singaporean travel partners ❖ Raffle draw wherein prizes are sponsored by the Philippine private sector companies (19 prizes) <p>Output:</p> <ul style="list-style-type: none"> ❖ ROMI = 974.85% = PhP 29,040,000.00

SALES / BUSINESS MISSIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>tourism/MICE developments and programs in the Philippines through product presentations and B2B meetings.</p> <p>At least 33 Philippine travel trade participants joined the event and met around 78 Singaporean travel counterparts composed of 51 leisure and 23 MICE agents as well as 3 airline partners and 1 media.</p>	<ul style="list-style-type: none"> ❖ 132 old contacts met and 451 new contacts were met by Philippine sellers ❖ 12 actual on-site bookings negotiated ❖ 240 market leads <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Be mindful of the attention span of audience. Presentations took too long. ❖ Improve info dissemination. Only a few private sector participants were aware of the TPB's events posted on the official website.
<p>Name of Event: Philippine Sales Mission to Korea 2014 Venue/s: Seoul Lotte Hotel and Busan Lotte, Korea Inclusive Date: 3 to 7 November 2014</p> <p>Brief Description: To continuously update the tourism industry in Korea on the new developments on Philippine destinations and properties, the Philippine Department of Tourism – Korea in cooperation with the Tourism Promotions Board conducted the Philippine Sales Mission covering the cities of Seoul and Busan, the top 2 sources of inbound Korean traffic to the country.</p> <p>Highlights of the mission included the (1) Philippine Tourism Presentation where PDOT Korea gave an update on the tourism developments as well as initiatives and directives of DOT and TPB and (2) Philippine Travel Mart, one-on-one table top business meetings. A dinner reception for all our invited participants followed to network with Korean travel trade members.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 4,855,080 ❖ A total of 46 private and government companies from Bohol, Boracay, Cebu, Davao, Ilocos, Palawan and Metro Manila participated in this year's mission with 78 delegates. Out of these 46 companies, 40 were accommodation establishments, 1 travel agency, while there were 3 companies from the airline industry and 2 from the government sector including TPB. 5 accommodation establishments only joined the Seoul leg, thus reducing the total number of participants to 41 for the Busan leg. These 5 companies were Dusit Thani Manila, City of Dreams, Boracay Mandarin, Nandana Boracay and El Nido Resorts. ❖ TPB secured 86 gift certificates (GCs) to be raffled off in Seoul and Busan among the Korean buyers who attended the dinner reception. These GCs were converted into prizes, 40 for Seoul and 32 for Busan. <p>Output:</p> <ul style="list-style-type: none"> ❖ Benefits: <ul style="list-style-type: none"> • Media & PR value: awaiting submission of DOT Korea c/o PR retainer Route Three • Awareness: 500 Korean travel agents were provided with printed invitation as well as electronic invitation • Interest: 417 confirmed attendance in our event (for Seoul and Busan) • Business Opportunities: Based on the submitted survey, 598 new contacts have been established while 208 old contacts were revised. • Business Leads: The survey also gathered 299 interests from Korean buyers

SALES / BUSINESS MISSIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>producing 82 leads.</p> <ul style="list-style-type: none"> On-site booking: 5 bookings were done on-site while Sofitel Philippine Plaza reported bookings for 300 room nights. <p>❖ Average tourism spent of Korean visitors based on DOT report as of 14 February 2014 is US\$874.59. Using the percentage of business lead vis-à-vis interest of buyers, a 27% conversion rate can be used. Assuming that there are 10 pax per group, business generated can be estimated at:</p> <ul style="list-style-type: none"> 82 leads x 27% = 22 x 10 pax = 220 x US\$874.59 = US\$192,464.8 x PhP44.93 = PhP 8,647,443.46 Actual Booking: 5 x 10 pax = 50 x US\$874.59 = US\$43,729.50 x P44.93 = PhP1,964,766.44 300 room nights x US\$100 = US\$30,000 x PhP44.93 = PhP1,347,900 Total Business Generated: PhP10,612,209.90 <p>❖ ROI: $\frac{\text{Benefit} - \text{Cost}}{\text{Cost}} \times 100\%$ $\frac{\text{PhP11,960,109.90} - \text{PhP9,655,880}}{\text{PhP9,655,880}} \times 100\% = 23.86\%$</p> <p>Note: Out of the 26 companies who submitted their accomplished survey form, 8 did not answer the question on business lead generated. This does not also account for the rest of the delegates who failed to submit the survey. Benefit did not also include the awareness created as well as the media/PR value generated by this event.</p>

SALES PRESENTATIONS / ROAD SHOWS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: One China Website Presentation and Cebu Pacific Road Show</p> <p>Venue/s: China and Japan</p> <p>Inclusive Dates: 16 to 25 January 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 762,600 ❖ Amount financed by TPB ❖ Services or assistance given by TPB
<p>Name of Event: Marketing Activities in Sydney, Australia</p> <p>Venue: Sydney, Australia</p> <p>Inclusive Dates: 2 to 7 August 2014</p> <p>Brief Description: The Tourism Promotions Board, headed by COO Enerio III, conducted marketing activities in Sydney last 2-7 August 2014. The marketing activities included the launching of the new DOT/TPB website and social media campaign for Australia and NZ, the Philippine Food Festival at the Grace Hotel in Sydney, the announcement of the new Cebu Pac flights to Australia, and meetings with Australian tour wholesalers/media and the DOT-Sydney.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ DOT/TPB website and social media campaign for Australia and NZ ❖ Philippine Food Festival at the Grace Hotel ❖ Joint product presentation by TPB and Cebu Pac ❖ Announcement of the new Cebu Pac flights to Australia ❖ Meetings with Australian tour wholesalers/media and the DOT-Sydney ❖ Raffle draw wherein prizes were sponsored by the Philippine private sector <p>Output:</p> <ul style="list-style-type: none"> ❖ 183 wholesalers/agents and travel media attended during first two events ❖ Stronger PR between Philippines and Australia ❖ Philippine tour packages to be offered in Australia as outcome of product presentation of TPB and Cebu Pac <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ DOT-Sydney should monitor the packages to be offered by the wholesalers/agents in Australia ❖ DOT-Sydney and TPB should organize more familiarization tours to travel trade and media ❖ Conduct sales missions in major cities of Australia

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Visit of Officials from the New Orleans Convention and Visitors Bureau (NOCVB)</p> <p>Venues: Manila, Cebu, and Boracay</p> <p>Inclusive Dates: 26 January to 03 February 2014</p> <p>Brief Description: New Orleans Convention and Visitors (CVB) Executive Vice President Brad Weaver, CMP and Vice President of Communications and Public Relations Kelly Schulz travelled to the Philippines last January 24-31 to meet tourism stakeholders in Manila, Cebu and Boracay to share KATRINA lessons and best practices/ recommendations for bringing back tourism and conventions to the Philippines (after the devastation brought about by typhoon Yolanda).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Estimated expenses for the NOCVB Visit as of 10 February is PhP 788,154.98, versus the approved budget of Php 927,140.00 Estimated savings of Php 138,985.02. ❖ The TPB exerted maximum effort to involve the private sector through sponsorship of various aspects of the NOCVB Visit and received considerable support from the private sector: <ul style="list-style-type: none"> • Discovery Shores Boracay - complimentary rooms • DOT Cebu - hosted Lunch • Fairmont Makati - partial hosting of 2 rooms and hosted dinner • Marco Polo Hotel Cebu - partial hosting of 3 rooms and hosted dinner • Marriot Hotel Manila - complimentary wash-up room • Solaire Resort and Casino Manila - hosted dinner • USAID - hosted lunch for the Cebu Private sector <p>Output:</p> <ul style="list-style-type: none"> ❖ Based on NOCVB's presentation, it is recommended that the following measures be implemented to promote the Philippines and mitigate the adverse effects of typhoon Yolanda to our tourism industry: <ul style="list-style-type: none"> • Develop a sense of urgency • Form a Customer Advisory Board that will serve as a feedback system for customers • Form a Public Relations Council, a group that will plan, monitor and evaluate the recovery and rebuilding programs as well as update the public and media through a "State of the City Report." The PR council may also initiate the promotion of tourism as an economic driver among the Filipinos. • Establish a media center with one website, one message and one set of facts • Celebrate the anniversary of Yolanda and maximize this opportunity for tourism marketing and promotions • Hire a PR Agency to secure positive media coverage, monitor and evaluate publicity about the destination • Establish a support system from associations

TPB Special Projects	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> Promote Voluntourism to attract church groups, student groups, and companies (for Corporate Social Responsibility purposes) to come to the Philippines and take part in the rebuilding programs of our devastated islands Devise extensive advertising, social media and face-to-face connections for tourism marketing and promotions (i.e., Road Show, hosted conventions, billboards, celebrities / influential individuals to speak for the Philippines). Apply the concept of perceptual marketing, since tourism is based on image and perception. ❖ New Orleans and Louisiana conducted a fundraiser and was able to raise US\$ 60,000 to purchase 50 boats and equipment that would help 150 Families affected by typhoon Yolanda. ❖ NOCVB representatives, Brad and Kelly, are closely working with their PR agency to help promote our country in the US emphasizing that the Philippines is open for tourism and MICE Business.
<p>Name of Event: 8th UNWTO Asia / Pacific Executive Training Program on Tourism Policy and Strategy (with focus on M.I.C.E. Tourism)</p> <p>Venue: Bali, Indonesia</p> <p>Inclusive Dates: 28 April to 1 May 2014</p> <p>Brief Description: The United Nations World Tourism Organization (UNWTO) has been conducting an annual high-level executive training program on tourism policy and strategy in the Asia-Pacific region since 2006, establishing the training program as an important forum for high-level policy makers of the region's NTOs/ NTAs to meet and strengthen effective and responsive formulation of policies and strategies. It also gives opportunities to exchange ideas and experiences on the current tourism issues among participating Members.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Philippines presentation on updates in the MICE industry <p>Output:</p> <ul style="list-style-type: none"> ❖ Establishment of goodwill among Asian neighbors ❖ Market intelligence on best practices and MICE campaigns of other Asian countries <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ TPB to attend this event with DOT to gain valuable first-hand market intelligence on what other Asian countries are doing in terms of tourism development. This will help in the formulation of marketing and promotions strategies for the Philippines vs. our Asian competitors.

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Ambassadors, Consuls General and Tourism Directors Tour to the Philippines (ACGTDT)</p> <p>Inclusive Dates: 28 April to 1 May 2014</p> <p>Organizers:</p> <ul style="list-style-type: none"> • Tourism Promotions Board • Department of Tourism (overseas offices in the US) • Department of Foreign Affairs • Bureau of Immigration • Bureau of Customs • Manila International Airport Authority • Department of Tourism – Region IV-A • Municipal Government of Nasugbu, Batangas • Rajah Tours, Inc. <p>Sponsors:</p> <ul style="list-style-type: none"> • Western Union • Duty Free Philippines • Tourism Infrastructure and Enterprise Zone Authority • Philippine Retirement Authority • Asian Journal <p>Brief Description:</p> <p>A banner tourism project under the Pinoy Homecoming Program of Department of Tourism, ACGTDT entices Filipino-Americans and their mainstream friends in America to visit the Philippines and experience for themselves the developments in tourism and the country as a whole. It is an annual event that includes a full-day trip outside Manila.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Secretariat and overall operations ❖ Lead coordinating office in Manila ❖ Event Monitoring ❖ Airport reception & facilitation. Assisted in welcoming the delegates and guests in the airport reception. ❖ Day tour at Pico de Loro Resort, Nasugbu, Batangas. Accompanied and assisted the delegates and guests during their day tour and other tour activities such as a wreath laying ceremony and courtesy call to the President. ❖ Socials & entertainment. Welcome dinner with cocktail reception and entertainment for more than 300 pax. ❖ Sponsorships <p>Output:</p> <ul style="list-style-type: none"> ❖ Generated a total of more than 15 Million in returns that translates to 153% ROI ❖ $\frac{22,647,919 - 6,261,500}{6,261,500} \times 100\%$ = 2.62 or 262% ROI ❖ Acquired sponsorships from TIEZA and PRA ❖ Pre- and post-event news releases uploaded in website and disseminated to multi-media ❖ Multi-media invitations with media value earned at Php 1.21 million <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Schedule the welcome dinner and farewell dinner in a way that the delegates and guests are not exhausted to attend the said events. ❖ Consider extending the whole tour to a few more days

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 25th Philippine Travel Mart Venue: SMX Convention Center, Pasay City Inclusive Dates: 05 to 07 September 2014</p> <p>Brief Description: The Philippine Travel Mart (PTM) celebrated its 25th year with the theme: “25x More Fun in the Philippines”.</p> <p>For the first time, the biggest Philippine tourism trade show brought together Philippine industry stakeholders to not only promote and sell domestic and inbound tourism destinations, products, and services, but also to promote dual ASEAN routes and packages, which augurs well with the forthcoming implementation of the ASEAN Integration in 2015.</p> <p>The PTM is also the only time of the year when domestic tourism suppliers conduct a three-day grand sale dubbed as “Sale Ng Bayan”.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ The DOT Family Pavilion, with a total space of 326 sq.m. located at Hall 3 of the SMX Convention Center, housed the B2B of all Regional Offices including ARMM and attached agencies. ❖ The 16 DOT-regional offices and 7 attached agencies participated in the PTM Event. <p>Output:</p> <ul style="list-style-type: none"> ❖ TIEZA committed the amount of Php 500,000.00 as co-partner for the cost of pavilion. ❖ There was a voting counter for Vigan City as among the New 7 Wonder Cities of the World. 781 individuals voted through online and text during the three-day event. ❖ Set up an Activation Center was set up for “Visit the Philippines Year (VPY) 2015”. ❖ Featured AVP presentations of DOT regional offices and attached agencies ❖ Regional performances for the three-day event featured the music and dances of Luzon, Visayas and Mindanao. ❖ Distributed flyers and giveaways to all the consumers to promote the Philippine destinations <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ We highly recommend yearly participation in the PTM event to promote domestic travel services, traditions, new and emerging destinations, and attractions of the Philippines. ❖ A regional cultural show of different music and dances in the DOT Family Pavilion can be added during the PTM.

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Philippine Travel Exchange – Pre & Post Tours</p> <p>Venues: Various Destinations in the Philippines</p> <p>Inclusive Dates: 3, 5 to 07 September 2014</p> <p>Organizers:</p> <ul style="list-style-type: none"> • Tourism Promotions Board • Department of Tourism Regional Offices <ul style="list-style-type: none"> - National Capital Region - Region I - Region III - Region IV - Region V - Region VI - Region VII <p>Sponsors:</p> <ul style="list-style-type: none"> • Tour Module 1: Metro Manila including BGC & Intramuros • Tour Module 2: Gawad Kalinga Enchanted Farm in Angat, Bulacan • Tour Module 3: Northern Luzon Cultural and Historical Tour – Laoag & Vigan <ul style="list-style-type: none"> - Sitio Remedios - Hotel Luna • Tour Module 4: Southern Luzon Wellness and Adventure Tour – Nasugbu, Tagaytay, Puerto Galera <ul style="list-style-type: none"> - Pico Sands Hotel - Nurture Wellness Village - Taal Vista Hotel - Infinity Resorts • Tour Module 5: City in a Forest Tour – Puerto Princesa <ul style="list-style-type: none"> - Hotel Centro - Sheridan Beach Resort • Tour Module 6: Palawan’s Greatest Natural Treasure – El Nido <ul style="list-style-type: none"> - El Nido Resorts • Tour Module 7: Bicol Express Tour –Legazpi, Sorsogon 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Generated sponsorships from different tourism partners and local government units ❖ Coordinated with different tourism establishments, tour operators, regional offices, local government units, and other tourism partners ❖ Summarized the list of buyers participating in each tour destination ❖ Facilitated final tour arrangements ❖ Monitored changes of buyers’ participation ❖ Prepared tour kits ❖ Assisted buyers during the whole trips <p>Output:</p> <ul style="list-style-type: none"> ❖ Comprehensive list of PHITEX buyers per tour module ❖ Updated itinerary with contact details <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ A contingency plan must be set in case of bad weather conditions ❖ Allot free time for participants to rest and relax after each activity as much as possible ❖ Set a deadline for registration ❖ Last minute changes in tour preference must not be entertained

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<ul style="list-style-type: none"> - Siam Hotel - The Oriental Legazpi - Misibis Bay • Tour Module 8: 24/7 Island Tour – Boracay <ul style="list-style-type: none"> - The District - Discovery Shores • Tour Module 9: The Queen’s Chocolate Tour – Cebu, Bohol <ul style="list-style-type: none"> - Bluewater Panglao Beach Resort - Eskaya Beach Resort - Radisson Blu - Marco Polo - Plantation Bay 	
<p>Name of Event: Pacific Asia Travel Association (PATA) Travel Mart 2014 Venue: Phnom Penh, Cambodia Inclusive Dates: 17 to 19 September 2014</p> <p>Brief Description: The Tourism Promotions Board, in coordination with DOT, US AID-COMPETE Project, and the Bohol Provincial Tourism Office, conducted the recently concluded PATA Travel Mart which was held in Phnom Penh, Cambodia on 17-19 September 2014. The Philippine delegation was headed by COO Enerio III, and was also accompanied by Gov. Edgar Chatto, Governor of Bohol Province and his wife.</p> <p>In the Philippine Pavilion, 12 Philippine sellers participated – 3 Manila based, 1 Boracay based, 6 Bohol based, and 2 government agencies. The highlighted destination for the event was Bohol, whose private sector participants were sponsored by the US AID – COMPETE Project, which currently supports the Bohol Tourism Recovery Plan. TPB and the Provincial Government of Bohol hosted a cocktail reception on the first day of the business appointments and conducted a media briefing on promoting Bohol as a tourist destination and launching the Visit Philippines Year (VPY) 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 3,220,080.00 ❖ 12 Philippine Sellers ❖ Cocktail Reception hosted by TPB and the Provincial Government of Bohol ❖ Media briefing on the Bohol Tourism and VPY 2015 <p>Output:</p> <ul style="list-style-type: none"> ❖ ROMI = 73.86% ❖ Estimated Tourism Receipts = Php 9,850,126.00 ❖ At least 403 business appointments ❖ PR Mileage: TTG Asia (3 Volumes) and eGlobal Travel Media <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Encourage more private sector participants to join trade fairs especially those in provincial destinations ❖ Encourage sustained support from their DOT Regional Offices ❖ Have local/city tours for the delegation ❖ More efficient communication between private sector and the coordinators ❖ More strategic booth lay out

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Association of Tourism Officers of the Philippines (ATOP) 15th Annual National Convention YES (VPY 2015)</p> <p>Venue: L-Fisher Hotel, Bacolod City, Negros Occidental</p> <p>Inclusive Dates: 4 October 2014</p> <p>Organizers: ATOP, Province of Negros Occidental, Association of Tourism Officers of Negros Occidental (ATONO)</p> <p>Sponsors: Province of Negros Occidental, City Government of Bacolod, DOT Region VI, L-Fisher Hotel</p> <p>Brief Description: The Chief Operating Officer (COO) of the Tourism Promotions Board (TPB), Mr. Domingo Ramon C. Enerio III was invited as a resource person and speaker on “2015 ASEAN Visit The Philippines Year: Advancing the Unique Brand of Philippine Tourism Destination and Hospitality Experience.” The ATOP Convention is a national gathering of tourism officers, city and municipal councilors, and provincial board members. The convention drew about 1,500 participants.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ A booth space highlighting the VPY 2015 call-to-register campaign, which was dressed up with the VPY info kiosk, roll-up banners and photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Acquired list of participants to the ATOP convention ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags and t-shirts to the participants who visited the booth <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Actively participate in ATOP’s future conventions as participant and resource person ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office
<p>Name of Event: Visit the Philippines Launch 2015</p> <p>Venue: Radisson Blu Hotel, Cebu</p> <p>Inclusive Dates: 6 October 2014</p> <p>Brief Description: The VPY launch was attended by tourism officials, sales and marketing managers, hoteliers, tourism officers, tour guides, and travel agents. The event was covered by the local media. The COO presented the VPY 2015 program. Similarly, representatives from Cebu City (Tetta Baad), Bohol (Josephine Cabarrus), and Negros & Siquijor (Woodrow Maquiling) presented their tourism plans for 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT VII to launch the VPY 2015 campaign ❖ Provided marketing support to the regional office ❖ Installed VPY photo wall <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags and t-shirts to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations:</p>

TPB Special Projects	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office
<p>Name of Event: VPY Davao Roadshow Venues: Various Destinations Inclusive Dates: 8 October 2014</p> <p>Brief Description: Presentation of the VPY 2015 program by the COO. Enrolment of events to the VPY microsite such as the Visit Davao Fun Sale 2015, 7th International Boulder Face Challenge, and Visit Samal Island. Signing of support to the VPY 2015 campaign by and between LGU representatives and DOT XI.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT XI to launch the VPY 2015 campaign ❖ Provided marketing support to the regional office ❖ Installed VPY photo wall <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags and t-shirts to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office
<p>Name of Event: Visit the Philippines Year 2015 Call-to-Register Campaign Venues: Fairmont & Raffles Hotel Makati Inclusive Dates: 13 October 2014</p> <p>Brief Description: To gather event organizers, meeting planners, tourism stakeholders, and alliances at the National Capital Region</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT NCR for invites ❖ Installed VPY photo wall <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags and t-shirts to the participants who visited the booth ❖ Acquired list of participants/attendees

TPB Special Projects	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	Recommendations: <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication
<p>Name of Event: Rotary International Friendship and Business Conference 2014 – Trade Expo</p> <p>Venue: World Trade Center, Manila</p> <p>Inclusive Dates: 23 to 25 October 2014</p> <p>Brief Description: The Rotary International District 3810 (Philippines) and Rotary International District 3520 (Taiwan) jointly undertook this major project to promote business and friendship between the Philippines and Taiwan. Being part of a worldwide organization of professionals and entrepreneurs, this Rotary conference brought together local and international participants to network and explore long-term business potentials.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ VPY 2015 Booth ❖ Installed VPY photo wall <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY giveaways ❖ Liaised with participants <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Invite some of the participants to the next VPY Manila launch
<p>Name of Event: 3rd Quarter TRCRG Sectoral Meeting</p> <p>Venue: Bahay Bakasyunan sa Camiguin, Mambajao, Camiguin Province</p> <p>Inclusive Dates: 27 October 2014</p> <p>Brief Description: TPB shared its plans, programs and activities for VPY 2015 particularly the role of the regional offices in the implementation of the project. Inclusion of VPY 2015 tour packages prepared by the Regional offices.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with RMS <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about VPY plans, program and activities including tour packages of the regional offices ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the regional directors <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Have a separate page for the tour packages ❖ Appoint a VPY point person in the regional offices

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: North Philippines Travel and Trade Expo 2014 Venue: Widus Hotel, Clark Freeport Zone, Pampanga & SM Clark Inclusive Dates: 14 to 16 November 2014</p> <p>Brief Description: The VPY 2015 call for registration of events campaign was held at the Widus Hotel during the NorthPhil Expo 2014. It was an opportune time to gather event organizers, meeting planners, and tourism stakeholders in the northern Philippines, especially those participating in the said expo.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT III to launch the VPY 2015 campaign ❖ Installed VPY photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office
<p>Name of Event: 3rd Manila Invitational Underwater Hockey Tournament Venue: Rizal Memorial Sports Complex Inclusive Dates: 19 to 23 November 2014</p> <p>Brief Description: Polo Puck Pirates Underwater Hockey Club (3P) invited all underwater hockey players from around the globe to come for yet another round of fun games and exciting tours in the Philippines. The event featured four days of Mixed, Men's, and Women's game followed by a visit to beautiful Palawan.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ VPY 2015 booth space <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY giveaways <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Invite the event organizer to the next VPY Manila launch

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: VPY 2015 Call to Registration Campaign Venue: Hotencia Room, Hotel Jen, Pasay City Inclusive Dates: 21 November 2014</p> <p>Brief Description: To gather event organizers, meeting planners, tourism stakeholders and alliances at the National Capital Region who missed the Fairmont & Raffles event</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT V to launch the VPY 2015 campaign <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication
<p>Name of Event: Regional Launching of the VPY 2015 Venues: Almont Inland Hotel and Convention Center & Robinson's Place Mall, Butuan City Inclusive Dates: 26 November 2014</p> <p>Brief Description: To come up with various special events and activities all over the region to compel tourists to come and experience the fun in Adventure Caraga. The one-day event featured a Motorcade, Exhibit of CARAGA's best destinations, Photo Exhibit, Mini Cultural Show, Audio Visual Presentations, and a Press Conference.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT XIII to launch the VPY 2015 campaign ❖ Installed VPY photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Host Cities Summit Venue: Dubai, UAE Inclusive Dates: 26 to 27 November 2014</p> <p>Brief Description: Host Cities Summit is a three day content-led event that brought together past, current and future host cities, sporting associations, and events rights holders. Aside from various networking opportunities offered during the events, sessions during the Summit provided attendees with practical advice needed to understand the bidding process and learn what rights holders and sports organizers are looking for when receiving bids, as well as the event delivery process.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Attendance to the summit as Philippine representative <p>Output:</p> <ul style="list-style-type: none"> ❖ Networking opportunities with rights holders of sports events ❖ Market intelligence on bidding for mega-events <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ TPB to defer participation in Host Cities Summit for 2015 as sessions mostly focus on the hosting and case studies for mega-events such as the Olympics or World/International Expositions. Considering available and upcoming resources in terms of facilities and accommodations, it may be more beneficial to focus on smaller-scale or regional events.
<p>Name of Event: 1st CALABARZON Regional Tourism Forum Venue: Queen Margarett Hotel, Lucena City Inclusive Dates: 28 November 2014</p> <p>Brief Description: The regional launch not only informed tourism players of CALABARZON about VPY 2015, but more importantly it encouraged them to take part in the various programs, events and new destination offerings of CALABARZON. To create more ground support for VPY 2015, the stakeholders, and other NGAs and LGUs signed a manifesto of support.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT IV-A to launch the VPY 2015 campaign ❖ Installed VPY photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Regional Launching of VPY 2015 and Stakeholders' Appreciation Night</p> <p>Venue: Subanen Hall, Garden Orchid Hotel, Zamboanga City</p> <p>Inclusive Dates: 10 December 2014</p> <p>Brief Description: Gathering of both private and government partners including tourism officers</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT IX to launch the VPY 2015 campaign ❖ Installed VPY photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office
<p>Name of Event: VPY 2015 Regional Launching</p> <p>Venue: Oriental Hotel, Legazpi City</p> <p>Inclusive Dates: 12 December 2014</p> <p>Brief Description: To best showcase Bicol assets and offerings, the region committed to register the following events: Albay – XTERRA; CamSur – CHALLENGE /TOUGH & ROUGH; Daet – KITE BOARDING; Catanduanes – SURFING; Legazpi – MAYON TRIATHLON; and Masbate – RODEO.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT V to launch the VPY 2015 campaign ❖ Installed VPY photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication

TPB Special Projects

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Tuguegarao City Cityhood Anniversary</p> <p>Venue: Crowne Pavilion</p> <p>Inclusive Dates: 18 December 2014</p> <p>Brief Description: Featured the VPY 2015 campaign as one of the activities for the grand celebration of the Tuguegarao City cityhood anniversary. Highlighted the event in the float parade.</p>	<p>❖ Appoint a VPY point person in the regional office</p> <p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with DOT II to launch the VPY 2015 campaign ❖ Installed VPY photo wall ❖ Provided marketing support to the regional office <p>Output:</p> <ul style="list-style-type: none"> ❖ Addressed inquiries about the tactical campaign and the step-by-step process of events registration through the VPY microsite: www.visitph2015.com ❖ Distributed VPY stickers, posters, bags, t-shirts, luggage tags, button pins and flyers to the participants who visited the booth ❖ Acquired list of participants/attendees ❖ Chosen as Best Float during the parade <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Remind the participants about the campaign through email, text messaging and other forms of communication ❖ Appoint a VPY point person in the regional office

TPB ORGANIZED INSTITUTIONAL PROJECTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Philippine M.I.C.E. Conference (MICECON) 2014 Venue: Clark Inclusive Dates: 4 to 7 June 2014</p> <p>Brief Description: The Philippine MICE Conference (MICECON) is an institutional program of the TPB which provides the ideal platform for a comprehensive educational and trade program for Philippine MICE and tourism practitioners.</p> <p>MICECON has three main components:</p> <ol style="list-style-type: none"> 1. MICE Conference – a 2 day educational program 2. MICE Mart – a day of one-on-one business sessions between invited Buyers and Suppliers of MICE products and services 3. MICE Marketplace – Exhibit component showcasing MICE facilities, hotels, resorts, souvenir centers and other MICE related products and services 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Selected a Host Destination ❖ Established Manila and Clark Organizing Committees ❖ Set up a TPB MICECON 2014 Secretariat ❖ Invited foreign and local Speakers for the conference ❖ Invited foreign and local buyers plus local sellers for the one day Mart ❖ Invited conference delegates plus Media ❖ Solicited Sponsors <p>Output:</p> <ul style="list-style-type: none"> ❖ A total of 538 participants joined MICECON 2014: <ul style="list-style-type: none"> • 395 delegates from hotels, resorts, travel and tour operators, airline companies, professional congress organizers, the academe, the local and national government tourism officials and the local media • 51 buyers: (41 foreign) from Australia, China, Korea, Taiwan, Singapore, United Kingdom, Germany, Poland, US and Malaysia and (10 local) buyers from the Philippines • 12 speakers mostly from the United States, and from Australia, Singapore and New Zealand. • 67 media • 13 accompanying persons ❖ Overall, MICECON 2014 received very positive feedback, not only from the delegates but from foreign speakers and buyers as well. Further the one-day B2B component of MICECON (the MICE Mart) event generated several businesses in terms of group arrivals and booked events for the Philippines.

TPB ORGANIZED INSTITUTIONAL PROJECTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Project Fund: <ul style="list-style-type: none"> Budget Preparation Php 15,000,000.00 Less Expense - <u>Php 13,536,740.64</u> Balance Php 1,463,259.36 Add Sponsorship from TIEZA & Registration Php 2,000,000.00 - <u>Php 2,490,144.92</u> Total Available balance Php 5,953,404.28 (as of July 2014) Recommendation: ❖ In lieu of the preparations for Visit Philippines Year in 2015 and APEC 2015, it is recommended that MICECON 2015 be suspended to resume by year 2016.
<p>Name of Event: Philippine Travel Exchange (PHITEX) Venue: SMX Convention Center Inclusive Dates: 2 to 5 September 2014</p> <p>Brief Description: PHITEX is an annual marketing event that aims to strengthen the country's brand image and encourages the participants to promote affordable and competitive tourism packages. The theme of this year's PHITEX is <i>"Innovate and Integrate, Empower and Engage."</i></p> <p>The highlight of PHITEX 2014 was the TRAVEX, where invited Foreign Buyers of tourism products and services had the opportunity to transact business with qualified Philippine Sellers in one-on-one table top scheduled appointments. The invited Foreign Buyers have experienced the fun and excitement of the multitude of activities during the post tours to key Philippine attractions and destinations. Educational Seminars for interested Sellers were conducted on September 03, 2014.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget Php 16M ❖ Invited 194 companies from 30 countries (buyers) ❖ Invited 134 companies, 127 were approved with 197 delegates (sellers) ❖ Arranged entertainments for the following: Welcome Cocktail Reception, Opening Ceremony, Grand Farewell Cocktail Reception <p>Output:</p> <ul style="list-style-type: none"> ❖ Collected P1,566,015.48 as participation fee from the approved sellers (115 companies) ❖ TPB placed a full page full color advertisement in Asian Diver Magazine highlighting Palawan as a global center for Marine Biodiversity particularly the Wreck dive sites in Coron ❖ Tubbataha Reef Natural Park was published in Asian Divers Magazine as one of the Asia's UNESCO World Heritage site. ❖ Five (5) pages article "Unforgettable Encounter" as published in Sport Diving Magazine (issue 161) circularized at ADEX venue. The article featured the whales shark diving at Apo Reef in Negros Oriental ❖ Five (5) pages article "Port of Galleons" was published in Sport Diving Magazine (issue 162) circularized at ADEX venue.

TPB ORGANIZED INSTITUTIONAL PROJECTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Full page article and logo mention of IMFITP was published in the Floating Asia Magazine circularized during the ADEX event. ❖ A total of 675 new contacts were established on-site. A total of 5 business deals were closed and 150 market leads were generated. ❖ ROMI = 213.15% <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Limit number of resort participants per destination ❖ The delegates clamored to trim down the participation fee to arrive at a win-win situation ❖ Organize daily raffle draw inside the booth. Prizes will be doled out by Phil. private sector participants. ❖ Private photo corner inside the booth where visitors could take their own photo souvenir.

SITE INSPECTIONS / PROJECT LAUNCH / OTHERS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Merrell Getaway to Adventure Campaign Launch Venue: Discovery Suites, Ortigas Center, Mandaluyong City Inclusive Dates: 4 April 2014</p> <p>Brief Description: TPB partnership with Footaction International Manufacturing Corporation, distributor of Merrell athletic products, in the promotion of its year-long campaign “Getaway to Adventure”.</p> <p>As the official distributor of leading global outdoor performance footwear brand, Merrell is introducing and launching to the market the Getaway to Adventure Project in support of its latest campaign “Out. Perform.”</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Attendance of TPB’s COO as keynote speaker and guest of honor during media launch. ❖ TPB assistance in media invitations for campaign launch at the Ortigas Center. ❖ Drafting of news release which was distributed during launch. ❖ Consultations in the identification and promotions of different Philippine trekking destinations featured monthly in the campaign. ❖ Post Merrell’s Getaway to Adventure with the TPB and “It’s More Fun in the Philippines” branding on respective websites / Facebook pages ❖ Distribute travel promotional leaflets with information on Philippines tourist destinations and Merrell product recommendations ❖ Publicity on Merrell Philippines and DOT partnership on campaign during year-long campaign period until March 2015. ❖ Provide hi-resolution images and videos of various Philippine tourist destinations for collateral and graphic requirements. ❖ Permission to include DOT / TPB logo, “It’s More Fun in the Philippines” logo to be used, as needed, on campaign’s graphic and collateral requirements. ❖ Tent counter cards allowed to be displayed at TPB or DOT counters. ❖ Display of at least three Merrell products during related TPB and DOT events. <p>Output:</p> <ul style="list-style-type: none"> ❖ “Getaway to Adventure” Campaign of Merrell will promote a different Philippine trekking destination every month for one year via multimedia, store and advertisements while promoting Merrell’s products and “It’s more fun in the Philippines” brand campaign. ❖ Mention of DOT/TPB in promotional materials including, but not limited to news releases in broadsheets and domestic in-flight magazines, glossy magazines, social media postings / platforms i.e. Facebook, Twitter, Online Blogs, Online promotions/contests, etc. <p>Recommendations:</p>

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	<ul style="list-style-type: none"> ❖ Continuing assistance in campaign's publicity, especially in the announcement of monthly winners who will trek a destination, through multimedia and TPB / DOT websites ❖ Provision of high-resolution photos / videos for Merrell's use in its graphic and creative requirements ❖ Strict monitoring with DOT regional offices concerned on the accessibility, suitability, safety and security on the itinerary of each Philippine trek destinations to be provided to monthly winners ❖ Display of Merrell's products and information and inclusion of Merrell staff in related TPB / DOT events
<p>Name of Event: Asia Pacific Economic Cooperation (APEC) Ocular Inspection Visit Venue: Various Destinations in the Philippines Inclusive Dates: 03 to 31 July 2014</p> <p>Brief Description: Event Date: December 2014 – November 2015 Target Participants: 13,000 – 20,000 pax</p> <p>APEC is an important global forum that is expected to gather world leaders, top business executives and high-level government officials. It will include the following meetings:</p> <ul style="list-style-type: none"> Senior Officials Meeting Ministerial Meetings Economic Leaders Meeting Other related meetings <p>Meeting topics will be varied ranging from: education, energy, food security, oceans, science, technology, and transportation. Women and the economy summit.</p> <p>Said event will be one of the highlights of the Visit the Philippines Year 2015.</p>	<p>Input: DOT thru TPB has been assigned to oversee the dinner receptions Gala Shows for the 18 APEC Meetings:</p> <ul style="list-style-type: none"> ❖ A Memorandum of Agreement (MOA) for the hiring of the services of the Cultural Center of the Philippines (CCP) –which shall manage the gala shows for 18 APEC Meetings – has been approved/signed by concerned parties and notarized. ❖ A Contract of Service for the hiring of a Creative Consultant—Mr. Nes Jardin (who shall conceptualize an entertainment plan for the gala shows) has been approved, signed by concerned parties and notarized. Payment for Mr. Jardin for the first four months is currently being processed. ❖ Ocular inspections have been conducted by TPB and the APEC Sub Committee on Arts to the following selected destinations: <ul style="list-style-type: none"> • Tagaytay: 3 July • Bataan: 5 – 6 July • Boracay: 16 – 17 July • Cebu: 21 – 22 July • Iloilo: 30 – 31 July ❖ A letter request addressed to ES Ochoa for additional funding of Php 40 M for the implementation of the Gala shows has been prepared and is now with Malacanang for approval. ❖ TPB and Mr. Jardin attended the APEC SOM in China last 17 – 20 August 2014

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	<p>for an ocular inspection of China's dinner/gala show's hosting.</p> <ul style="list-style-type: none"> ❖ A second ocular inspection was conducted in Legazpi to view the venue chosen by APEC NOC – the Albay Astrodome – and to meet with the concerned LGU officials. <p>Output:</p> <ul style="list-style-type: none"> ❖ DBM approved a budget for CY 2014 for the first 3 APEC shows in the amount of Php 13.9M (which also includes a budget for souvenir items). ❖ Based on the MOA with CCP the 15% mobilization fee is currently being processed. ❖ Payment for the honorarium of Mr. Jardin is currently being processed ❖ Venues for the dinner reception/shows have been identified and appropriate booking/s were made. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ APEC 2015 is a national endeavor which requires the full support of all government entities in partnership with the private sector.
<p>Name of Event: MTV Music Evolution Philippines (Securing of Venue) Venue: Quirino Grandstand Inclusive Dates: 30 September 2014</p> <p>Brief Description: MTV Music Evolution is a massive concert showcasing both musical legends and the hottest new acts by juxtaposing their performances on a single stage.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Funding sponsorship ❖ Coordinative assistance <p>Output:</p> <ul style="list-style-type: none"> ❖ Secured venue at Quirino Grandstand ❖ Signed memorandum of understanding on Sept. 30, 2014
<p>Name of Event: Polish Incentive Group Site Inspection Venues: Manila, Tagaytay, Cebu, and Bohol Inclusive Dates: 9 to 16 December 2014</p> <p>Brief Description: Site inspection visit of a Polish MICE Organizer for future incentive groups to the</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ TPB presence during the group's site inspection ❖ Hosting of one dinner ❖ Taped interview with TPB COO <p>Output:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Philippines. The MICE Organizer was accompanied by a Polish broadcast journalist.</p>	<ul style="list-style-type: none"> ❖ Confirmed booking for two incentive adventure travel groups for March and April 2015 with approximately 30 pax each for 9D/8N ❖ Exposure in a local polish network through a documentary on the Philippines shown on 25 December 2014 entitled “Christmas in Paradise” <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ TPB to monitor materialization of the groups ❖ TPB to extend technical assistance to the appointed ground handler of the group, as needed

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<p>Name of Event: Travel + Leisure Familiarization Tour</p> <p>Venue: Coron</p> <p>Inclusive Dates: 7 to 12 January 2014</p> <p>Brief Description: Travel + Leisure of Shanghai, China visited the Philippines for media coverage of the new properties and dive sites in Coron. The media firm was originally included in the Mega Fam Tour last November 2013 but due to the Yolanda devastation, the date of the fam tour was postponed to early January 2014. DOT-Shanghai has requested TPB to sponsor the 4 domestic air tickets of the team.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 60,000.00 ❖ TPB Assistance ❖ 4 domestic air tickets enroute Manila-Busuanga-Manila
<p>Name of Event: JTB Media Press Tour: “Friend of Katsumi Sayuri”</p> <p>Venues: Manila and Cebu</p> <p>Inclusive Dates: 12 to 15 January 2014</p> <p>Brief Description: A location filming for a popular West Japan TV program entitled “Good Friend of Katsumi Sayuri,” the JTB Media Press Tour covers key tourism attractions, shopping malls and hotels/resorts in Manila and Cebu. The shoot’s coverage is the main feature of a successful travel package in Japan called “JTB Tabimonogatari” (JTB Travel Story).</p> <p>The 28-minute TV program itself is hosted by the famous comedian and her husband. It has an estimated reach of 9 million households in 2 months airing 3 versions of the show. Ground arrangements were mostly handled by ARS Dream Travel with assistance from TPB and DOT Cebu for location shooting permits.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 693,720.00 ❖ TPB Assistance <ul style="list-style-type: none"> • Assignment of a TPB Officer • Shooting Permits in Intramuros, Rizal Park, and SM Megamall • Coordination with DOT VII regarding shooting permits in Cebu City and Mactan <p>Output:</p> <ul style="list-style-type: none"> ❖ Complimentary accommodations at EDSA Shangri-La Hotel (1 Night) and Plantation Bay Mactan (2 Nights), approximately Php 156,000 in savings ❖ JTB Hosting of 8 pax Japanese Delegation International Airfare, approximately Php 252,000 in savings <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ A less harried itinerary – the too tight and rigid schedule left no room for error caused by bad weather, traffic and related problems. Even meals were missed a couple of times to fit into the timetable.

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<p>Name of Event: Winter Escapade Venues: Kalibo, Boracay, Capiz, Iloilo, Guimaras Inclusive Dates: 18 to 24 January 2014</p> <p>Brief Description: Team Philippines-Canada composed of the Philippine Embassy in Ottawa as well as career and honorary Philippine Consulate-General throughout Canada had launched the 1st Winter Escapade-It's More Fun in the Philippines (WE IMFIT PH).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ No. of participants: approximately 300 ❖ Php 2.9 million budget, which included TPB hosted function, airport reception, media invitational, transportation, ocular inspection, other operational costs, and assistance to DOT foreign office & regional office ❖ Php 200,000.00 financial assistance to DOT VII in preparation for the following: airport welcome reception, security and traffic management coordination, LGUs and private sector coordination ❖ Promotions and Publicity: pull-up banners, IMFITP TVC, collateral materials, t-shirts, vests, waterproof IDs, duffle bags, TPB's hosted dinner at Discovery Shores <p>Output:</p> <ul style="list-style-type: none"> ❖ The visit has generated total direct spending impact of C\$ 855,176 and C\$ 190,736 in employment impact. The WE IMFIT PH contributed Php 42.8 million or C\$ 1.046 million in earnings and employment. ❖ Live coverage of GMA 7 and other networks ❖ Write-ups in local and major dailies
<p>Name of Event: 4-Minute Promotional Film Location Shoot 2nd Leg Venues: Cebu, Bohol, Boracay Inclusive Dates: 22 to 25 January 2014 Approved Budget: Php 401,500.00</p> <p>Name of Event: 4-Minute Promotional Film Location Shoot 3rd Leg Venues: Davao, Clark, Subic, Manila, Palawan, Bicol Inclusive Dates: 03 to 17 March 2014 Approved Budget: Php 736,000.00</p> <p>Brief Description: DOT Korea and TPB hired the services of the production firm, Media Contents Station, to produce a 4-minute promotional video with a 30 and 15 seconder TVC</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget of TPB: Php 1,137,500.00 ❖ Services or assistance given by TPB <ul style="list-style-type: none"> • Assignment of TPB Project Officer to accompany the group during their actual location shoot. • Coordination with concerned DOT Regional Offices and private sector to secure shooting permits and other on-ground requirement of the production crew. <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI (Operations) <ul style="list-style-type: none"> • Davao leg: 40% discount/room/night or approximately Php 17,000 savings. • Bicol Leg:

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<p>featuring a famous Korean comedian Mr. Jong Chul Jung. Media Contents Statio is the producer of the movie "Mango Tree" which was shot in Cebu and Boracay in May 2013 and was an entry in the 2013 Busan International Film Festival.</p> <p>The video will feature 10 priority destinations of the Philippines that will be promoted in South Korea. TPB will cover the production cost and models, as well as the international and domestic tickets. Last December 2013, the group covered Region 2 and Baguio through the assistance of DOT Region 2 and CAR.</p> <p>DOT Region VII was tapped to sponsor and arrange the requirement of the group's shoot in Cebu and Bohol.</p> <p>DOT Region VI was also tapped to assist and sponsor the group's shoot in Boracay. The Boracay leg aims to promote its unique white sand beach and various water/land activities.</p>	<ul style="list-style-type: none"> - Hosted overnight room accommodation in Misibis Bay Resort including 1 lunch, 1 dinner and 1 breakfast. Approximately Php 70,000 savings. - Hosted ATV Mayon Adventure. Approx. Php 9,000 savings. - Hosted overnight room accommodation in Donsol including 1 lunch and 1 breakfast. Approximately Php 8,000 savings. - Hosted Butanding Encounter and firefly watching w/ dinner. Approximately Php 10,000 savings. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Requests of models should be given in advance to ensure smooth operations during actual shooting. ❖ Anticipate change in weather and include alternative activities/areas to shoot for that contingency. ❖ Whale shark watching is seasonal. Time locations shoots in a way that ensures spotting of whale sharks. ❖ To ensure quality of accommodation in provinces, TPB staff should conduct ocular inspection prior to arrival of guests.
<p>Name of Event: Post-Haiyan Press Group from Europe: German Media Group</p> <p>Venues: Manila, Bohol, Puerto Princesa, North Luzon</p> <p>Inclusive Dates: 29 January to 6 February 2014</p> <p>Brief Description:</p> <p>After a series of disasters hit the country, TPB media familiarization trips from key markets in Europe to show the world that we are back in business and we are ready to welcome tourists back.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Tourism partners: 3 participants ❖ Php 4.07 million, which covered international return tickets and ground handling <p>Output:</p> <ul style="list-style-type: none"> ❖ Generated positive feedback for the country through published feature articles on the Philippines
<p>Name of Event: Attendance Promotions</p> <p>Venues: Davao, Batangas, Puerto Galera</p> <p>Inclusive Dates: February 2014</p> <p>Brief Description:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 79,000.00 <p>Output:</p> <p><i>Batangas/Puerto Galera</i></p>

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<p>The diving presentations were conducted to entice private sector participants into joining the Diving Fairs scheduled in Asia Pacific for CY 2014. The PCSSD was in charge of ensuring optimal attendance from their members.</p>	<ul style="list-style-type: none"> ❖ The meeting in Batangas last 28 February 2014 was attended by 30 diver sellers (properties, operators, etc.). ❖ The mayor expounded on infrastructure plans for Anilao and encouraged the participants to join the trade fair. The mayor himself committed participation of the local Tourism Office to said fair. ❖ We were invited to inspect the properties; however, due to lack of time we had to reset to some other date. <p><i>Davao</i></p> <ul style="list-style-type: none"> ❖ The presentation was held at Meeting Room 3 of the SMX Convention Center in Davao City from 9:00am-12:00nn on 20 February. ❖ A concern was raised by stakeholders about negative perception about Mindanao. ❖ They also expressed their desire for direct connectivity between Davao/Mindanao and the overseas market. ❖ PCSSD Accreditation should go hand-in-hand with the DOT Accreditation & Standardization inspection schedule. ❖ Stakeholders felt left out because the dive guide did not include Davao dive sites. ❖ Stakeholders need clear guidelines on the definition of marine sanctuary/ marine protected areas vis-a-vis dive sites. ❖ Local government units should meet and agree on local government taxes to be imposed on dive stakeholders and should be clear on where these taxes go. ❖ PCSSD should do immediate inspection of these dive facilities and its equipment to ensure safety of dive enthusiasts.
<p>Name of Event: Philippine Visit of Minister Yoo In Chon Venue: Manila Inclusive Dates: 7 to 11 February 2014</p> <p>Brief Description: Familiarization tours have not been limited to media representatives, bloggers and travel agents. PDOT Korea endorsed the visit of Minister Yoo In Chon, the former Minister of Culture and Tourism, and also a distinguished actor in Korea, to visit</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget of TPB: Php 77,000.00 ❖ Provided 1 dinner hosting and Manila-El Nido-Manila domestic tickets for Minister Yoo and his wife <p>Output:</p> <ul style="list-style-type: none"> ❖ Established good rapport with Minister Yoo who can be an “unofficial ambassador” of the Philippines especially among the high-end crowd of Korea

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<p>Palawan last 7-11 February 2014. With Minister Yoo's stature in the political arena and in the entertainment industry, his travel experience can go a long way in promoting the Philippines to Korean high society.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Tap Yoo as a good source of information for staging Visit Philippines Year 2015
<p>Name of Event: Post-Haiyan Press Group from Europe: French Media Group Venues: Dumaguete, Siquijor, Bohol Inclusive Dates: 8 to 12 February 2014</p> <p>Brief Description: The Post-Haiyan project is a series of intensified promotional initiative tapping members of the press from Europe particularly from United Kingdom, Germany, France, Switzerland and The Netherlands to arrest the forecasted decline in arrivals to the Philippines. This is due to cancellations in terms of bookings with resorts/hotels, international and domestic carriers, Destination Management Consultants (DMCs) and with other tourism-related businesses by inbound tourists to the country, particularly from France.</p> <p>The fam trip for the French group is in partnership with Cathay Pacific-Paris. A total eight (8) participants, including one (1) from PDoT-Frankfurt , are affiliated with Publications such as: 20 minutes; Ouest France; A/R Magazine; Le Point; Télé 7 jours; including two(2) well known French Bloggers, among others.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Tourism partners: 8 participants ❖ Php 4.07 million, which covered international return tickets and ground handling <p>Output:</p> <ul style="list-style-type: none"> ❖ Generated positive feedback for the country through published feature articles on the Philippines
<p>Name of Event: Post-Haiyan Press Group from Europe: UK Media Group (The Sunday Times Venues: Manila and Palawan Inclusive Dates: 8 to 17 February 2014</p> <p>Brief Description: The Post-Haiyan project is a series of intensified promotional initiative tapping members of the press from Europe particularly from United Kingdom, Germany, France, Switzerland and The Netherlands to arrest the forecasted decline in arrivals to the Philippines. This is due to cancellations in terms of bookings with</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Tourism partners: 2 participants ❖ Php 4.07 million, which covered international return tickets and ground handling <p>Output:</p> <ul style="list-style-type: none"> ❖ Generated positive feedback for the country through published feature articles on the Philippines

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<p>resorts/hotels, international and domestic carriers, Destination Management Consultants (DMCs) and with other tourism-related businesses by inbound tourists to the country, particularly from the United Kingdom (UK).</p> <p>The UK press team is composed of: Chris Haslam, travel news editor and multi-award-winning travel journalist and photographer for The Sunday Times and Indra Jaerisch, freelance video producer and film maker specializing in travel and wildlife.</p>	
<p>Name of Event: Product Update with NAVI Manila Magazine Venues: Subic, Bataan, Clark Inclusive Dates: 12 to 15 February 2014</p> <p>Brief Description: Manila Shimbun/Navil Manila visited Subic, Clark, and Bataan to generate new materials for their publication which will also be used to augment Philippine promotional materials in Japan.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Assistance of a Project Coordinator ❖ Ground Arrangements – transport, accommodations, tour guide, and meals of the group. ❖ Coordination with DOT III and LGU <p>Output:</p> <ul style="list-style-type: none"> ❖ Updated NAVI Manila Magazine’s articles and photos on these destinations for the brochures they are going to produce on behalf of TPB for the Japanese market
<p>Name of Event: Xiamen C&D Travel Familiarization Tour Venues: Manila, Boracay, Batangas Inclusive Dates: 15 to 20 February 2014</p> <p>Brief Description: Xiamen C&D International Travel Service is one of the top contributors of Chinese arrivals from Southeast Asia to the Philippines. The group conducted an ocular inspection of hotels/resorts and the various activities being offered to Chinese tourists in Manila, Batangas, and Boracay.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 181,400.00

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<p>Name of Event: Lakbay-Asia Ltd.</p> <p>Venue:</p> <p>Inclusive Dates: 18 February to 04 March 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Tourism partners: 50 participants ❖ Lei reception <p>Output:</p> <ul style="list-style-type: none"> ❖ Showcased the country's pilgrimage sites through the visit of this group
<p>Name of Event: Amateur Golf Tournament</p> <p>Venue: Sun Valley Golf Club and Forest Hills Golf Club</p> <p>Inclusive Dates: 20 to 25 February 2014</p> <p>Brief Description: The "Amateur Golf Tournament in Manila" is one of Onfill's main projects for 2014. Onfill partnered up with YE Golf, a major golf membership business company in Korea supported by worldwide-professional golfer Mr. Yongeun Yang, in hopes of inducing more customers to the Philippines. It was held at Sun Valley Golf Club & Forest Hills Golf Club with 72 golfers in attendance.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget of TPB: Php 36,900.00 ❖ Provided leis reception and nine (9) trophies <p>Output:</p> <ul style="list-style-type: none"> ❖ Additional tourist arrivals (72 pax) from Korea ❖ Cost of package is US\$1,250/pax including accommodation, ground transfers, and round of golf <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Advise TPB about the project earlier to enable us to go thru the procurement process and have the trophies done here instead of resorting to rush production in Korea
<p>Name of Event: Taiwan Bloggers and Media Familiarization Tour</p> <p>Venue: Boracay Island</p> <p>Inclusive Dates: 22 to 26 February 2014</p> <p>Brief Description: The Taiwan Media Familiarization Tour was conducted last 22 to 26 February 2014 in Boracay Island. The trip was handled by two TPB representatives and one DOT Taiwan representative and welcomed seven Taiwanese media writers and bloggers, wherein most of them experienced Boracay Island for the first time. The fam trip was to promote the Philippines in Taiwan through publications such as newspaper</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 373,000.00 ❖ Requested FOC accommodations ❖ Provided local guide and Filipino-Taiwanese speaking guide ❖ Provided ground arrangements <p>Output:</p> <ul style="list-style-type: none"> ❖ Favorable articles and blogs published in newspapers, magazines, and online are effective in enticing Taiwanese readers into visiting the Philippines.

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articles, magazine articles, and online blogs.	Recommendations: <ul style="list-style-type: none"> ❖ The weather in Boracay was suitable for the sport activities and shooting ❖ Hiring of local Mandarin speaking tour guide was very useful for TPB coordinators to be able to properly communicate with the Taiwanese media
<p>Name of Event: Guangzhou and Shanghai Media Familiarization Tour</p> <p>Venues: Manila, Batangas, Puerto Galera</p> <p>Inclusive Dates: 26 February to 3 March 2014</p> <p>Brief Description: DOT-Shanghai invited nine (9) media representatives from different publications in Guangzhou and Shanghai for a familiarization trip in Manila, Batangas, and Mindoro.</p> <p>The group visited the country to cover the Malasimbo Festival and to conduct an ocular inspection of the resorts and activities that can be found in Batangas and Mindoro since these destinations are basically new to the China market.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 629,000.00 ❖ Lei Reception and Customs Facilitation ❖ Accommodations/meals ❖ Land transportation ❖ Ground arrangements ❖ Chinese speaking guide/interpreter and local guide ❖ Project coordinator <p>Output:</p> <ul style="list-style-type: none"> ❖ Estimated Cost (less administrative cost) Php 554,301.45 ❖ Savings generated for complimentary arrangements = Php 74,698.55 ❖ ROI = PR value of the articles produced by the recipients (TBC) <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Guests to use ferry in traveling to Puerto Galera from Anilao, Batangas given the rough seas along the route ❖ Set clear distinction of functions vis a vis Overseas Offices ❖ Request support from private sector in extending complimentary dives to enable us to accommodate more diver-guests
<p>Name of Event: Malasimbo Music and Arts Festival</p> <p>Venue: Puerto Galera, Oriental Mindoro</p> <p>Inclusive Dates: 27 February to 3 March 2014</p> <p>Brief Description: A festival that weaves music, the arts , indigenous people (IP), and the environment</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Php 2.0 million financial assistance given to D'Aboville Foundation and Demo Farm, which covers 100 complimentary tickets, booth space, IMFITP banners, press releases and advertisements in newspapers of general circulation as well as radio spots ❖ Php 917,000.00 media familiarization tour, which includes transportation,

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<p>in one venue with the purpose of promoting the variety and tradition of all music and arts as well as celebrating love, life and culture of the Iraya and Hanunuo Mangyan tribes.</p>	<p>accommodation, meals, product update, administrative, and promotional materials expenses</p> <ul style="list-style-type: none"> ❖ Tourism partners: 20 participants composed of local bloggers, travel writers and lifestyle correspondents <p>Output:</p> <ul style="list-style-type: none"> ❖ Live coverage of the event by GMA 7 and other networks ❖ Write-ups in travel magazines, major dailies, local newspapers & blog spots ❖ Media announcements (radio/tv/plugs) ❖ Feature in websites ❖ Increase in foreign tourist arrivals and spending in Puerto Galera during the event
<p>Name of Event: Fujian Media Familiarization Tour Venues: Manila and Legazpi Inclusive Dates: 1 to 6 March 2014</p> <p>Brief Description: The Fujian Media Fam Tour is composed of the top TV, broadcast and print media from Xiamen City and Fujian province in cooperation with the Fujian Foreign Affairs Office and trade partners Fujian CITS and Zest Air. Invitees are from the leading media companies in the region namely:</p> <ul style="list-style-type: none"> • Broadcasting and Television Station of Jimei District, founded in 2010, is a TV channel broadcasting in Jimei district of Xiamen city; • Xiamen Daily, founded in Oct. 22, 1940, which is the official newspaper of Xiamen government with biggest circulation in Fujian Province; • Xiamen Evening Newspaper, founded in 1994, is now most popular newspaper in Xiamen city. Provides quick, practical, and fashionable information to citizens; • Fujian Broadcast and Television Group, founded in 2004, integrated by Fujian People's radio, film studios, Fujian TV station. Now, FMG is running 6 radio frequencies, 10 TV channels, a film studio, transport center, and advertising companies. Programmes cater to people of different ages; 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 617,000.00 ❖ Expenses (est.): Php 539,685.90 ❖ Secured FOC accommodation from Misibis Bay Resort ❖ Secured discounted rate 9 rooms from Midas Hotel and Casino <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI: PR value and advertising cost to be provided upon submission of deliverables by the Attaché <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Project brief, objectives, guest profile, company background should be provided when endorsing invitational projects to TPB. These have to be considered in developing a tailored fit itinerary. ❖ Guest passport copy should be provided ASAP to get a reasonable air ticket rate.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<ul style="list-style-type: none"> Fujian Daily Group Straits, inscribed by chairman Mao, founded in 1949, an official newspaper of Fujian province, which is now a press group that owns more than 10 kinds of newspapers such as Straits Metro News, Fujian Education News, Shishi Daily, etc; and Jinjiang Economic Newspaper, affiliate to Fujian Daily Group, a practical & economic newspaper mainly circulated in Jinjiang city. <p>Participating media companies will produce tri-media promotional releases on Manila and Legazpi as a new premium destination to complement the “Premium Campaign: Bespoke Dream Vacation” project.</p>	
<p>Name of Event: Southern China Agents and Media Familiarization Tour Venues: Manila, Cebu, Bohol Inclusive Dates: 9 to 14 March 2014</p> <p>Brief Description: DOT-Shanghai endorsed the Southern China Agents and Media Fam Tour to cover Manila, Cebu, and Bohol. Participants were representatives from China Travel Service Gongbei Port, Tudou, Sina.com, Style week, and Doyouhike. They will do feature write ups on Manila, Cebu, and Bohol. Air Asia sponsored the international and domestic tickets for the group.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 677,000.00 ❖ Lei Reception ❖ Accommodations/meals ❖ Land transportation ❖ Ground arrangements ❖ Chinese speaking guide/interpreter and local guide ❖ Project coordinator <p>Output:</p> <ul style="list-style-type: none"> ❖ Estimated Cost (less administrative cost) Php 489,472.84 ❖ Savings generated for complimentary arrangements: Php 187,527.16 ❖ ROI = PR value of the articles produced by the recipients (TBC)
<p>Name of Event: Navi Magazine Familiarization Tour 1st Leg Venue: Bacolod Inclusive Dates: 10 to 12 March 2014</p> <p>Name of Event: Navi Magazine Familiarization Tour 2nd Leg Venues: Dumaguete, Siquijor Inclusive Dates: 28 March to 1 April 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 249,500.00 (1st leg) ❖ Budget of TPB: Php 357,500.00 (2nd leg) ❖ Assistance of a Project Coordinator ❖ Ground Arrangements – Transport, accommodations, tour guide and meals of the group ❖ Coordination with DOT VI and LGU

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: DOT-Shanghai endorsed the Southern China Agents and Media Fam Tour to cover Manila, Cebu, and Bohol. Participants were representatives from China Travel Service Gongbei Port, Tudou, Sina.com, Style week, and Doyouhike. They will do feature write ups on Manila, Cebu, and Bohol. Air Asia sponsored the international and domestic tickets for the group.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ Estimated cost is about Php 150,000. ❖ Savings generated from discounted arrangements at O Hotel and Punta Bulata = Php 19,000 ❖ Familiarization and photo documentation of the destinations covered for image archives and future articles of NAVI Manila with 14,000 copies to be published plus another 8000 reprints to augment Philippine promotional materials in Japan. ROI : Php 1,080,000 =12,000 copies x P90 (DOT Tokyo estimated cost of promotions in Japan) <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Tap potential of Southern Negros Oriental (Sipalay) as a beach, scuba diving, and ecotourism (Danjungan Island) destination in addition to the historical or heritage value and food specialties of Bacolod. Marine life in the southern part of the province is starting to flourish following the closure of mining activity in the area about 11 years ago.
<p>Name of Event: JTB Media Coverage, Kansai TV: Niji Iro Jean (Rainbow Color Jean) Venue: Cebu Inclusive Dates: 16 to 21 March 2014</p> <p>Brief Description: Kansai Telecasting Corporation, an affiliate of Fuji Network System, is the leading commercial broadcasting TV station in the Kansai region. Kansai Telecasting Corporation caters both for local and nationwide audiences, providing great drama, sports, news, documentary, and variety programs, as well as exciting live entertainment, mobile content, and feature film production.</p> <p>Kansai TV will feature Cebu in Niji Iro Jean (Rainbow Color Jean), a popular variety program in Japan. The Niji Iro Jean (Rainbow Color Jean) is an 85-minute program broadcasted every Saturday. The show has viewership of 7,500,000 with 30-second CM equivalent to JPY 40-45M.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget: Php 693,720.00 ❖ Expenses (est.): Php 250,000.76 ❖ Secured FOC accommodation from Crimson Hotel and Resort ❖ Waiver of production fee. ❖ Complimentary land and boat transfers, lunch, diving and snorkeling equipment from Emerald Green Diving Center. <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI: PR value and advertising cost to be provided upon submission of deliverables by the Attaché.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Ms. Jean, the mascot will travel around Cebu to showcase the destination's attractions "in a sparkling rainbow colors the whole family can enjoy," the concept the show is known for. The Cebu coverage will be shown on 29 March 2014.</p>	
<p>Name of Event: ANA Media Familiarization Trip Venues: Manila, El Nido Inclusive Dates: 17 to 21 March 2014</p> <p>Brief Description: An annual collaboration with the Department of Tourism / Tourism Promotions Board, ANA invites prominent media personalities to a familiarization tour in promoting Philippine destinations. Manila and Palawan were the chosen attractions for 2013 but was moved to March 2014 in the aftermath of the Bohol earthquake and Typhoon Haiyan.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 694,500 ❖ 6 renowned media personalities in Japan writing for several publications and popular blog sites. Two of the guests have radio shows with a huge following too. ❖ Ground arrangements – accommodations, meals, transportation and spa features ❖ Assistance of a project coordinator ❖ Coordination with the private sector ❖ About 30% discount in EDSA Shangri-La, El Nido and Fairmont generating savings of approximately Php 120,000.00 ❖ Airline sponsorship of the participants is estimated at Php 360,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Tourism write-ups in key and target market magazines and websites, plus airing in well-liked radio shows <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Continue collaboration and encourage further cooperation with ANA to benefit from their cherished media personalities
<p>Name of Event: Taiwan Travel Agents and Media Familiarization Tour Venues: Puerto Princesa, Palawan Inclusive Dates: 18 to 21 March 2014</p> <p>Brief Description: Due to the increasing flights of Cebu Pacific from Taipei to Manila, they need to</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 46,500.00 ❖ Requested FOC for accommodations and tours ❖ Air tickets were sponsored by Cebu Pacific <p>Output:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>launch new tour products to the market. In this regard, together with Cebu Pacific, we invited Taiwan agents to a familiarization trip to Manila and Puerto Princesa.</p>	<ul style="list-style-type: none"> ❖ Travel agents were very pleased by the new developments in Puerto Princesa. ❖ The agents upon returning to Taiwan agreed to have a tour package for Taipei – Manila - Puerto Princesa. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Consider joint promotions to launch this new product as requested by agents ❖ Support the Agents/Tour operators via ad placements for tour packages
<p>Name of Event: Hong Kong Travel Agents Familiarization Trip Venue: Metro Manila Inclusive Dates: 21 to 23 March 2014</p> <p>Brief Description: The familiarization tour included a variety of activities meant to express a “Free and Easy” tour by the Hong Kong agents. Since Hong Kong tourists need to be reminded that the Philippines is still a safe country to visit, the Metro Manila tour was arranged with fun activities that Foreign Individual Tourists (FITs) will enjoy.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 1,143,600.00 ❖ Request for FOC accommodations and tours <p>Output:</p> <ul style="list-style-type: none"> ❖ Savings generated from complimentary arrangements ❖ “Free and Easy” tour packages will be produced by Agent participants. ❖ Created awareness on “value for shopping”; safety in Manila. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Ensure safety and security of tourists, not only the ones arriving from Hong Kong. Proper planning and coordination of the tour is part of ensuring their security.
<p>Name of Event: Taiwan Bloggers and Media Familiarization Trip Venue: Bicol Inclusive Dates: 23 to 28 March 2014</p> <p>Brief Description: DOT/TPB organized a familiarization trip for the top travel writers and bloggers to Bicol Region, particularly Albay and Sorsogon. The fam trip is to introduce Bicol Region to Taiwanese tourists as a great destination with fabulous tourist attractions and facilities.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 545,000.00 ❖ Requested FOC for accommodations and tours <p>Output:</p> <ul style="list-style-type: none"> ❖ Savings generated from complimentary arrangement = PhP 230,000.00 ❖ On the spot blogs on their experiences in Bicol ❖ Favorable articles are expected to be published in Common Wealth Magazine, NEXT Magazine, AZ Magazine, ET Today Magazine, and UDN News. <p>Recommendation:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Japan Cebu Pacific Media Familiarization Tour</p> <p>Venues: Manila and Boracay</p> <p>Inclusive Dates: 30 March to 3 April 2014</p> <p>Brief Description: The Philippine Department of Tourism Tokyo Office and the Tourism Promotions Board in collaboration with Cebu Pacific organized a familiarization trip for Japanese media, in time for the launch of Cebu Pacific's new offering of daily flights from Narita to Manila. The media fam tour covered Manila and Boracay.</p>	<p>❖ To sponsor similar endeavors in the near future</p> <p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 697,900.00 ❖ Expenses (est.): Php 230,000.00 ❖ Secured the following from our travel trade industry partners: <ul style="list-style-type: none"> - 9 FOC rooms from Marco Polo Hotel, Ortigas (5500 x 9) - 9 FOC rooms from Shangri-la Resorts and Spa - 11 FOC spa treatment from Chi, The Spa - Discounted rate from Boracay Regency - Discounted rate from Marriott Hotel <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI: PR value and advertising cost to be provided upon submission of deliverables by the Attaché. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ There should be a set of guidelines provided by TPB to be followed by the designated local tour guide during fam trips. This set of guidelines should vary for each market in order to better cater to the interests of different markets as well as to know what to introduce to a specific market.
<p>Name of Event: American Journalist Philippine Trip</p> <p>Venues: Bohol and Cebu</p> <p>Inclusive Dates: 18 to 21 April 2014</p> <p>Brief Description: Visit of Ms. Beth Williams to the Philippines as endorsed by DOT Attaché Vernie Morales.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Assistance / Hosting <p>Output:</p> <ul style="list-style-type: none"> ❖ 10 articles published in her blogspot, "BESUDESU Abroad." <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Appoint a TPB coordinator to join the trip to be able to validate the places visited

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Eastern and Southern China Agents and Media Mega Familiarization Tour</p> <p>Venues: Manila, Cebu, Bohol, Ticao, Legazpi, Davao, Mindoro</p> <p>Inclusive Dates: 21 to 27 April 2014</p> <p>Brief Description: The DOT-Shanghai organized a mega fam tour for 6 groups of Chinese media and agents on April 21-27, 2014 covering Manila, Batangas, Puerto Galera, Bicol, Cebu, Bohol, and Davao. 1 group related to ESL under DOT and 6 groups from institutional gateways handled by TPB, for a total of 7 groups.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Total: Php 3,669,900.00 <ul style="list-style-type: none"> • PAL Guangzhou Agent & Media Group - Manila and Legazpi: Php 428,800 • Shanghai Dive Group – Cebu: Php 254,700 • Shanghai Dive Group – Mindoro: Php 194,300 • PAL Shenzhen Media & Agent Group - Manila and Davao: Php 367,700 • Air Asia Zest Shanghai Agents and Media Group – Php 272,400 • Guangzhou Dive Group - Manila and Ticao: Php 212,000 ❖ Provided the Grand Dinner Reception held at Genting Club, Resorts World Manila ❖ Provided interpreters/guides for each group for easy monitoring by TPB the movements of each group
<p>Name of Event: Primeworks Studios TV9 from Malaysia</p> <p>Venues: Aliwan Fiesta, Manila and Subic</p> <p>Inclusive Dates: 22 to 27 April 2014</p> <p>Brief Description: Primeworks Studios TV9 in Malaysia, in coordination with DOT-Malaysia, spent 6 days in the Philippines to feature the Aliwan Fiesta 2014 in CCP Complex and shoot some tourist attractions in Manila and its environs.</p> <p>Primeworks Studios is one of Malaysia's largest production companies. It has four commercial television channels with entertainment documentary, drama, sports, and recreational programmed and generates 5,000 hours of television content annually.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 251,500.00 ❖ Requested FOC accommodations and discounted rates ❖ Provided ground arrangements ❖ Secured necessary shooting permits ❖ Provided 2 TPB coordinators and local guide <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI = Php 42,525,000.00 – Php 205,264.11 = Php 42,319,735.00 ❖ Two whole episodes on the Philippines will be aired for twenty-one minutes each; one of which is the very first episode of the new show. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ The Aliwan Fiesta is one big event that should be aggressively promoted internationally to bring more tourists to the Philippines. ❖ The Halal restaurants should have certification for their meat and kitchen equipment to add to their credibility to be able to invite more Muslim tourists to come.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: SQ Travel Agents Familiarization Trip Venue: Manila Inclusive Dates: 25 to 27 April 2014</p> <p>Brief Description: The 9 travel agents are all based in Sydney, Australia. Their one-day city tour showcased Manila as an ideal destination for the Australian market to visit.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Requested FOC accommodations ❖ Provided ground arrangements ❖ Secured necessary shooting permits. ❖ Provided hosted lunch and dinner ❖ Provided 1 TPB coordinator and local guide <p>Output:</p> <ul style="list-style-type: none"> ❖ Enhanced industry relations with Fairmont Group of Hotels ❖ Created awareness on Manila's historical sites, food and entertainment offers. ❖ Inclusion of Manila in the agents' tour program.
<p>Name of Event: Danish Journalist Philippine Trip Venues: Manila, Tagaytay, Bohol, Cebu, Davao, Palawan Inclusive Dates: 25 April to 7 May 2014</p> <p>Brief Description: Ms. Lilla Lauritzen Loft is a freelance travel writer who writes for BERLINGSKE REJSELIV (Berlinske Travel) magazine published weekly together with the Berlinske national newspaper. The travel guide focuses on vacation packages and provides inspiration to explore new destinations. The publication has expressed interest for the Philippines to be featured in the travel magazine.</p> <p>She also contributes to the more exclusive and exotic magazine called ESCAPE, which is, published 3 times a year and the Assistant Editor of several Danish magazines. She has also worked with the Chief Editor of HENDES VERDEN; Press and Marketing Editor of MAD & BOLIG, ISABELLAS as well as MAGASINET Mad and many more. She is a guru when it comes to features/articles on gourmet, shopping, beauty and wellness, and culture, among others.</p> <p>The editorial trip of Lilia Loft was sponsored by Thai Airways Denmark with complimentary international tickets to and from the Philippines. This is also the</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Assistance / Hosting <p>Output:</p> <ul style="list-style-type: none"> ❖ Articles about the trip published last November 2014 in BERLINSKE REJSELIV <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Appoint TPB coordinator to join the trip to be able to validate the places visited.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>result of Tourism Presentations conducted by PDOT London for the Honorary Consuls who lobbied for the support of the Danish Press in the promotion of Philippine tourism in the Nordic and the Scandinavian regions. This is a precursor to featuring the Philippines and writing travel pieces in magazines and newspapers in Scandinavian and Nordic regions.</p>	
<p>Name of Event: 12 Fly Travel App Filming Trip from Malaysia Venues: Manila, Anilao, Legazpi, Cebu, Bohol, Boracay Inclusive Dates: 6 to 15 May 2014</p> <p>Brief Description: DOT – Malaysia, in coordination with TPB, conducted filming on the above destinations to promote Philippine tourism in Malaysia’s TV platforms and print magazines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 1,200,300.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Savings generated from complimentary arrangements ❖ Two episodes of 25min each to be aired in Malaysian TV Channel ❖ 30 seconds program promo of each episode over 12Fly digital network (FB, Website, YouTube)
<p>Name of Event: VRIL TV Philippine Coverage Venues: Manila, Bohol, Cebu, Boracay Inclusive Dates: 7 to 16 May 2014</p> <p>Brief Description: TPB organized a travel documentary TV filming of VRIL Tourism Marketing and PR covering Manila, Bohol, Cebu, and Boracay on 07-16 May 2014. Entitled “Doors of Earth,” Vril will be producing three 30-minute episodes of the identified Philippine destinations for airing in at least 10 TV stations in Japan for the next 2 years with an estimated reach of over 21 million households. The Japanese company is endorsed by the Department of Tourism Tokyo following excellent results from 36 countries and their connections with key travel agencies in Japan.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 1,099,800 ❖ Requested FOC accommodations and discounted rates ❖ Provided ground arrangements ❖ Secured necessary shooting permits ❖ Provided 1 TPB coordinator and local guide/interpreter <p>Output:</p> <ul style="list-style-type: none"> ❖ Expenses (est.): Php 495,000.00 ❖ ROI: PR value and advertising cost to be provided upon submission of deliverables by the Attaché. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Request support from the private sector for complimentary dives in the different destinations where we are filming. Unlike now, where we can only afford one dive for the TV promo docu.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Australian Press Group Visit Venues: Metro Manila, The Farm, Amanpulo Inclusive Dates: 13 to 19 May 2014</p> <p>Brief Description: DOT-Australia and TPB, in coordination with The Peninsula Manila, invited 4 Australian Media writers and editors to spend 7 days in the Philippines to conduct fam tour of Metro Manila, The Farm at San Benito, and Amanpulo. The four participants are editors of well-known, high-end publications in Australia. The whole duration of the trip included their experiential program “Discover: The Peninsular Academy” – a tour program involving luxurious and sophisticated places, stories and people in Manila.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated/requested private sector companies and agencies that provided the necessary services. ❖ Provided ground arrangements. <p>Output:</p> <ul style="list-style-type: none"> ❖ This fam trip included three major publications in Australia namely Mindfood Magazine of McHugh Media, Sunday Herald Sun/Melbourne, Herald Sun and Escape News Corporation. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Fam tours are done almost at a daily basis here in the Philippines. With this, a unique and experiential tour is always more appreciated especially when it comes to the high-end target market. Having this luxury tour by The Peninsula Manila shows another side of the Philippines.
<p>Name of Event: North Asia Dive Batangas Inspection Inclusive Dates: 16 to 17 May 2014</p> <p>Brief Description: As TPB is promoting diving in the Philippines particularly in the North Asia Markets (China, Japan and Korea), the office conducted a product update for said markets giving the project officer first-hand knowledge as to what Batangas, as one of the favorite dive destinations, can offer.</p> <p>This familiarization trip also provided the opportunity to inspect which property can be included in our familiarization tour as well as to build network among the properties.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget of TPB: Php 66,000.00 ❖ Inspected 9 dive resorts and was able to secure commitment to assist TPB in the conduct of future dive fam tours from said properties ❖ Overnight hosting for 3 rooms from El Pinoy including breakfast, dinner and lunch1 ❖ Lunch hosting for the group at Pier Uno

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: East Asia (Liaoning) International Tourism Fair (EAITF)</p> <p>Inclusive Dates: 16 to 18 May 2014</p> <p>Brief Description: DOT-Beijing organized a Philippine participation in the Liaoning Industrial Exhibition Center, Shenyang, China for the Philippines to re-establish its presence in the North Eastern part of China. These areas are also very cold most parts of the year, so the island holidays of the Philippines would prove most attractive to them.</p> <p>The fair attracts 100,000 people from all the other northeastern cities of Changchun, Jilin, Dalian, Harbin, and even nearby inner Mongolian cities, as Shenyang is a hub in the northeast.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 3,755,720.00 ❖ Provided 54 sq. m. booth featuring Palawan and Boracay. ❖ Provided entertainers during the event: Mileage Band, musical quartet. <p>Output:</p> <ul style="list-style-type: none"> ❖ Awaiting for ROMI from DOT-Beijing Office
<p>Name of Event: Calamianes Product Update</p> <p>Venue: Coron, Palawan</p> <p>Inclusive Dates: 19 to 23 May 2014</p> <p>Brief Description: The Calamianes Group of Islands in Northern Palawan consists of over 80 islands and islets. Four main islands compose the Calamianes Archipelago: Busuanga, Coron, Culion and Linapacan. Each of these islands has its own charm, its own character and history, and its own set of offerings to the traveler.</p> <p>The PHILTOA highlighted Region IV this PTM. Last November at the WTM, Northern Palawan was featured.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Attendance to the Familiarization Tour <p>Output:</p> <ul style="list-style-type: none"> ❖ Validation of the Tour Program <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Rehabilitation of Francisco B. Reyes Airport ❖ Construction, Rehabilitation and Upgrading of Roads ❖ Improvement or Construction of Wharfs/Sea Ports ❖ Develop new products and destinations ❖ Production of Interactive brochures, digital assets
<p>Name of Event: Media Coverage of Ammungan Festival and Nueva Vizcaya Familiarization Tour</p> <p>Venues: Bayombong and other towns of Nueva Vizcaya</p> <p>Inclusive Dates: 20 to 25 May 2014</p> <p>Brief Description:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ TPB hosting of round-trip transportation, accommodations, meals and incidental expenses for eight national & international multi-media participants. ❖ DOT-Region II office collaborated with LGUs Nueva Vizcaya for itinerary, local hostings, and collaboration with local establishments visited.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Thru DOT-Region II, LGUs of Nueva Vizcaya requested TPB for media coverage of the 47th Anniversary Founding celebration of the Ammungan Festival in the capital town of Bayombong. A national & international media familiarization tour of natural and man-made tourist attractions in other towns was undertaken.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ For TPB's budget of P350k, media value earned almost a million pesos to date – even with feature article output from Los Angeles-based Balikbayan Magazine in September. ❖ These media value earnings do not count ripple effect of media output to their respective target readers / audience. ❖ TPB's ownership of seven (7) CDs consisting of high-resolution images as part of photo documentation of festival and other NV tourist attractions. ❖ Enhancement of public relations image of TPB, and even DOT, with LGUs of NV. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Media coverage of local festivals, especially those less known but well-organized ones, should be prioritized for TPB support. ❖ Media invitees / participants should be properly screened for assured media output as expected by TPB, DOT & its regional office concerned, and LGUs, among others. ❖ With our predominant visually oriented society & to optimize on limited resources - whether of TTSD or MarComm, a professional photographer, and even videographer, should be part of every media coverage and familiarization tour so we can be assured of high-resolution output for official use of TPB and all institutions concerned. ❖ Itinerary should be organized to include a diverse list of attractions in the destination to be covered – natural & man-made and specific niche markets like cultural landmarks, traditional practices, native products, local cuisine, investment opportunities, etc. ❖ Media value earned should be one important basis for future media invitation to any media outfit. ❖ Inclusion in VPY calendar of events
<p>Name of Event: Taiwan Media Familiarization Trip: Light Travel TV Program (Yan TV Taiwan)</p> <p>Venue: Palawan</p> <p>Inclusive Dates: 21 to 25 May 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 123,000.00 ❖ Requested FOC accommodations and discounted rates ❖ Provided ground arrangements

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: DOT-Taiwan invited Yam TV, through its Light Travel Program to conduct media coverage in Palawan. The TV program is a travel magazine program which features actual tour product being offered by the respective destinations, including activities to be undertaken, hotel, restaurants and other tourist facilities. This is broadcast every Saturday night with re-runs every Sunday mornings. They provided three episodes, 30 min. per episode for Palawan and Manila.</p>	<ul style="list-style-type: none"> ❖ Secured necessary shooting permits ❖ Provided 1 TPB coordinator and local guide <p>Output:</p> <ul style="list-style-type: none"> ❖ In terms of commercial value, per episode is estimated to cost about NT\$ 1,200,000(US\$ 40,000.00) or a total of 3,600,000 (US\$ 120,000) for the three episodes ❖ Aired every Saturday night with re-runs every Sunday morning, we were provided three episodes, 30 minutes per episode for Palawan and Manila <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Conduct a consumer activity together with Yam on-line for Taiwan consumers to further promote the Philippines in the Taiwan market ❖ Invite more TV stations to do coverage of the major destinations in the Philippines ❖ The results of the filming missions must be sustained by DOT/TPB and the private sector, as well as the PR campaign launched by DOT Taiwan, in order to totally negate the negative impressions
<p>Name of Event: “SAY YES” Music Video and Album Cover Photo Shoot Venues: Legazpi and Manila Inclusive Dates: 22 to 27 May 2014</p> <p>Brief Description: Making the music video and the new album’s cover photo of a popular Korean Rock band “Say Yes”. The music video is for their title song called “Get Out” and it was shot in Manila and Legaspi, Philippines.</p> <p>Concept: The whole music video featured the Philippines (100% exposure), mainly the common streets of Manila and Mt. Mayon, Misibis Bay Resort, the beach and air-strip in Legaspi. The music video was released during a K Pop Concert in Korea with an expected audience of 50,000 audiences on 7 June 2014.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget of TPB: Php 776,750.00 ❖ Services or assistance given by TPB: <ul style="list-style-type: none"> • Assignment of TPB Project Officer to accompany the group during their actual location shoots in Manila • Coordination with Manila Hotel to secure shooting permit at the top room • Coordination with concerned LGUs, NPDC and IA to secure shooting permits and other on-ground requirement of the production crew • Assistance in securing a special vehicle needed in the video shoot • Misibis Bay Resort and Legazpi City Government has offered to host the arrangements in Legazpi. <p>Output:</p> <ul style="list-style-type: none"> ❖ ROI (Estimated PR Value)

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Length of the Music Video: 3 minutes and 30 seconds</p>	<ul style="list-style-type: none"> • Music Video ground wave exposure: KRW 32,640,000/1 min. * 3.3 min. * 3 (PR weight) *30(minimum broadcasting number) = KRW 9,694,080,000 + @(extra broadcasting) • Dream Concert Exposure: KRW 32,640,000/1 min. * 3.3 min. * 3 (PR weight) = KRW 323,136,000 • Press Release Pick-up: Approx. 10 articles (Based on prior experience) * KRW 4 mil./online coverage * 3 (PR weight) *3(distribution number) = KRW 360 mil. • Music Video cable exposure: KRW 1 mil./1 min* 3.3 min. * 3 (PR weight) *100(minimum broadcasting number) = KRW 990,000,000 + @(extra broadcasting) • Total estimated PR value: KRW 11,367,216,000 or almost Php 512 Million <p>❖ ROI (Operations)</p> <ul style="list-style-type: none"> • Manila Hotel: secured 50% discount/room/night or approximately Php 92,000.00 savings. (Original Price of Php 8,935.00, extended rate is Php 4,200.00/room/night) • Secured shooting permit in Paranaque, NPDC and IA on complimentary basis. • Bicol Leg: <ul style="list-style-type: none"> - Hosted 2 nights' accommodation in Legazpi including transportation requirements and shooting permits through the office of the Mayor of Legazpi. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Very short lead time preparation: DOT Korea to submit memorandum for request for assistance and sponsorship at least 2 weeks before the actual arrival of the group to have enough time for preparation particularly in securing shooting permits ❖ Earlier advice of the project to be able to follow procurement process

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<p>Name of Event: Australian Travel Agents Venues: Manila, Cebu, Bohol Inclusive Dates: 23 to 29 May 2014</p> <p>Brief Description: DOT-Sydney requested TPB to host dinner, lei reception and airport facilitation in Manila and Cebu for the Australian travel agents based in Melbourne.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 65,000.00 ❖ Provided lei reception and airport facilitation ❖ Provided hosted dinner <p>Output:</p> <ul style="list-style-type: none"> ❖ Inclusion of Philippines in their tour program for the Australian market ❖ Promotion of the Philippines as a safe and fun destination to the Australian market
<p>Name of Event: Visit of Mr. Hideya Sadyasu Inclusive Dates: 2 June 2014</p> <p>Brief Description: Mr. Sadayasu, General Manager of Imperial Hotel with his assistant Mr. Keita Hori is part of Ambassador Lopez's investor list for PBM 2014. The ocular covered 3 Makati properties – Shangri-La, Peninsula, Fairmont/Raffles Hotels, and Resorts World.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: PhP 19,500.00 ❖ Hosted lunch ❖ Provided land transportation and other miscellaneous expenses ❖ Provided 1 TPB coordinator
<p>Name of Event: EBS Channel World Theme Travel Venues: Oslob, Cebu, Bohol, General Santos, Surigao del Norte, Palawan, Aurora, Manila Inclusive Dates: 4 to 24 June 2014</p> <p>Brief Description: The Program produced a special feature on the Philippines with a total of 4 episodes (40 minutes each episode) aired on 14 – 17 July 2014. The team showcased the less-known parts of the country introducing the tribes and lives of the locals as well as the off-the-beaten track destinations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Php 1,105,500.00. Approved budget of TPB to cover all expenses for 4 pax including international air-tickets, domestic air tickets, accommodation, full meals, transportation, all fares for sea transportation, entrance fees and permits for shooting locations, and other expenses for filming. <p>Output:</p> <ul style="list-style-type: none"> ❖ Expected Benefits <ul style="list-style-type: none"> • 4 episodes from 7/14 – 7/17, rerun of 4 episodes from 7/21 – 7/24, rerun of all 4 episodes on 7/20 • Reruns of all episodes on August in EBS Channels • Press releases regarding the episodes ❖ ROI (Estimated PR Value)

INVITATIONALS	
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	<ul style="list-style-type: none"> • EBS TV original broadcast: KRW 5,640,000/min * 40 minutes * 4 episodes * 3 (PR weight) = KRW 2,707,200,000 • EBS TV reruns: KRW 2,400,000/min * 40 minutes * 4 episodes * 3 (PR weight) = KRW 1,152,000,000 • EBS TV complete rerun: KRW 3,000,000/min * 40 minutes * 4 episodes * 3 (PR weight) = KRW 1,440,000,000 • EBS U original broadcast, reruns and complete rerun: TBD/min * 40 minutes * 4 episodes * 3 (PR weight) = TBD • Press releases: Average 4 articles per release * 4 episodes * KRW 4,000,000 (online coverage PR values) = KRW 64,000,000 • Total Estimated PR Value: KRW 5,363,200,000 or PhP 241 Million <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Partner with a tour operator or travel agencies who can speak the language can minimize TPB's fielding project officer to accompany the group and withdrawing big cash advances ❖ Look for a partner agency who has the language faculty and can advance the travel expenses of the group
<p>Name of Event: 8 Days Magazine Swimsuit Issue Shoot in Boracay Venue: Boracay Inclusive Dates: 8 to 12 June 2014</p> <p>Brief Description: 8 Days Magazine from Singapore, in coordination with DOT-Singapore and TPB, spent 5 days in Boracay island to shoot their annual swimsuit issue. 8 Days is a weekly magazine based in Singapore featuring the latest showbiz news as well as a lifestyle guide primarily for the youth and for all ages as well.</p> <p>This annual swimsuit issue will show how actress/model Ms. Ann Kok experiences the quiet side of Boracay in a more traditional and local setting.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: PhP 238,100.00 ❖ Requested FOC accommodations and discounted rates ❖ Provided ground arrangements ❖ Secured necessary shooting permits ❖ Provided 1 TPB coordinator and local guide <p>Output:</p> <ul style="list-style-type: none"> ❖ ROMI <ul style="list-style-type: none"> • Total Media Campaign investment = SG\$ 38,520.00 = Php 1,352,052.00 =33% ❖ 8 Days Magazine is Singapore's weekly showbiz and lifestyle news magazine with a readership of 111,000.

INVITATIONALS	
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	<ul style="list-style-type: none"> ❖ This 8 Days issue was one of the top selling issues that they published. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Every project should be planned and discussed with the present weather conditions under great consideration.
<p>Name of Event: Dutch Media Familiarization Tour of the Visayas Venues: Metro Manila, Cebu, Bohol, Siquijor, and Dumaguete Inclusive Dates: 08 to 13 June 2014</p> <p>Brief Description: This part of the foreign media invitational extended to selected media outfits in Germany, the UK, Switzerland, France and the Netherlands for a familiarization tour of a few Visayas tourism destinations aimed at negating post-Typhoon Haiyan news on the Philippines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ All-expense-paid media familiarization by DOT (int'l plane tickets) and TPB (domestic tickets, accommodations, meals & incidentals) ❖ Research, drafting, and finalization of itinerary designed & executed by TTSD-TPB ❖ Provision of media kit from TPB to four Dutch multimedia participants & one marketing consultant <p>Output:</p> <ul style="list-style-type: none"> ❖ Feature articles of two travel blogs & in the travel section of two dailies ❖ Increased awareness on the Philippines and the enhancement of its image as a dynamic tourism destination in Asia-Pacific <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Tourism overseas office should be ready at all times with both quantitative & qualitative data on the travel needs, wants & expectations of the target tourist market being covered. In this case, it was the profile of the Dutch outbound travel market, where the itinerary was based and not on mere common sense. ❖ Presence of TPB local coordinator, in addition to local tour guide, is imperative so as to deepen participant observation for on-the-spot, first-hand feedback of media participants. ❖ Provision of official & handy high-resolution camera should be provided for documentation, and not rely on foreign media's image donation ❖ Based on input from this Dutch travel media, other past European media participants, as well as STA official's recent feedback: their outbound travelers prefer raw, pristine, tropical Philippine settings for their accommodations, food, and activities rather the pretentious imported designs of other countries.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: MATTA Agents Familiarization Tour Venue: Boracay Inclusive Dates: 15 to 18 June 2014</p> <p>Brief Description: TPB in coordination with DOT-Malaysia facilitated the visit of the MATTA-Kuala Lumpur Chapter Travel Agents for their familiarization tour in Boracay last 15-18 June. The MATTA-KL Chapter is currently promoting Boracay as a new destination to its members through a familiarization tour. The agents did a series of inspections of property, inland activities, and water activities. This familiarization trip also supports the new route of Air Asia from Kuala Lumpur flying 4 times a week.</p>	<p>❖ A seamless travel in the Philippines devoid of the endless collection of fees and security checks on every destination is expected and will be highly appreciated.</p> <p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 217,500.00 ❖ Services or assistance given by TPB: <ul style="list-style-type: none"> • Provided FOC accommodations and discounted rates • Provided ground arrangements and other logistics • Provided lei reception and airport facilitation • Coordinated and provided local guide • Hosted meals <p>Output:</p> <ul style="list-style-type: none"> ❖ Print Media – China Press cover story plus 3-5 full page full color article x 2 issues published after 3 months - onwards. ❖ Travel Trade – expected to be included in the individual tour packages to be designed by 14 travel agents participants. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Invite other members of MATTA for another familiarization tour and consider Palawan or Davao
<p>Name of Event: MBC Traveling Man and Woman Venues: Manila, Tagaytay, Batangas, Bohol, Cebu, Palawan Inclusive Dates: 19 to 25 June 2014</p> <p>Brief Description: Munhwa Broadcasting Corporation (MBC) featured the Philippines in a 4 episode show of 50 minutes for one of their TV programs, “Traveling Man and Woman”. It is a reality travel program wherein participants experience different things while visiting chosen destinations of the country. The program is aired Mondays from 6:30pm – 7:20pm.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ No financial requirements from TPB ❖ Services or assistance given by TPB <ul style="list-style-type: none"> • Coordination with concerned DOT Regional Offices and Intramuros Administration to secure shooting permits and other on-ground requirement of the production crew <p>Output:</p> <ul style="list-style-type: none"> ❖ The Philippines was on a major channel at prime time for a month (total 20 minutes of coverage)

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	<ul style="list-style-type: none"> ❖ ROI (Estimated PR Value) <ul style="list-style-type: none"> • MBC original broadcast: KRW 5,640,000/min * 50 minutes * 4 episodes * 3 (PR weight) = KRW 3,384,000,000.00 • Press releases: Average 4 articles per release * 4 episodes * KRW 4,000,000 (online coverage PR values) = KRW 64,000,000 • Total Estimated PR Value: KRW 3,448,000,000 or Php 155 Million Recommendation: <ul style="list-style-type: none"> ❖ Avoid very short lead times. DOT Korea to submit memorandum for request for assistance and sponsorship at least 2 weeks before the actual arrival of the group to give us enough time for preparation particularly in securing shooting permits.
<p>Name of Event: Swiss Media Group (8 pax) Media Coverage cum Familiarization Tour</p> <p>Venues: Metro Manila, Coron, Boracay</p> <p>Inclusive Dates: 20 to 26 June 2014</p> <p>Brief Description: Joint promotions cooperation with SQ Zurich and Tour Asia, involving a fam trip to the country of some eight (8) high-end members of the media from Switzerland. It is a post-Haiyan project of PDOT Frankfurt involving series of familiarization trips to the Philippines to arrest the cancellations in terms of booking with resorts/hotels, international and domestic carriers, DMCS (Destination Management Consultants), and with other tourism-related business and establishments by inbound tourists to the country.</p> <p>PDOT-Frankfurt, TPB and Blue Horizons Travel and Tours, as the ground handler.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Program/itinerary to suit the media guests' field of specialization ❖ Bid-out project to suppliers for ground handling of arrangements, to include: ticketing, inland transportation, sponsorship sourcing for accommodation and meal hosting ❖ Infused minimal funding to cover costs of domestic air tickets, baggage allowances, airport/terminal fees, other non-sponsored meals and accommodations, tour guide fees/honoraria <p>Output:</p> <ul style="list-style-type: none"> ❖ Overall, the project enabled us to showcase Philippine high-end travel products catering to the Swiss market. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue hosting media familiarization trips from key markets in Europe, as a way to reach out to the travel trade and still maintain the Philippines' image as a tourism destination

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: DOT Beijing Media Familiarization Tour</p> <p>Venues: Manila, Batangas, Bohol</p> <p>Inclusive Dates: 22 to 27 June 2014</p> <p>Brief Description: DOT-Beijing invited (7) media representatives from Beijing for a familiarization trip to the Philippines covering Manila, Cebu and Bohol on June 22 – 27, 2014.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 617,500.00 ❖ Estimated Cost (less administrative cost) Php 325,872.95 ❖ Savings generated for complimentary arrangements = Php 291,627.05 <p>Output:</p> <ul style="list-style-type: none"> ❖ Commitment of 7 media publications: <ul style="list-style-type: none"> • Men Uno = commitment of 4 pages RMB 130,000 per full page • Timeout = 3 pages RMB 127,000 per full page • Comfort Magazine= 8 pages RMB 60,000 per full page • Best Travel = 6 pages RMB 25,800 per full page • Lifestyle = 1 page RMB 188,000 per full page • Men's Health = 4 pages RMB 260,000 per full page • National Geographic Traveler = 6 pages RMB 280,000 per full page
<p>Name of Event: TPB – MI Singapore Agents Familiarization Tour</p> <p>Venue: Boracay</p> <p>Inclusive Dates: 22 to 27 June 2014</p> <p>Brief Description: TPB, in cooperation with DOT-Singapore, facilitated the visit of Singaporean travel agents for their familiarization tour in Boracay. Singapore travel agents are now looking for new destinations in the Philippines for their clients capitalizing on SilkAir's new direct flight from Singapore to Kalibo and back. This expands the network of Boracay around the world and increases its marketability especially</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 195, 950.00 ❖ Provided FOC accommodations and discounted rates ❖ Provided ground arrangements and other logistics ❖ Provided lei reception and airport facilitation ❖ Coordinated and provided local guide ❖ Hosted meals <p>Output:</p> <ul style="list-style-type: none"> ❖ Expected to be included in the individual tour packages to be designed by the

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among foreign travelers, specifically Singaporeans.	<p>travel agents participants.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Promote and include other tourist spots in Aklan aside from Boracay during familiarization tour
<p>Name of Event: Philippine Visit of Ms. Jayde Pike (Miss Philippines – New Zealand)</p> <p>Venues: Manila and Tagaytay</p> <p>Inclusive Dates: 30 June to 14 July 2014</p> <p>Brief Description: The Embassy of Wellington and DOT overseas office in Australia/New Zealand coordinated with TPB to provide assistance for the first visit to the Philippines of Ms. Jayde Pike, current Miss Philippines-New Zealand on 30 June – 14 July 2014. She was given the privilege of her first visit to deepen her understanding, appreciation, and pride for her Filipino roots and cultural heritage; and, to enhance the relations between Philippines and New Zealand.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved Budget: Php 37,500.00 ❖ Expenses: Php 23,683.63 ❖ Airport reception, transportation coordination, city tour and Tagaytay tour <p>Output:</p> <ul style="list-style-type: none"> ❖ To enhance the friendship of the Philippines and New Zealand ❖ Understanding, appreciation and pride of Miss Phil-New Zealand Jayde Pike for her own country ❖ PR strengthened between TPB and private sector involved in this project <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Conduct sales missions and consumer activities to further promote the Philippines in New Zealand ❖ Invite bloggers, photographers, media practitioners, print and TV stations to do media coverage on the major tourist destinations in the Philippines
<p>Name of Event: Photo Shoot Update TPB Photo Library</p> <p>Venues: Boracay, Baguio, Cebu, Bohol, Metro Manila</p> <p>Inclusive Dates: June to August 2014</p> <p>Brief Description: Tourism Promotions Board (TPB) contracted the services of a freelance photographer to deliver high quality and updated stock photos/images for the TPB photo library.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 999,900.00 <ul style="list-style-type: none"> • Manila: Php 206,000.00 • Boracay: Php 159,500.00 • Banaue/Sagada/Baguio: Php 352,800.00 • Cebu/Bohol: Php 281,600.00 ❖ TPB Assistance <ul style="list-style-type: none"> • Ground arrangements and coordination with DOT offices and tourism industry partners

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<p>TPB, in partnership with Manila Shimbun, will also be developing collateral material for the Japanese market and the production of the publication's articles will augment Philippine promotional materials in Japan.</p> <p>Photo coverage included Manila, Boracay, Banaue/Sagada/Baguio and Cebu/Bohol.</p>	<ul style="list-style-type: none"> • Securing of shooting permits • Assignment of a TPB Officer <p>❖ Sponsorships</p> <p>Boracay</p> <ul style="list-style-type: none"> • Two (2) discounted accommodation for 4 nights and complimentary dinner set-up for the sunset dinner shoot at Paradise Garden Hotel • Complimentary lunch and lunch set-up for the photo shoot at Latte Coffee Café • Provision of staff to assist for the photo shoot at The Sands Restaurant and Indigo Bar at Discovery Shores • Provision for models and outdoor dinner and spa set-ups for photo shoot at Grand Vista Resort and Spa <p>Cebu/Bohol</p> <ul style="list-style-type: none"> • FOC accommodation for three (3) nights, photo shoot set-up, and provision for staff assistance during the photo shoot at Bellevue Hotel and Resort • Accommodation for four (4) nights at Quest Hotel and Convention Center. • Hosted dinner and provision for staff assistance during the photo shoot at South Palm Beach Resort • Hosted dinner, FOC overnight accommodation, and provision for staff assistance during the photo shoot at Maribago Bluewater Resort • Hosted lunch and dinner, overnight accommodation, provision for staff assistance, and photo shoot set-up at Badian Island Resort and Spa. • Hosted lunch, provision for staff assistance, and photo shoot set-up at Zubuchon Restaurant • Hosted lunch and shooting permit at Crown Regency Cebu's Sky Experience Adventure • Waiver of entrance and rides fee at Chocolate Adventure Park and Chocolate Hills • Hosted lunch, photo shoot set-up, and provision for staff assistance during the shoot at Alegre Beach Resort • Hosted lunch and permit to shoot at Bohol Bee Farm • Shooting permit at Ayala Center, Cebu IT Park, Carcar and Cebu Cities,

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	<p>Titay's Liloan Pasalubong Shop, and Profood International Corp.</p> <ul style="list-style-type: none"> ❖ Banaue-Baguio-Sagada <ul style="list-style-type: none"> • 4 FOC rooms for 2 nights at Banaue Hotel
<p>Name of Event: Shanghai Wedding Campaign Venues: Boracay and Bohol Inclusive Dates: 8 to 14 July 2014</p> <p>Brief Description: Air Asia-AA (Malaysia HQ-Marketing office in China) sent a media crew and wedding couples for a photo and video coverage of the pre-wedding photo campaign held on July 08-14, 2014 covering Boracay and Bohol. It was launched to boost the Philippines' image as a wedding destination targeting young couples for outbound pre-wedding photo and honeymooners.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 426,800.00 ❖ TPB Assistance: <ul style="list-style-type: none"> • Lei reception • Accommodation/meals • Land transportation • Ground arrangements • Chinese speaking guide/interpreter and local guide <p>Output:</p> <ul style="list-style-type: none"> ❖ Media exposures: <ul style="list-style-type: none"> • Air Asia website • Nanfang Media- Across Travel Magazine (280K monthly circulation) • Rayli Media- website and APP (projected reach of 85M page visits thru all its promo channels) • BBS Travel website for photo viral/sharing and Tuduo.com (one of the biggest video-sharing/viewing platforms in China) ❖ Savings generated for complimentary arrangements = Php 164,845.63
<p>Name of Event: British Writer on Golf Invitational Tour Venues: Golf Courses in Intramuros, Cebu, Makati, Bohol and Tagaytay Inclusive Dates: 09 to 17 July 2014</p> <p>Brief Description: DOT London endorsed to TPB the visit of Andy Mossack, British writer who specializes in golf, to the Philippines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ The eight-day tour was organized by TTSD-TPB in coordination with DOT London and CCT. 163 as ground handler ❖ Welcome reception and dinner, provision of media kit, clue questions on the Philippines for Mr. Mossack's radio program, and monitoring of his tours with a guide were undertaken by TTSD-TPB <p>Output:</p>

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<p>This veteran writer also has a radio program over BBC, “Where in the world is Andy?” where he narrated his sojourn to the Philippines and his golf practices in three different types of golf courses here plus visits to some selected tourist attractions.</p> <p>He is expected to publish his stories about his Philippine travel in some golf publications, which are essential information sources for a niche tourism market.</p>	<ul style="list-style-type: none"> ❖ Episode on the Philippines and its golf courses was aired over BBC last July 11 ❖ Articles published were monitored by DOT London ❖ Copy of Philippine episode over BBC radio “Where in the world is Andy?” was promised by Mr. Mossack for sending to TPB <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Invited media practitioners and tour operators who make time out from their professional work to visit the Philippines should be dealt with in a professional manner by arranging the best itinerary and treating them well since their trip may be their first and last, which will have lasting impressions. ❖ DOT overseas, and even regional, offices, should ensure the veracity of credentials and quality of output before endorsing to TPB.
<p>Name of Event: Set TV I-Walker Media Familiarization Trip Venues: Cebu, Bohol, Palawan Inclusive Dates: 14 to 20 July 2014</p> <p>Brief Description: TPB, in coordination with DOT-Taiwan, invited SET TV I-Walker to conduct media coverage of Cebu, Bohol and Palawan on 14-20 July 2014. This familiarization trip was accomplished to introduce new tourist destinations to the Taiwanese market. SET TV I-Walker is a travel magazine program focused on diverse countries, destinations, experiences and activities. A secondary output of this trip is a video shoot to be aired in SET-TV’s travel show in Taiwan.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 739,800.00 ❖ Invited 9 media guests from Taiwan’s SET-TV Crew ❖ Coordinated with DOT 7 Regional Office and private sector for hosting and sponsorships <p>Output:</p> <ul style="list-style-type: none"> ❖ ROMI = Php 42,324,535.00 ❖ Media Mileage = Php 42,025,500.00 ❖ Strengthened PR with DOT-Taiwan, DOT 4, DOT 7, and Cebu, Bohol and Palawan private sector companies ❖ Original airing and rebroadcasting of the video coverage of Cebu, Bohol and Palawan in Taiwan seven times over SET TV, plus TVB Hong Kong, TVB 8, ASTRO AEC Malaysia and Los Angeles USA <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Conduct sales missions and consumer activities to further promote the Philippines in the Taiwan market ❖ Invite more bloggers, photographers, media practitioners, print and TV stations to do coverage of the major tourist destinations in the Philippines

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<p>Name of Event: Philippine Episode on “Travel Guide” Documentary Show Venues: Metro Manila, Boracay, Palawan Inclusive Dates: 14 to 20 July 2014</p> <p>Brief Description: Philippine Ambassador to Greece strongly recommended the proposal of the Media Mix Greek TV Productions directly to TPB for implementation. According to His Excellency, such television proposals from Greece and Cyprus seldom come so we have to grab them after checking on the veracity and the proponent’s credentials.</p> <p>The communication objective was to project the Philippines and the Filipinos through a selection of places, events and people, as a wholesome, affordable, and vibrant tourism destination in the Asia-Pacific.</p> <p>Philippine TV episode will be aired in Greece and Cyprus in November 2014, May 2015 and August 2015.</p> <p>Request for sponsorship on accommodations, meals, guides and itinerary</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ TTSD reviewed proposal based on analysis of the Greek and Cypriot outbound travel market forecast, tourist needs and expectations, and Philippine arrivals for the past ten years. ❖ TTSD also drafted the budget and a week-long itinerary and turned over project implementation to MarComm due to loads of preparations for the forthcoming ACGTDT. ❖ After COO’s approval, DOT overseas offices in Frankfurt and London were involved due to only two weeks after TPB received the proposal and before the TV crew arrives from Singapore as part of their Southeast Asian filming schedule. ❖ Itinerary was adjusted with the removal of Cebu and Bohol and inclusion of Palawan ❖ Itinerary executed by staff of MarComm and OCOO <p>Output:</p> <ul style="list-style-type: none"> ❖ Media mileage in Greece and Cyprus <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Foreign missions should advise media and travelers on the best time of year to visit and film in the Philippines ❖ DFA desk should copy furnish DOT overseas office/s concerned on urgent recommendation of their Ambassador ❖ It is best to confirm the interest of the TV crew and their target TV audience on the best destinations and attractions to film before their arrival
<p>Name of Event: Tokyo Media Familiarization Trip Venues: Manila and Bohol Inclusive Dates: 16 to 20 July 2014</p> <p>Brief Description: The educational tour comprises mostly of the same participants from the DOT/TPB</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Critical to the familiarization trip was the PAL upgrade of the Koku Ryoko representatives as the business class seats entailed an additional JPY 6million (6 pages) worth of publicity and the writer would not need a photographer without it. At the eleventh hour, the DOT/TPB upgrade request was granted but not the complimentary tickets.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>group that covered Manila and Boracay in line with Cebu Pacific's Narita flight launch last 30 March. It is themed "Shopping and Cuisine" for the Manila leg and "Nature and Relaxation" for Bohol, covering higher-end establishments/attractions for more select publications and web magazines.</p>	<ul style="list-style-type: none"> ❖ Diamond Hotel- 7 FOC Rooms w/ upgrade (16-17 July) and 6 Discounted Rooms (19-20 July 2014) ❖ Resorts World Manila- Hosted dinner, Tour of RW Complex and Ocular/Hosting at Republiq Bar (16 July 2014) ❖ The Bellevue Bohol- 8 FOC Rooms (17-19 July) 1 Hosted Dinner and 1 Spa Treatment ❖ Travel Village- Exclusive Loboc River Cruise (17 July 2014) Bohol Departure Transfers (19 July 2014) ❖ TIEZA/Balicasag Island Dive Resort FOC Snorkeling Equipment Rental ❖ Eskaya Beach Resort & Spa- Hosted Lunch (18 July 2014) ❖ Attic Tours- Discounted tour guide services (19-20 July 2014) <p>Output:</p> <ul style="list-style-type: none"> ❖ Benefits <ul style="list-style-type: none"> • Adventure King -Commercial Value: JPY 2,400,00 (JPY 300,000 x 8 pages) • Koku Ryoko (Airline Travel) -Commercial Value: JPY 12 million (JPY 1 million x 12 pages) • Crea Web -Commercial Value: JPY 1,000, 000 • Asahi Shinbun Digital -Commercial Value: JPY 3.5 million • DOT Japan Facebook: 83,000 followers as of May 2014. • TOTAL : JPY18.9 Million or Php 8.3 Million in Publicity Value $\frac{\text{Php } 8,316,000 - \text{Php } 696,800}{\text{Php } 696,800} \times 100$ ROI = 1,093.46%
<p>Name of Event: Hong Kong Travel Agents Familiarization Trip</p> <p>Venue: Cebu</p> <p>Inclusive Dates: 24 to 27 July 2014</p> <p>Brief Description: The main objective of this tour is to familiarize the travel agent invitees selling Philippine packages on endless activities and world-class resorts in Cebu.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ This familiarization trip was accompanied only by the DOT-Hong Kong Market Representative ❖ Coordination with the private sector from Cebu and DOT Region 7 <p>Output:</p> <ul style="list-style-type: none"> ❖ Hong Kong travel agents will include Cebu as one of their major tourist destination in their tour packages to be sold in Hong Kong. ❖ PR with private sector involved was strengthened

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	Recommendation: <ul style="list-style-type: none"> ❖ TPB should keep promoting the Philippines to Hong Kong travel agents and eventually lessen the height of the issue regarding safety and security.
Name of Event: Philippine Airlines Charter Agents Familiarization Trip Venue: Manila and Puerto Princesa, Palawan Inclusive Dates: 24 to 29 August 2014 Brief Description: Philippine Airlines - Taiwan together with its key agents were looking for possible new destinations in the Philippines that can be promoted to the Taiwan market. After a successful charter flight from Taipei - Boracay, they wanted to launch a new charter operation in the Philippines on the destination that can offer tourist facilities for tour groups. In this regards, Puerto Princesa was most suitable to this requirement with various tourist attractions, including the Underground River and Honda Bay, among other tourist facilities with new hotels and resorts coming up in the area.	Input: <ul style="list-style-type: none"> ❖ 10 Travel Agents, 1 PAL Representative, 1 DOT-Taiwan Representative ❖ Partnerships: Philippine Airlines Output: <ul style="list-style-type: none"> ❖ One flight per week at 156 seats per flight from 30 January to 25 June = 3,120 seats
Name of Event: G TV Familiarization Trip Venue: Inclusive Dates: 29 August to 02 September 2014	Implemented as Programmed
Name of Event: DOT – PAL Tour Operators Familiarization Trip Venues: Metro Manila, Tagaytay, Cebu City Inclusive Dates: 4 to 9 September 2014 Brief Description: A collaborative project of DOT overseas office and PAL office both in Los Angeles, the familiarization tour brought eight travel agents to visit and inspect tourism establishments and attractions for possible inclusion in their tour packages.	Input: <ul style="list-style-type: none"> ❖ TTSD-TPB coordination with DOT Los Angeles and PAL ❖ TTSD's full-board and lodging sponsorship ❖ PAL complimentary round-trip tickets for the visiting travel agents Output: <ul style="list-style-type: none"> ❖ Participation in the B2B activities during PHITEX ❖ Inclusion in travel agents' packages being monitored by DOT-LA

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>The tour aims to increase travel agents' product and destination knowledge on the Philippines to be better prepared to promote it to a broader and more diverse target clientele.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Careful selection of travel agents and thoroughly organized itinerary based on target clientele's travel needs and expectations should always done to optimize meager resources ❖ Consider invitations for tour operators and travel agents catering to other ethnic groups in the US and elsewhere such as Korean-Americans, Chinese-Americans, Japanese-Americans as well as multi-media ❖ Partner with tourism establishments for educational seminars and product presentations for international travel trade and multi-media ❖ Collaborate with foreign travel trade in the continuing development of tour programs/ packages for each Philippine niche markets like nostalgia tourism, nature, adventure, sports, culture, arts, entertainment, among others
<p>Name of Event: Australian Media Familiarization Trip Venues: Manila, Cebu, Palawan Inclusive Dates: 9 to 14 September 2014</p> <p>Brief Description: As an offshoot of Cebu Pacific's first international flight to Australia on 9 September, a media familiarization tour was conducted for 7 media practitioners from Sydney, Australia to drive more publicity in connection with the new flight to Sydney from Manila.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 668,127.50 ❖ Invited 7 media professionals all based in Australia <p>Output:</p> <ul style="list-style-type: none"> ❖ Partnerships were strengthened with private sector as well as DOT Region 4-A and DOT Region 7 Offices <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Conduct sales missions and consumer fairs to further promote the Philippines in the Australian market ❖ Invite more tour operators, leisure agents to do familiarization trips on the major tourist destinations in the Philippines
<p>Name of Event: Familiarization Trip to Batanes Venue: Batanes Inclusive Dates: 15 to 22 September 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 774,684.80 ❖ International and domestic air tickets, land transportation, ground arrangements, local guide, tour expense, and wash room upon the group's

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: Philippine Department of Tourism- Korea has gathered 12 participants composed of media, bloggers, and travel agents for a familiarization trip to Batanes from 15-19 September 2014.</p>	<p>arrival</p> <ul style="list-style-type: none"> ❖ DOT Region 2 sponsored the hotel accommodation and meal expense of the group. ❖ DOT Korea secured a special discounted rate from PAL Korea, KRW 150,000 excluding taxes. <p>Output:</p> <ul style="list-style-type: none"> ❖ Estimated exposure and PR value: KRW518Million or Php 22.8 Million
<p>Name of Event: Sim Entertainment Workshop in Cebu Venue: Cebu Inclusive Dates: 21 to 24 September 2014</p> <p>Brief Description: Sim Entertainment is a celebrity management and production company that will celebrate its 10th year anniversary through a company workshop in Cebu on 20-24 September 2014. A total of 85 persons will participate in the said workshop which will include top Korean actors and actresses. To maximize this trip they also partnered with a monthly Korean magazine named Singles for a 20-page pictorial for the magazine's November special edition as well as to produce a video film featuring the celebrities with staff during their stay in Cebu. The said video will be given to PDOT Korea for use in official online channels like Facebook, Twitter, Naver Café and also for the showroom and other events and fairs.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 1,474,400.00 ❖ TPB Assistance: <ul style="list-style-type: none"> • Room accommodations for 85 pax at JPark Island Resort & Waterpark, Cebu. JPark Resort offered to shoulder 50% of the room nights (based on special rates) including upgrades for the celebrities • Roundtrip bus transportation from airport - resort - airport • Special VIP services for the celebrities at the airport during arrival and departure <p>Expected Output:</p> <ul style="list-style-type: none"> ❖ <Singles> pictorial: KRW 4 mil./page * 20P min. * 3 (PR weight)= KRW 240 mil. min. ❖ <Singles> advertorial: KRW 4 mil./page * 4P * 3 (PR weight)= KRW 48 mil. min. ❖ Press release pick-up: Min. 250 articles (Based on prior experience) * KRW 4 mil./online coverage= KRW 1 bil. min. ❖ Estimated total PR Value is KRW1.288 Billion or PhP56.7 Million from magazine pictorial and advertorial as well as press releases ❖ Non-Quantifiable: TV exposure, SNS exposure, Naver main page exposure and video exposure

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Hong Kong Travel Agents Familiarization Trip Venue: Boracay Inclusive Dates: 21 to 24 September 2014</p> <p>Brief Description: TPB, in coordination with DOT Market Representative in Hong Kong invited thirteen Hong Kong Travel Agents who are currently selling Philippine packages to join the familiarization tour to Boracay Island. It aimed to further update and familiarize the said travel agents with the new activities, international cuisine and world class hotels and resorts that Boracay Island has to offer.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 405,730.00 ❖ Agents that attended =13/20 <p>Output:</p> <ul style="list-style-type: none"> ❖ Partnerships with private sector in Boracay created and strengthened ❖ Partnerships with participating travel agents were strengthened as well <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ DOT-Hong Kong representative should get in touch with the invitees to inquire if they already have recommended Boracay to their clients as well as bookings made. ❖ Itinerary should be followed to avoid misunderstanding among participants ❖ Promote another tourist destination for the Hong Kong travel agents since Boracay is already well-known
<p>Name of Event: TPB – SIA Leisure Agents Familiarization Trip Venues: Manila and Environs Inclusive Dates: 29 September to 3 October 2014</p> <p>Brief Description: As an offshoot of the Singapore Business Mission held last 18 July 2014, TPB, in coordination with DOT-Singapore and Singapore Airlines, TPB embarked on a leisure agents familiarization tour of Manila and environs on 29 September – 3 October inviting 9 leisure agents. SIA provided the international roundtrip tickets for the group. The 5-day tour included Metro Manila, Batangas, Tagaytay, and Quezon Province.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: Php 467,000.00 ❖ Coordination with private sector covering airfare, airport fees, transfers and incidentals in the Philippines <p>Output:</p> <ul style="list-style-type: none"> ❖ Strengthened PR with private sector and DOT 4-A Regional Office <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Conduct sales missions and consumer fairs to further promote the Philippines in the Singaporean market ❖ Invite more tour operators, leisure agents to do fam trips on the major tourist destinations in the Philippines. ❖ Try to mix up the minor destinations with the major destinations because there are still more to discover along the way or near these major destinations

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Tourist Quality Assurance Association (TQAA) – Taiwan Business Mission and Familiarization Tour</p> <p>Venues: Manila and Puerto Princesa, Palawan</p> <p>Inclusive Dates: 29 September to 3 October 2014</p> <p>Brief Description: Being the biggest travel association in Taiwan and with their main goal to promote the quality tours for consumers, TPB invited TQAA selected members, headed by Chairman Christopher Hsu, to visit the Philippines and conduct a possible business meeting and presentation with the Philippine private sector.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ B2B Event, Dinner Hosting, and Fam Tour to Manila and Puerto Princesa, Palawan ❖ 20 guests = 19 TQAA officials and 1 media representative from Travel Trend News ❖ Local hire of Taiwanese-speaking guides and interpreters <p>Output:</p> <ul style="list-style-type: none"> ❖ 50 Philippine private sector participants attended ❖ Presentation on Philippine Tourism Standards by Dir. Rica Bueno ❖ Strengthened PR with private sector participants, DOT Officials and Taiwanese stakeholders <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Provide more time for the B2B meetings, three hours is not enough for 50 sellers to meet 16 buyers ❖ Since the event is time-based, it should start on time so there are no delays on any activities and so some agents/sellers will not get impatient
<p>Name of Event: Photo Shoot Update TPB Photo Library with Navi Manila</p> <p>Venues: Siargao, SND & Butuan City, SDS</p> <p>Inclusive Dates: 24 to 29 September 2014</p> <p>Brief Description: TPB commissioned Navi Manila to produce the 1st edition of the magazine featuring Siargao, Surigao del Norte and some parts of Surigao del Sur. Navi magazine is being distributed monthly as a supplement copy of the Daily Manila Shimbun newspaper, the only Japanese local newspaper in the Philippines, which has a daily circulation of 5,000 copies.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P 131,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Daily circulation of 5,000 copies and has a readership of over 50,000. ❖ The magazine has a wide circulation in strategic locations, such as, the NAIA terminals 1,2 & 3, Mactan International Airport, all the major hotels and selected consignment outlets in Metro Manila, Laguna, Cavite, Cebu and Davao. ❖ Updated the TPB's photo library <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Continue to update the TPB photo library covering more Philippine destinations

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Photo Shoot to Update YPB Photo Library Venue: Batangas Inclusive Dates: 1 October 2014</p> <p>Brief Description: Tourism Promotions Board (TPB) organized a Photo Shoot Project on Collateral Development with Navi Manila. The said shoot covered The Farm at San Benito and Taal Heritage Village. Said photos will be featured in the TPB Navi Manila magazine and will likewise complement the Marketing Communications Photo Library.</p> <p>TPB commissioned the services of MARCOM referred photographer Mr. Marc Henrich Go to cover said destination.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P21,500 ❖ Coordination and arrangements ❖ Sponsorship/Assistance: <ul style="list-style-type: none"> • Hosted lunch for the group - The Farm at San Benito • Tour of the property - The Farm at San Benito <p>Output:</p> <ul style="list-style-type: none"> ❖ Destination to be featured in the upcoming Navi Manila brochure ❖ Updated the TPB photo library <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Continue to update the TPB photo library covering more Philippine destinations
<p>Name of Event: IAGTO Golf Familiarization Tour Venues: Manila, Cavite and Boracay Inclusive Dates: 5 to 10 October 2014</p> <p>Brief Description: TPB has successfully assisted the Association of Inbound Golf Tourism Philippines (AIGTP) in hosting the International Association of Golf Tour Operators' (IAGTO) media familiarization tour of the Philippines held last 5-10 October. The Asia Golf Tourism Convention (AGTC) attracts some 500 golf tour operators from around the world. Hosting the convention provided an excellent opportunity for the Philippines to create an impact for the golf tourism industry.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 1,310,175.00 ❖ Sponsored international and domestic air ticket, lei reception and airport assistance, a hosted dinner, and golf fees <p>Output:</p> <ul style="list-style-type: none"> ❖ Strengthened PR with golf country clubs and accommodation facilities ❖ Articles to be published by media participants lead to more exposure of the Philippines as a special interest travel destination, specifically for golf enthusiasts <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ A representative of the local handler (AIGTP) should always be present in every destination of the familiarization trip; they should also assist in handling the guests, and should be knowledgeable about the tour details as well. ❖ Since we are bidding for the Asia Golf Tourism Convention (AGTC) in 2016, AIGTP should also include in their itinerary the ocular inspection of other hotels so the media can also check the services of the other hotels.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: China Airlines – Kaoshiung Travel Agents Familiarization Trip Venues: Cebu and Bohol Inclusive Dates: 24 to 28 October 2014</p> <p>Brief Description: TPB, in coordination with DOT-Taiwan and China Airlines – Kaohsiung, conducted the familiarization trip for Taiwanese travel agents to experience Cebu and Bohol. This is in connection with the charter flight operation to fly to Cebu for the period of three months from December 2015 to March 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 902,000.00 ❖ Sponsored domestic air tickets, discounted accommodation, meals, a Mandarin-speaking guide and fees <p>Output:</p> <ul style="list-style-type: none"> ❖ Cost Benefit Analysis: Additional seat capacity for January to March = 2,736 seats Target Loading: 80% of available seats (2,188 pax) Tourism Receipts: US\$ 218,880 ❖ Taiwan travel agents agreed to come up with charter flight from Kaohsiung to Cebu starting February 2015 with the cost depending on the rates to be provided by China Airlines and local service providers in Cebu and Bohol. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Taiwanese travel agents preferred beach front resorts in Bohol
<p>Name of Event: Singapore Blog Awards 2014 Familiarization Trip Venues: Cebu and Bohol Inclusive Dates: 9 to 13 November 2014</p> <p>Brief Description: TPB, in coordination with DOT-Singapore, participated as the destination main sponsor of the 7th Singapore Blog Awards for 2014. As part of the prizes, top winners of the blog awards will be sponsored to travel to the Philippines, particularly Cebu and Bohol.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget for campaign and familiarization trip: Php 2,632,000.00 ❖ Sponsored accommodation, meals, entrance fees and activities <p>Output:</p> <ul style="list-style-type: none"> ❖ ROMI = 30.67% ❖ Estimated Social Media Value = Php 252,000.00 ❖ Estimated Media Value for the blogs = Php 299,250.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ The proposed itinerary for any familiarization tour should be forwarded to the respective DOT regional office/s involved so land arrangements and traffic will be taken into consideration and be planned efficiently ❖ Constant updating and communication with the private sector participants for

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>better planning and preparation</p> <ul style="list-style-type: none"> ❖ Constant communication with the media/bloggers to remind them of the time frame per destination ❖ Guests should experience the facilities of their accommodation for at least one night, especially if their accommodation is five-star
<p>Name of Event: China Airlines Familiarization Tour Venues: Metro Manila, Cebu and Bohol Inclusive Dates: 14 to 19 November 2014</p> <p>Brief Description: China Airlines office in the U. S. collaborated with PDOT office in San Francisco for a familiarization tour of selected travel agents to Taiwan and the Philippines. Their Philippine visit here was scheduled last November 14-19, 2014 with tours in Metro Manila, Bohol, and Cebu.</p> <p>Marketing Development Group-DOT head office requested for TPB to sponsor the accommodation of 16 Asian-American travel decision-makers.</p> <p>Through our marketing thrusts on twinning promotions between the US and the Philippines and Taiwan, such visit aims to update their knowledge and to increase their appreciation towards Philippine destinations and to include them in their tour packages.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Preparation of itinerary for Metro Manila, Cebu, and Bohol ❖ Coordination with hotels and resorts in the destinations ❖ Approval of budget for twin-sharing on accommodations <p>Output:</p> <ul style="list-style-type: none"> ❖ Entire familiarization tour was cancelled two days before arrival date due to urgent business concerns of some participants and the dislike for twin-sharing in rooms by others. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ For foreign buyers and media participants, it is imperative that adequate budget should be provided for individual accommodations for all. ❖ At least a month should be the strict lead time in requesting for sponsorship requests which would need a sizable amount to pay for, and more coordination work for accommodations, meals and/or domestic transportation.
<p>Name of Event: G'Day Philippine Travel Agents Familiarization Tour Venues: Manila and Boracay Inclusive Dates: 14 to 20 November 2014</p> <p>Brief Description: DOT-Sydney, in cooperation with G'Day Philippines organized the familiarization trip of eight selected travel agents based in Sydney, Australia on 14-20 November. These travel agents can showcase the Philippines as a high-end leisure and special interest</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Approved budget: Php 43,000.00 ❖ Hosted dinner in Mesa Restaurant, Powerplant Mall ❖ Giveaways

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destination. The local handler for this familiarization tour is Intas Travel.	
<p>Name of Event: Canada Tour Operators Familiarization Tour Venues: Metro Manila, Cebu, Bohol, Busuanga, Coron Inclusive Dates: 21 to 28 November 2014</p> <p>Brief Description: TPB collaborated with DOT-New York for the organization and implementation of fam trip for mainstream Canadian tour operators to selected Philippine tourism destinations.</p> <p>Spearheaded by the Philippine Airlines-Toronto, six Canadian travel decision-makers participated. These represented Travel Brands / Thomas Cook Canada, Inc., Voyages Galleon, Flight Centre, Silk Holidays, Tour East YYZ, and Voyages Cassis.</p> <p>It is part of the assertive marketing of our country, specifically Philippine tourism's relatively unexplored territories of outbound travelers from east-central Canada - where Ontario, the most populous province; Ottawa, the nation's capital; and Toronto, the business-financial center, are located.</p> <p>Its aim was to update these Canadian tourism executives' knowledge of and appreciation towards these destinations and to include them in their latest tour packages.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PAL Toronto provided both international and domestic air tickets, except for the Cebu-Manila PAL flight ticket, which TPB has to purchase due to PAL's last minute sending of wait-listed tickets. ❖ Rajah Tours Philippines is official ground handler and solicited sponsorship at Panglao Bluewaters Resort and Cebu Plaza Hotel for accommodation and breakfast plus all land and water transports ❖ Other expenses borne by TPB <p>Output:</p> <ul style="list-style-type: none"> ❖ Tour operator-participants presented own proposals for possible inclusion in their company's tour packages. ❖ Some quantitative / macro data on Canadian outbound travel markets have been validated with qualitative data based on participant's observation during the 8-day tour <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ In the past, there have been several hit-and-miss tourism marketing activities for the North American travel market in its fiercely competitive East Coast and Central states / provinces. If we play our cards right, this could be a productive tactic. ❖ Accomplishment report on this familiarization tour submitted with recommendations related to Canadian visitors
<p>Name of Event: Welcome Dinner for Pacific Air Leisure Venue: Barbara's Heritage Restaurant in Intramuros Inclusive Dates: 30 November 2014</p> <p>Brief Description: PDOT-San Francisco endorsed to TPB the request of Philippine Airlines and Pacific Air</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Preparation of budget for hosted dinner with Filipiniana cultural show ❖ Arrangements with Barbara's Heritage Restaurant in Intramuros ❖ TPB giveaways to the 15 tour participants <p>Output:</p>

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Leisure, a reputable and one of the largest airline consolidators and tour operators in the Bay Area, for a welcome dinner with Filipiniana cultural show.</p> <p>The request is in line with the familiarization tour of Metro Manila and Coron-Busuanga for about 15 top-producing American travel agents on November 28-December 3, 2014. TPB's hosting of a buffet dinner with Filipiniana cultural show on the day of these agents' arrival on November 30, 2014 will provide a distinctive touch of Filipino hospitality and first-hand experience on one aspect of Philippine culture which they will not have in Coron-Busuanga.</p> <p>After the Philippine tour, it is expected from these contacts of Pacific Air Leisure and PAL that some, if not all, of the destinations visited will be included in their tour packages to be marketed along nearby Asian destinations which have different tourist attractions from us.</p>	<ul style="list-style-type: none"> ❖ Dinner with show cancelled at the last minute due to non-confirmation by Pacific Air Leisure with PDOT-San Francisco a day before arrival <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ It is imperative for TPB and DOT to have formal written communication from requesting party at least two weeks before the event to allow enough time for budget approval
<p>Name of Event: Visit of Ms. Lisa Scott, Travel Editor, The Metro (UK). Media coverage cum familiarization tour</p> <p>Venues: Manila/Makati, Mt. Pinatubo, Batangas, Tagaytay City, Palawan and Cebu</p> <p>Inclusive Dates: 6 to 16 December 2014</p> <p>Brief Description:</p> <p>Ms. Scott is commissioned to do destination coverage of the above areas to promote the Philippines to the UK market through feature articles in the Metro, 2015 issue.</p> <p>The Metro, is a free daily morning newspaper in the United Kingdom with 1.3 million copies distributed daily in London and other urban cities in the UK. Around 3.5 million readers patronize the Metro, including the Metro App, with commuters in London and other big cities in the UK, as its main target audience.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Program/itinerary to suit the media guests' field of specialization ❖ Bid-out of project to suppliers for ground handling of arrangements, to include: ticketing, inland transportation, sponsorship sourcing for accommodation and meal hostings ❖ Infused minimal funding to cover costs of domestic air tickets, baggage allowances, airport/terminal fees, other non-sponsored meals and accommodations, tour guide fees/honoraria ❖ Have sourced sponsorships for R/T International tickets (LHR-MNL-LHR) from Etihad on Business Class, Full board hosting by Huma Island Resort and Spa, Full hosting by The Farm and Hosting by Shangri-la Mactan. With all these sponsorships, more than half of her entire trip was hosted. <p>Output:</p> <ul style="list-style-type: none"> ❖ Overall, the project enabled us to showcase Philippines' high-end travel products catering to the British market. ❖ As part of the series of post-Haiyan initiatives, this media invitational project will feature how the Philippines is doing one year after the devastation.

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ A couple of articles based on her trip to the Philippines. The first will focus on alternative health and wellness with focus on “Hilot” and alternative healing methods. The second one will be on Palawan and how the Haiyan-devastated islands are doing, one year after. These articles will come out separately in 2015. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Continue hosting media familiarization trips from key markets in Europe, as a way to reach out to the travel trade and still maintain the Philippines’ image as a tourism destination.
<p>Name of Event: DOT & PAL Osaka Agents’ Fam Tour Venues: Manila and Cebu Inclusive Dates: 17 to 20 October 2014</p> <p>Brief Description: To promote Philippine Airlines' regular flights between Osaka and Cebu starting December 2014, PAL Osaka and DOT Osaka are organizing a familiarization trip scheduled 17 to 20 October 2014. The tour group is comprised of key travel agents and media, accompanied by a PAL Representative, and DOT Osaka Tourism Attache Araceli Soriano.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P114,450 ❖ Travel agents and media: <ol style="list-style-type: none"> 1. JTB World Vacations, Inc. 2. NOE Corp. 3. KIS International Inc. 4. TPI Western Japan 5. Hankyo Travel International 6. Kamome Corporation 7. ARC Three International 8. Level 4, Inc. 9. Tellme Club 10. Philippine Airlines <p>Output:</p> <ul style="list-style-type: none"> ❖ Per DOT Osaka, said agencies will come up with package tours as a result of the familiarization trip that will have a potential benefit with a conservative value of PHP36,324,960 for the 1st quarter of the new flight alone and not counting publicity mileage of the media participants. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Highly recommended considering the ROI, rapport established with the airlines, and key travel agents

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PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Tour Korea Magazine Venue: Metro Manila Inclusive Dates: 13 to 16 October 2014</p> <p>Brief Description: Tour Korea is a monthly magazine with circulation of 30,000. It has an online presence, www.tournews21.com, and main readers include travel agencies, FIT travelers, family vacationers, and frequent travelers.</p> <p>The group cover Manila on the abovementioned dates and requested for 2 rooms for 3 nights. In return, they gave us a one-page exposure in their November issue, media value is estimated at KRW3,900,000.00 or P175,500.00.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P31,000 ❖ Accommodation and communication expenses <p>Output:</p> <ul style="list-style-type: none"> ❖ One-page exposure in their November issue, media value is estimated at KRW3,900,000.00 or P175,500.00.
<p>Name of Event: Sapporo Snow Festival Inspection Tour Inclusive Dates: 13 to 17 October 2014</p> <p>Brief Description: Tourism Promotions Board hosted a 4-person inspection team of Sapporo Snow Festival scheduled for 5 to 11 February 2015.</p> <p>The Sapporo Snow Festival is held every February in Sapporo, Japan. It is Japan's largest and most distinctive winter event that started in 1950. For 2015, the 66th celebration of their event, the Philippines is the highlighted country with an iconic structure and/or symbol being featured as snow sculpture/s. The Hokkaido Broadcasting Co., Ltd. (HBC) has been host to one of the exhibits since the early days of the Snow Festival; HBC is considering designating the Odori 7-chome HBC Square as "PHILIPPINES SQUARE" for the 2015 Festival. This will be the first time a large snow monument from Philippines will be constructed in the Sapporo Snow Festival. The Snow Festival attracts more than 2 million tourists each year as well as extensive media coverage from around the world.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P427,600 ❖ TPB Assistance Extended: <ul style="list-style-type: none"> • International air tickets, accommodations, ground arrangements, coordination and interpreter/guide • Securing of shooting permits and blueprint of the selected destinations <p>Output:</p> <ul style="list-style-type: none"> ❖ Sapporo Inspection Group featured Manila Cathedral as the main Philippine attraction in the Snow Festival. ❖ They also included a small snow structure of Fort Santiago per the request of TPB. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Inspection tour was a necessary requirement of the Philippine feature in the Sapporo Snow Festival

INVITATIONALS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: DOT Korea Media Golf Fam Trip Venues: Manila, Tagaytay and Clark Inclusive Dates: 16 to 20 October 2014</p> <p>Brief Description: DOT Korea invited two (2) media representatives from Seoul, Korea for a golf familiarization trip to the Philippines last 20-26 October 2014 covering Manila, Tagaytay and Clark. They were accompanied by Mr. Sin Young Lee (Gabriel Lee) of Route Three & Consulting, Philippine Department of Tourism Korea's PR retainer.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P449,700 ❖ TPB Commitments: <ul style="list-style-type: none"> • Lei reception • International air tickets • Land transportation • Ground arrangements • Project coordinator <p>Output:</p> <ul style="list-style-type: none"> ❖ Exposure and PR Value ❖ Media ❖ The Korea Economic Daily KRW 187,150,000 ❖ Hankyung.com <u>KRW 4,000,000</u> ❖ Total in KRW: KRW 191,150,000 ❖ Total in PHP (KRW1000=1US\$=P44): PHP 8,410,600 <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ DOT Korea to monitor the articles published and to provide TPB a copy of the said publications
<p>Name of Event: DOT Osaka and PAL Fukuoka Agent's Fam Tour Inclusive Dates: 23 to 27 October 2014</p> <p>Brief Description: As a result of the 2014 Philippine Business Mission in Japan, DOT Osaka and PAL Fukuoka collaborated on the educational trip last 19-23 August 2014.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P605,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Per DOT Osaka, invited agencies will come up with package tours as a result of the familiarization trip that will have a potential benefit estimated at P85,529,700 ❖ Product knowledge about the new destinations the agents can offer their clients <p>Recommendation:</p>

INVITATIONALS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Highly recommended considering the ROI, rapport established with the airlines and key travel agents
<p>Name of Event: MBC TV's "Dad! Where are we going?"</p> <p>Venues: Manila and Batanes</p> <p>Inclusive Dates: 22 to 23 November 2014</p> <p>Brief Description: DOT Korea contacted MBC TV to invite the popular TV program "Dad, where are we going?" to the Philippines. The said program is one of the most popular reality shows in Korea featuring six (6) celebrity fathers and their children as they travel to rural and overseas places and go on campaign missions. It currently enjoys a 15+% rating that attracts the family market. It airs every Sunday at 16:55H with a total running of 90 minutes.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P1,047,100.00 ❖ DOT/TPB Commitments: <ul style="list-style-type: none"> • Lei reception • Accommodations • Hosted meals/snacks • Land and air transportation • Ground arrangements • Local guide • Project coordinator <p>Output:</p> <ul style="list-style-type: none"> ❖ Estimated PR Value = KRW12.3 Billion or PHP540.4M ❖ Channel = MBC ❖ Airtime = 1655H on Sunday (90 minutes) ❖ Ratings = 15+% <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ DOT Korea should monitor the TV program for the viewership ratings and TPB should also be given a copy of the said episode.
<p>Name of Event: All Nippon Airways Media Fam Tour</p> <p>Venues: Manila, Tagaytay and Bohol</p> <p>Inclusive Dates: 4 to 8 November 2014</p> <p>Brief Description: The ANA Media Familiarization Trip is an annual promotional endeavor of the carrier to feature Philippine destinations via media personalities from a variety of key publications associated with the airline. For 2014, ANA chose to highlight Manila</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P861,200 <p>Sponsorship/Assistance:</p> <ol style="list-style-type: none"> 1. Fairmont/Raffles Hotel - 7 discounted rooms, 4-5 November; 1 three-room suite with kitchen facility for cooking demo, 3-5 November 2. Nurture Village Resort - Complimentary Spa therapy, Juicing Demo, Lunch, Tour, Qi-Gong Workout for 3 pax, 5 November 3. Phil. Medical Association - Phil. Wellness Presentation and Nurture Village

INVITATIONALS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
and Bohol with Tagaytay featuring food and spa experiences.	<p>Facility, 5 November</p> <ol style="list-style-type: none"> 4. BGC Marketing Group - Entrance Fees at Mind Museum, BGC Tour, Food Tasting, arrangements with Market Market, 5 November 5. SM Aura - Inspection/Shopping Tour Guide, 5 Nov. 6. Resorts World Manila - Tour and hosted Dinner, 5 November 7. Bellevue Resort Bohol - 9 FOC Rooms, 1 hosted Dinner and spa Services/treatment, 6-7 November 8. Seda Hotel BGC - 8 discounted rooms, 7-8 November <p>Output:</p> <ol style="list-style-type: none"> 1. Conservative Estimate of Expected Benefits <ol style="list-style-type: none"> a. Radio Shows of Ms. Takase and Ms. Chiba – total of about 4 million followers Promotional Value of worth P900,000.00 b. Blogs of Ms. Takase, Ms. Chiba and Iwase – each at P200,000.00 value Promotional Value of P2,200,000.00 c. At least 4 magazine articles– each at P600,000.00 Promotional Value of P2,400,000.00 1. ROI = 538.64% $\frac{P5,500,000 - P861,200}{P861,200} \times 100$ P861,200 (Actual Budget) <p>Recommendation:</p> <p>❖ Highly recommended considering the ROI, rapport established with the airlines and prominent Tokyo-based journalists</p>
<p>Name of Events:</p> <p>PAL Shanghai Agents, Media and Celebrity Group</p> <p>PAL Xiamen Agents and Media Group</p> <p>PAL Guangzhou Agents and Media Group</p> <p>PAL Guangzhou Media Group</p> <p>Cebu Pacific Shanghai Agents and Media Group</p> <p>Cebu Pacific Guangzhou Agents and Media Group</p> <p>Air Asia Zest Shanghai VIP Agents and Media Group</p>	<p>Input:</p> <p>❖ Budget of TPB: P4,306,500</p> <p>❖ Sponsorships:</p> <ul style="list-style-type: none"> • PAL Shanghai Agents, Media and Celebrity Group <ul style="list-style-type: none"> - PAL provided 8 international tickets enroute Shanghai-Manila-Shanghai and domestic tickets enroute Manila-Legazpi-Manila. - EDSA Shangri-La Hotel provided 5 discounted FOC rooms on November 13-14 and 5 FOC rooms on November 17-18.

INVITATIONALS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Air Asia Zest Shanghai Dive Group (Manila & Environ) Air Asia Zest Shanghai Dive Group (Cebu) PAL Shanghai Agents and Media Group</p> <p>Venues: Manila, Davao, Coron, Cebu, Bohol, Bicol, Batangas, Puerto Galera, Puerto Princesa</p> <p>Inclusive Dates: 13 to 27 November 2014</p> <p>Brief Description: The Department of Tourism-Shanghai, through the Tourism Promotions Board, organized the Mega Familiarization Tour for 11 groups of top-level partner agents, media supporters, niche market operators, celebrities, and diplomats from Southern and Eastern China on 13-24 November 2014. This involved simultaneous inspection trips of Manila, Davao, Coron, Cebu, Bohol, Bicol, Batangas, Puerto Galera, and Puerto Princesa.</p> <p>The mega familiarization trip was, in collaboration with Philippine Airlines, Cebu Pacific, and Air Asia Zest, to push the FIT travel to Gateway Manila and island destinations and to generate wide scale media exposures for the Philippines. This also shows that it is business as usual in the Philippines despite the current Chinese group travel advisory.</p>	<ul style="list-style-type: none"> - Misibis Bay provided 5 FOC rooms on November 14-15 and 5 discounted on November 15-17. - Asia Landmark provided transportation and guiding services in Manila and Bicol on November 13-18. • PAL Xiamen Agents and Media Group <ul style="list-style-type: none"> - PAL provided 11 international airtickets enroute Shanghai-Manila-Shanghai and domestic airtickets enroute Manila-Dumaguete/Cebu-Manila. - EDSA Shangri-La provided 7 discounted rooms on November 13-14. - Maribago Sumilon Resort provided 9 FOC rooms on November 14-15. - Maribago Bluewaters Resort provided 7 FOC rooms on November 15-16. - Crimson Resort provided 2 discounted rooms on November 15-16, 9 FOC rooms on November 16-17, and hosted cocktails on November 16. - Crown Plaza Manila provided 7 FOC rooms on November 17-19. - Dusit Hotel hosted dinner on November 13. - Moevenpick Resort hosted dinner on November 15. - Radisson Blu Hotel hosted lunch on November 16. - Philippine Consul General-Xiamen hosted lunch on November 17. - Ambassador Francisco Benedicto hosted dinner on November 16. - Diamond Hotel hosted lunch on November 18. - Councilor Bernadito Ang hosted dinner on November 18. - New Goldmine Travel and Tours provided complimentary transportation services in Manila. • PAL Guangzhou Agents and Media Group <ul style="list-style-type: none"> - PAL provided 7 international tickets enroute Guangzhou-Manila-Guangzhou and 8 domestic tickets enroute Manila-Davao-Manila. - Pearl Farm provided 5 FOC rooms on November 14-15. - DOT Region XI hosted dinners on November 15 and 16 and TRIDACNA tour on November 15. - Eden Nature Park hosted lunch on November 16. - Malagos Garden Resort Tour hosted snacks on November 16. • PAL Guangzhou Media Group <ul style="list-style-type: none"> - PAL provided 8 international airtickets enroute Guangzhou-Manila-Guangzhou and 9 domestic tickets enroute Manila-

INVITATIONALS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>Cebu/Tagbilaran/Manila.</p> <ul style="list-style-type: none"> - The Farm at San Benito hosted lunch on November 17. - Moevenpick Resort hosted lunch on November 18. - Radisson Blu Hotel provided 6 FOC rooms on November 18-19. - Panglao Island Nature Resort provided 6 FOC rooms on November 19-21. - Bohol Beach club hosted dinner on November 20. - Eskaya Beach Resort hosted dinner on November 19. - New Goldmine Travel and Tours provided complimentary transportation services in Manila. <ul style="list-style-type: none"> • Cebu Pacific Shanghai Agents And Media Group <ul style="list-style-type: none"> - Cebu Pacific provided 10 FOC international tickets enroute Shanghai-Manila-Shanghai and 12 FOC domestic tickets enroute Manila-Busuanga-Manila. - Busuanga Bay Lodge provided 8 FOC rooms and transfers on November 15-17. - Maxims Hotel provided 6 FOC rooms on November 17-19. - The Farm at San Benito hosted lunch on November 18. - Phil. Straits provided transportation and guiding services. • Cebu Pacific Guangzhou Agents and Media Group <ul style="list-style-type: none"> - Cebu Pacific provided 7 FOC tickets enroute Guangzhou-Manila-Guangzhou. - Holiday Inn Ortigas provided seven (7) FOC rooms on November 16-18. - Sheridan Beach Resort and Spa provided nine (9) FOC rooms on November 18-19. - Microtel by Wyndham Puerto Princesa provided nine (9) FOC rooms on November 19-20 and discounted rooms on November 20-21. - Taal Vista Hotel hosted lunch on November 16. - PTLC – hosted lunch at Badjao Restaurant and hosted dinner at Ka Lui - City Government of Palawan – hosted dinner at Kinabuch. - Uni Orient Travel and Tours provided transportation and guiding services. • Air Asia Zest Shanghai VIP Agents and Media Group <ul style="list-style-type: none"> - Sunlight Eco-tourism Island Resort provided 8 FOC rooms on November

INVITATIONALS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>15-17.</p> <ul style="list-style-type: none"> - Manila Hotel provided 6 discounted rooms on November 17-19. - Phil. Straits provided transportation and guiding services. • Air Asia Zest Shanghai Dive Group <ul style="list-style-type: none"> - Aura Resort provided 5 FOC rooms and transfers (Manila-Resort) on November 13-15. - Marco Vincent provided 5 FOC rooms and transfers (Resort-Manila) on November 15-17. - Microtel MOA provided 5 FOC rooms on November 17-19. - Buri Resort hosted lunch on November 15. • Air Asia Zest Shanghai Dive Group <ul style="list-style-type: none"> - Sea Quest provided 8 FOC rooms and dives on November 13-15. - Pacific Cebu Resort full board accommodations on November 15-17. - Manila Pavilion Hotel provided 8 FOC rooms on November 17-18 and discounted rooms on November 18-19. • PAL Shanghai Agents and Media Group <ul style="list-style-type: none"> - PAL provided 8 international tickets enroute Shanghai-Manila-Shanghai and domestic tickets enroute Manila-Busuanga-Manila. - Hotel Jen provided 5 discounted rooms on November 14-15. - Asia Grand View provided 7 discounted rooms on November 15-17. - Solaire Resort and Casino provided 5 FOC rooms on November 17-18. <p>Output:</p> <ul style="list-style-type: none"> ❖ Media mileage ❖ Possible tour packages to be produced by the Chinese operators ❖ Awareness that Philippine is a safe and fun destination for the Chinese travelers <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Monitor the published articles out of this fam trip to determine the PR value. ❖ This is good vehicle to educate the Chinese operators and media that Philippines is a safe and fun destination despite of the travel ban. ❖ Push the FITs and niche markets

INVITATIONALS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: DOT Osaka and PAL Nagoya Agents' Fam Trip Venues: Manila and Cebu Inclusive Dates: 24 to 27 November 2014</p> <p>Brief Description: DOT Osaka and Philippine Airlines Nagoya, with the help of Tourism Promotions Board, conducted a familiarization trip in Manila, Cebu and Bohol for the selected Nagoya agents.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P574,700.00 ❖ Assistance extended: <ul style="list-style-type: none"> • Securing of accommodations and transportation • Ground arrangements and coordination ❖ Sponsorship: <ul style="list-style-type: none"> • Sofitel Philippine Plaza hosted the group dinner • Plantation Bay Resort Cebu hosted the lunch of the group • Moevenpick Hotel Mactan hosted the dinner of the group in Cebu • Bohol Beach Club provided FOC rooms for the group during their forced stay in Bohol due to Typhoon Queenie <p>Output:</p> <ul style="list-style-type: none"> ❖ The agents that were invited to experience the familiarization trip are expected to be knowledgeable about the destination and be able to create programs that can help boost tourist traffic from Japan to the Philippines. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Highly recommended considering the ROI, rapport established with the airlines and key travel agents
<p>Name of Event: JATA Kanto Fam Tour Venue: Manila Inclusive Dates: 5 to 7 December 2014</p> <p>Brief Description: JATA Kanto familiarization trip is a project to update participants about the latest developments in Manila as a tourist destination.</p> <p>JATA Kanto Secretary General, the participants (Managers of Japan based travel agencies), together with Mr. Yasu Yokoyama of DOT Tokyo held a meeting in Marco Polo Hotel Ortigas with tour operators based in Manila to further discuss how to</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P176,000.00 ❖ TPB Assistance Extended: <ul style="list-style-type: none"> • Airfare of DOT Tokyo's Representative • Coordination on the ground arrangements • Land transportation • Accommodations ❖ Sponsorship: <ul style="list-style-type: none"> • Marco Polo Hotel Ortigas and The Peninsula Manila sponsored the accommodations of the group • Solaire Resort and Casino hosted the lunch of the group

INVITATIONALS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>promote the Philippines as a destination to Japan.</p> <p>According to DOT Tokyo, JATA is among the prime movers of Japanese tourism industry, and Kanto chapter accounts for 66% of the air seats from Japan to the Philippines.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ Mr. Yasuhiko Yokoyama of DOT Tokyo and Secretary General of JATA Kanto Chapter, together with the Philippine tour operators that cater to the Japanese market, will continuously promote Philippines as a tourist destination. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Nurture relationship with JATA since it is one of the most influential organizations in Japan
<p>Name of Event: Celebrity Bloggers Inspection Tour</p> <p>Venues: Manila and Bohol</p> <p>Inclusive Dates: 9 to 13 December 2014</p> <p>Brief Description:</p> <p>DOT Tokyo proposed the Media Familiarization for 4 well known Japan-based personas with rapidly growing blog sites in terms of “likes” and followers. The educational tour covered Manila and Bohol focusing on food, shopping, and new facilities and attractions the destinations have to offer. As the visit came in the aftermath of Typhoon Hagupit/Ruby, 2 of the participants (the fashion models) canceled at the last minute.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P384,000.00 ❖ Sponsorship/Assistance: <ul style="list-style-type: none"> • Cebu Pacific Air - 2 FOC Tokyo-Manila-Tagbilaran vv tickets • Fairmont/Raffles Hotel - 2 discounted rooms, 9-10 December • Amorita Resort Bohol - 3 FOC rooms, 10-12 December • Travel Village - Complimentary Transfers, 12 December; Complimentary Loboc River Cruise, 10 Dec.; Discounted Bohol ground arrangements • Panglao Island Nature Resort - Hosted Dinner, 11 December • BGC Marketing Group - Entrance Fees at Mind Museum, BGC Tour, Food Tasting, arrangements with Market Market, 12 December • Seda Hotel BGC - 2 discounted rooms, 12-13 December <p>Output:</p> <ul style="list-style-type: none"> ❖ Conservative Estimate of Expected Benefits <ul style="list-style-type: none"> • Blogs of Ms. Hoshimoto and Ms. Gow – total of about 120,000 PVs Promotional Value of worth P 10,800,000 @ \$2 per PV • Vlogs of participants – each at P200,000 value Promotional Value of P 400,000.00 ❖ ROI = 2816.67% $\frac{P11,200,000 - P384,000}{P384,000} \times 100$ P384,000 (Actual Budget)

INVITATIONALS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: World Traveller Media</p> <p>Venues: Manila, Busuanga, Laoag/Vigan (Group 1); Manila, El Nido, Bicol, Batangas, Sorsongon (Group 2)</p> <p>Inclusive Dates: 14 to 20 December 2014</p> <p>World Traveller Media - Shanghai conducted photo coverage in different destinations in the Philippines to be published in their 50-page magazine featuring the Philippines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P1,292,000.00 ❖ Sponsorship/Assistance: <ul style="list-style-type: none"> • Group 1: <ul style="list-style-type: none"> - All ground arrangements and coordination with DOT Offices and tourism industry partners. - Permit to shoot at Bonifacio Global City and Greenbelt Malls - Guided tour and permit to shoot in Ayala Museum - 2 nights FOC accommodation at Remington Hotel - 2 nights FOC accommodation at Busuanga Bay Lodge • Group 2: <ul style="list-style-type: none"> - All ground arrangements and coordination with DOT Offices and tourism industry partners - Permit to shoot in Intramuros and Club Intramuros Golf Course - Permit to shoot in Eastwood City - 3 nights FOC rooms in Remington Hotel - 1 night, 2 FOC rooms in El Nido Resort – Lagen Island - 1 night FOC rooms in Misibis Bay Resort - 1 night FOC rooms in Siama Hotel Sorsogon <p>Output:</p> <ul style="list-style-type: none"> ❖ 50-page magazine featuring Philippines <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue to support the publication to cover the secondary Philippine destinations to be offered to the Chinese market
<p>Name of Event: JATA Chubu Chapter Inspection Trip</p> <p>Venues: Cebu and Bohol</p> <p>Inclusive Dates: 20 to 23 December 2014</p> <p>Brief Description:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of TPB: P405,200.00 ❖ Sponsorship/Assistance: <ul style="list-style-type: none"> • Sponsored tickets from Philippine Airlines • Plantation Bay hosted 2 nights for the group

INVITATIONALS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>JATA Chubu Chapter sent seven (7) of its officials and lead wholesalers to familiarize themselves with the destination to be able to create new tour programs, disseminate information to its members, and goodwill between our organizations.</p> <p>In addition to this, it was also during the Philippine Airlines inaugural flight last 20 December 2014, the Nagoya to Cebu flight was launched and the participants witnessed the event.</p> <p>Due to the increase of Nagoya-Manila services of Philippine Airlines last March 2014, Philippine Airlines will increase annual air seats by at least 41,392 for the additional Nagoya-Cebu flights starting 20 December 2014.</p>	<ul style="list-style-type: none"> • Shangri-La Mactan hosted 1 night for the group <p>Output:</p> <ul style="list-style-type: none"> ❖ Estimated ROI of the group is approximately PHP73,192,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Nurture relationship with JATA since it is one of the most influential organizations in Japan

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 9th International Nursing Conference Venue: Philippine International Convention Center Inclusive Dates: 16 to 17 January 2014</p> <p>Brief Description: Organized by the Philippine Nurses Association of America, Inc. (PNAA), Philippine Nurses Association (PNA), Association of Nursing Service Administrators of the Philippines (ANSAP), and Association of Deans of Philippine Colleges of Nursing (ADPCN).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Technical assistance ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 100 foreign delegates ❖ Estimated revenue: Php 4,984,000.00¹ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Olympic Council of Asia (OCA) 32nd General Assembly Venue: Philippine International Convention Center Inclusive Dates: 16 to 19 January 2014</p> <p>Brief Description: The 45-member nations of the OCA were in attendance, with around 350 foreign delegates. The Assembly consisted of reports from the OCA standing committees and organizing committees of upcoming games.</p> <p>Hosted by the 2013 Asian Games Centennial Festival (AGCEF) Organizing Committee.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Brochure support ❖ Technical assistance <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 500 delegates, 350 of which are foreign ❖ Estimated revenue: Php 34,888,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events. ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

¹ USD 560 average expenditure of MICE visitor x no. of days of stay x no. of foreign delegates x P 44.50 (international Index from PATA)

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Asian Medical Students' Exchange Program (AMSEP) Philippines for Indonesia</p> <p>Inclusive Dates: 19 to 26 January 2014</p> <p>Brief Description: The Asian Medical Students Association (AMSA) of UST hosted 8 Indonesian delegates from 2 of the most prestigious universities in Indonesia: Universitas Brawijaya & Universitas Tarumanagara.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Participation of 8 Indonesian delegates ❖ Estimated revenue: Php 1,594,880 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 7th Asia Pacific Conference on Reproductive & Sexual Health Rights</p> <p>Venue: Philippines International Convention Center</p> <p>Inclusive Dates: 21 to 24 January 2014</p> <p>Brief Description: Some 3,000 delegates from various countries in the region representing CSOs, academe, interfaith groups, youth, donors & program staff were expected to attend.</p> <p>The conference aimed to provide a pro-active venue for exchange of experiences among Asia Pacific countries on good practices & inform delegates on the progress of the Health MDG in the Asia Pacific.</p> <p>Organized by the Philippine NGO Council on Population, Health & Welfare (PNGOC), a national network of 97 NGOs actively involved in promoting reproductive health care.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Cultural entertainment ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 3000 delegates ❖ Estimated revenue: Php 49,840,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Horticulture Philippines 2014 Venue: Quezon Memorial Circle Inclusive Dates: 23 January to 03 February 2014</p> <p>Brief Description: The event showcased the creativity of the Filipinos in arranging garden shows and landscape exhibits.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Php 463, 000.00 (c/o DOT – GAA funds) <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 31, Local delegates - 1,054 ❖ Estimated revenue: Php 9,270,240 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asia Pacific Drive Tourism Conference & Exhibition Venue: Subic Bay Exhibition and Convention Center Inclusive Dates: 30 January to 02 February 2014</p> <p>Brief Description: The event's objective was to educate leaders of the private and public sectors on how innovations on road safety and land transportation help spur the growth of tourism and promote safe and pleasurable land travel.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance of Php 7,093,100.00 chargeable against the 70% share of TPB or Php 3,700,000.00 and 30% share of DOT or Php 3,393,100.00 ❖ Construction and dismantling of DOT Pavilion amounting to Php 560,000.00 to be co-shared with TIEZA <p>Output:</p> <ul style="list-style-type: none"> ❖ 136 local participants attended the Conference vis-à-vis the 800 foreign and local delegates expected. ❖ Distributed promotional materials of DOT / TIEZA / TPB during the entire duration of the event ❖ Media mileage in the event's press releases and ads <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ A very good product to develop together with the LGUs ❖ The event should have been promoted well to get good number of attendance.

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Conference & Business Education – Industry Summit Venue: Club Filipino, San Juan City Inclusive Dates: 6 to 7 February 2014</p> <p>Brief Description: The conference/summit was organized for the purpose of enhancing the delivery of quality business education towards ASEAN integration.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural Presentation (Php 60,000) ❖ Brochure support ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 5, Local delegates - 300 ❖ Estimated revenue: Php 249,200 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: SHELL Eco-Marathon Asia Venue: Rizal Park / The Manila Hotel Inclusive Dates: 6 to 9 February 2014</p> <p>Brief Description: Inaugurated in 1985 in Europe, the Shell Eco-marathon has grown into a truly international event, debuting in the Americas in 2007 and in Asia in 2010 at Kuala Lumpur, Malaysia.</p> <p>Said to be a visible demonstration of Shell’s commitment to face the growing demand for energy worldwide, while providing a platform for students and inspire engineering students especially, to develop creative and inventive new approaches to sustainable mobility and fuel efficiency solutions.</p> <p>Hosted by Pilipinas Shell Petroleum Corporation (PSPC), with participation of over 100 educational institutions from Indonesia, Pakistan, Singapore, India, Malaysia, China, Iran, Taiwan, Thailand, and the Philippines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Cultural entertainment ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 800, Local delegates - 1,200 ❖ Estimated revenue: Php 79,744,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 10th Asia Pacific Congress of Hyper-Tension (APCH) Venue: Waterfront Cebu Hotel Inclusive Dates: 12 to 15 February 2014</p> <p>Brief Description: This regional congress is held every other year within the Asia Pacific. Its objective is to bring together around 2,000 to 2,500 medical and allied medical professionals and discuss the latest updates and best practices on hypertension and related cardiovascular complications.</p> <p>With the theme “Improving Cardiovascular Outcomes with Optimal Hypertension Control,” some innovations in the scientific program have been introduced to make it as highly interactive as possible.</p> <p>This event was organized by the Philippine Society of Hypertension (PSH), in collaboration with the Philippine Lipid and Atherosclerosis Society (PLAS), the Philippine Heart Association (PHA), Philippine College of Physicians (PCP), Philippine Medical Association (PMA) and the Department of Health (DOH).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Cultural entertainment ❖ Brochure support ❖ Welcome message from the Secretary <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 2,000 delegates ❖ Estimated revenue: Php 49,840,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 1st International Tourism & Hospitality Students Convention Venue: Camp John Hay Inclusive Dates: 14 February 2014</p> <p>Brief Description: The convention is geared towards addressing the industry’s dynamic changes in hospitality and tourism education with the following specific objectives:</p> <p>To update student participants, educators and other tourism stakeholders on the current concerns and issues in the tourism industry in preparation for ASEAN 2015; To create positive awareness among the tourism stakeholders vis-à-vis the importance of tourism in national economic and educational development; To promote and strengthen tourism and hospitality programs in both the</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Php 50,000.00 financial assistance <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 7, Local delegates - 1,017 ❖ Estimated revenue: Php 174,440 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>academe and industry.</p> <p>Organized by Tourism Educators and Movers (TEAM) of the Philippines, in cooperation with the League of Tourism Students of the Philippines (LTSP) – University of Baguio Chapter, SKAL International Makati, NAITAS, and University of Baguio.</p>	
<p>Name of Event: World Ecotourism Conference Venue: Cebu City Inclusive Dates: 20 to 22 February 2014</p> <p>Brief Description: The 5th World Ecotourism Conference under the theme - "Marine and Coastal Ecotourism: Oceans of Uncertainties, Waves of Opportunities" provided a strategic podium for high level ecotourism experts, proponents, practitioners, stakeholders, legislators, educators, and consultants to network and share among their peers their knowledge and experiences with coastal communities in developing nations.</p> <p>Experts addressed the challenges of developmental sustainability and natural vulnerabilities in coastal regions whereas marketing consultants will examine the critical factors in sustaining ecotourism as a viable income generating enterprise.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Technical assistance ❖ Inclusion of event in the MICE Calendar of Events <p>Output:</p> <ul style="list-style-type: none"> ❖ 400 delegates from 155 countries ❖ Estimated Revenue: Php 7,476,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 1st International Motor Show (CIMS) 2014 Venue: CDC Parade Grounds, Clark Freeport Zone Inclusive Dates: 20 to 23 February to 2014</p> <p>Brief Description: The event showcased the best of the motoring industry, featuring in one venue a roster of premium car and motorcycle brands, and after market supplies and distributors. Further, the show lined-up special event highlights in the CDC Parade Grounds and in Clark International Speedway.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Online presence of the event on MICE calendar and event logo ❖ Promotional materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 1,700 local and foreign participants and spectators ❖ Estimated revenue: Php 42,364,000.00 <p>Recommendations:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: SEA Fair 2014: Yacht & Marine Lifestyle Exposition Venue: CCP Bay Terminal Bldg. B, Harbor Square Inclusive Dates: 20 to 23 February 2014</p> <p>Brief Description: The exposition highlighted different watercrafts, boating lifestyle, water sport related activities like regatta competition, dragon boat demo, sea trials on selected watercrafts, fashion shows, mini concert and yacht party.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Lanyards (50 pieces) ❖ Brochures <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 200, Local delegates - 1,000 ❖ Estimated revenue: Php 19,936,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 7107 (1st) International Music Festival Venue: Global Gateway Logistics City (GGLC), Clark Inclusive Dates: 22 to 23 February 2014</p> <p>Brief Description: A 2-day event that featured international chart topping artists and musicians of different genres, with top-end stage production and technology.</p> <p>Organized by the Hong Kong-based Supreme Talent Agency (STA), founded in 2012 by the partnership of 2 long-standing booking agencies from LA and Vancouver, with over 15 years of experience and access to Hollywood's best.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ NO financial assistance. ❖ Letter of support signed by COO Enerio ❖ Authority to use the "It's More Fun in the Philippines" campaign/tagline <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign attendees - 1,000, Local attendees - 15,000 ❖ Estimated revenue: Php 49,840,000.00

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: United Nations (UN) Singers Philippine Visit 2014 Venue: Manila Inclusive Dates: 22 February to 4 March 2014</p> <p>Brief Description: The group has travelled to Jamaica, Argentina, Japan, Germany, Austria, Chile, The Netherlands, Barbados, Trinidad & Tobago, Spain & Belgium, among others, to spread the message of peace. This was the group's first time to visit the Philippines.</p> <p>The visit was in line with the celebration of National Arts Month, and the official schedule of 10 days was also a form of outreach to the less fortunate.</p> <p>The UN Singers is a recreational choir formed in 1947 under the UN Staff Recreation Council, with the primary goal of spreading the message of harmony & understanding thru the universal language of music. Based at the UN Headquarters in New York, this group is composed largely of present & former UN staff members, its agencies & permanent missions of varying nationalities.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ TPB-hosted lunch on 02 March 2014 (Php 32,000) ❖ Souvenirs/giveaways <p>Output:</p> <ul style="list-style-type: none"> ❖ 28 members of the UN Singers of different nationalities, all based in New York, USA ❖ Estimated Revenue: Php 6,977,600 ❖ Note: Many of the group's members stayed after the official schedule of 10 days and went on vacation to various Philippine destinations (El Nido, Boracay, etc.), on their own. <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events
<p>Name of Event: "Inter-disciplinary Cultural Roadmap to Healing Trauma & Building Climate Change Solutions" Forum Venue: Bohol Inclusive Dates: 23 to 26 February 2014</p> <p>Brief Description: Therapeutic arts workshop spearheaded by the Earthsavers-Artists for Peace, in partnership with UNESCO and the International Theater Institute (based in Paris), aiming to help in the restoration / rehabilitation efforts in all communities affected by the recent natural calamities, thru conducting trauma healing workshops and programs for survivors. Experts from ASEAN, and dialogue partners were in attendance.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance: Php 35,000 ❖ Authority to use the "It's More Fun in the Philippines" campaign/tagline <p>Output:</p> <ul style="list-style-type: none"> ❖ 3 Foreign VIP guests ❖ Estimated Revenue: Php 224,280.00 ❖ Note: ROI on the 3 foreign visitors may not be entirely applicable as their airfare and accommodations were mostly hosted. Although the organizer made them extended their stay well beyond the 3 day event, we were not made aware if said guests' extended days of stay were likewise hosted.

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>The event coincided with the twin observance of Arts Month and the EDSA1 Anniversary celebration, and documented for public service, national broadcast & global webcast. The program is in line with similar efforts to help restore/revive the vibrancy of sustainable tourism for the damaged provinces/areas.</p>	<p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Assistance to small-scale events such as this, in the future, is NOT recommended, especially when the organizer of the project is asking for assistance at a very late stage of the event.
<p>Name of Event: Wells Fargo Bank, N.A. – Global Financial Institutions Group, 2014 Asia Regional Meeting Venue: Fairmont Makati Hotel Inclusive Dates: 24 to 27 February 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Support of DOT/TPB Omnibus Primer and other collateral materials for the inclusion in the meeting's giveaway kit <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 95 delegates from Asia-Pacific countries ❖ Estimated revenue: Php 9,469,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 75th National Convention of the Philippine Institute of Chemical Engineers (PIChE) Venue The Manila Hotel Inclusive Dates: 26 to 28 February 2014</p> <p>Brief Description: The convention discussed issues on important national and international policies on the chemical engineering profession.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural Presentation (PhP 60,000.00) <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 10, Local delegates - 490 ❖ Estimated revenue: Php 996,800.00 <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: International Society of Aesthetic Plastic Surgery (ISAPS) Instructional Course + Philippine Association of Plastic, Reconstructive & Aesthetic Surgeons (PAPRAS) 1st National Meeting</p> <p>Venue: EDSA Shangri-La Hotel</p> <p>Inclusive Dates: 2 to 4 March 2014</p> <p>Brief Description: ISAPS, a renowned international medical conference, was held simultaneously with the 1st National Meeting of the Philippine Association of Plastic, Reconstructive & Aesthetic Surgeons (PAPRAS). It was attended by an international faculty and hundreds of registrant clinicians worldwide.</p> <p>ISAPS is the world's leading organization for continuing education and promotion of this specialty; and PAPRAS is an affiliate of the Philippine College of Surgeons.</p> <p>The Event Secretariat was ACE Strategists, Inc. (ACES).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Cultural entertainment ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 70, Local delegates - 130 ❖ Estimated revenue: Php 5,233,200 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 1st International Nursing Service Administrators Conference & 47th ANSAP Convention of the Association of Nursing Service Administrators of the Philippines (ANSAP)</p> <p>Venue: The Manila Hotel</p> <p>Inclusive Dates: 2 to 4 March 2014</p> <p>Brief Description: The conference was held in conjunction with the organization's convention this year, with the theme: "One Voice in the ASEAN Nursing Service Leadership".</p> <p>The convention of the Association of Nursing Service Administrators of the Philippines (ANSAP), Inc. is held annually. ANSAP is a non-stock & non-profit corporation that aims to guide and upgrade the nursing service thru the development of nursing leadership in the country.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Cultural entertainment ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 20 foreign delegates ❖ Estimated revenue: Php 996,800 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Mercy Rehabilitation Center (DOT-Korea Incentive Group) Venue: Manila, Laguna, Tagaytay Inclusive Dates: 4 to 9 March 2014</p> <p>Brief Description: A Korean group that helps persons with disabilities through counseling, therapy, education, and training visited a rehabilitation center in Manila. The group, composed of 62 pax, visited Laguna and Tagaytay.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 62 foreign participants ❖ Estimated revenue: Php 9,270,240.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Regional Workshop & Comparative Study of Social Pensions in the ASEAN Venue: Dusit Thani Hotel Inclusive Dates: 10 to 14 March 2014</p> <p>Brief Description: The regional workshop was intended to promote the consideration of social pension as a tool for promoting social inclusion and protection of vulnerable order persons as well as their families and communities.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural Presentation (Php 55,000.00) <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 23 ❖ Estimated revenue: Php 2,865,800.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 11th Dave Ulrich Asia Forum Venue: Manila Inclusive Dates: 11 to 13 March 2014</p> <p>Brief Description: Dave Ulrich Asia Forum has been time-tested to be immensely value-adding, both personally and professionally for delegates, enabling them with the</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Endorsement to DFA for assistance in the issuance of visa <p>Output:</p> <ul style="list-style-type: none"> ❖ Inclusion of DOT/TPB logo in the event's collateral materials ❖ 1,000 foreign and local delegates attended the forum

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
strategic ability to meliorate the organizations they work for.	❖ Estimated Revenue: Php 18,690,000
<p>Name of Event: Solaire Open (Philippine Golf Tour, 2014 Season) Venue: The Country Club, Laguna Inclusive Dates: 13 to 16 March 2014</p> <p>Brief Description: Inaugurated in 2013 at the Wack Wack Golf & Country Club, Solaire Open is a collaboration between Bloomberry Resorts Corporation (owner of Solaire Resorts & Casinos in Entertainment City, Manila), and Asian Tour, Asia's official regional golf league, which sanctioned this event. It had a prize pot of US\$300,000 that lured in Asia's best golfers.</p> <p>This event was organized by Pilipinas Golf Tournaments, Inc., which has successfully launched the 2014 season of Philippine Golf Tour, the fastest growing golfing circuit in the region, and plans to stage close to 20 tournaments, including this event & 2 Asian Development Tour legs, in its efforts to continue to spur & promote the game of golf onwards to 2016 when the Rio de Janeiro Olympics will include, for the 1st time, Golf as a competitive sport.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance amounting to Php 1,000,000.00 ❖ Roll up banners ❖ IMFITP AVP <p>Output:</p> <ul style="list-style-type: none"> ❖ Participated in by 390 tour professional players from South East Asia ❖ On-site logo exposure, PR/Media exposure, Marketing opportunities, online promotions, ad boards visibility, other add-ons <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: MANULIFE Insurance Company Incentive Tour Group Venue: Manila Inclusive Dates: 14 to 17 March 2014</p> <p>Brief Description: The Manulife – Sinochem incentive group is a joint venture between Manulife (International) limited and Sinochem Finance Co. Ltd. (a member of the Sinochem Group). This is the first Chinese-foreign joint venture life insurance company established in China. The company started its operations in November 1996. To date, the Company has more than 17,000 professionally trained agents and employees, providing financial and insurance services to over 720,000 customers. Manulife holds an incentive trip for their agents and</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Lei reception and airport facilitation in coordination with the MIAA, DOT-NAIA, Bureau of Customs and Bureau of Immigration ❖ Provided bouquet of flowers to the top ten sales agents ❖ Co-shared with Manulife dinner of the group during the Welcome Dinner Reception ❖ Provided cultural performers and live band ❖ Provided IMFITP t-shirts as giveaways for the group, worn during the Welcome Dinner Reception ❖ Coordinated with PNP mobile escorts during said dinner <p>Output:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>employees every year.</p>	<p>❖ There were 360 sales agents/employees that participated in said incentive travel</p> <p>Recommendation:</p> <p>❖ TPB should only provide the following assistance to incentive groups:</p> <ul style="list-style-type: none"> • Lei reception and airport facilitation • Cultural show (if requested) • Giveaways
<p>Name of Event: DC Skateboard Competition Venue: Baguio City Inclusive Dates: 15 March 2014</p> <p>Brief Description: The competition included the D.C. King of the Mountain video shoot which featured various tourist spots of Baguio City – Rizal Park, Burnham Park, Camp John Jay, Girl Scout Stairway, Diplomat Hotel, and Mines View Park.</p>	<p>Input:</p> <p>❖ Endorsement of request to DOT-CAR to provide necessary permits during the video shoot and waiver of fees</p> <p>Output:</p> <p>❖ Local participants: 5</p>
<p>Name of Event: CCP Pasinaya 2014: 10th Open House Festival Venues: CCP and Intramuros, Manila Inclusive Dates: 16 March 2014</p> <p>Brief Description: A daylong event at CCP venues, the country's largest multi-arts festival, which featured around 3,000 artists in more than 200 events in music, theatre, dance, visual arts exhibits, story-telling and cinema. It also highlighted parades, street performances, workshops, and food and exhibit booths. It attracted a crowd of 7,000 pax in all the performances, plus an estimated 45,000 pax viewership.</p> <p>With the theme "Pasinaya Goes the Extra Mile: A Full Day Extravaganza" Pasinaya went the extra mile this year by including selected museums & galleries in the Intramuros & Manila areas, which served as hosts to select</p>	<p>Input:</p> <p>❖ Php 120,000 financial assistance as one of the event's sponsors</p> <p>❖ Authority to use the "It's More Fun in the Philippines" campaign/tagline</p> <p>Output:</p> <p>❖ Local audience of 7,000 pax; plus estimated 45,000 pax viewership</p> <p>Recommendation:</p> <p>❖ Continue assistance to national MICE event</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
performances (National Museum, Metropolitan Museum, Bahay Tsinoy, Casa Manila, San Agustin Museum, 1335 Mabini Gallery, etc.).	
<p>Name of Event: 5th Experts' Working Group Meeting on the ASEAN Convention on Trafficking in Persons (ACTIP) and Regional Plan of Action (RPA)</p> <p>Venue: Tagaytay</p> <p>Inclusive Dates: 18 to 20 March 2014</p> <p>Brief Description: The Philippines, as Senior Official Meeting on Transnational Crime (SOMTC) Lead Shepherd on Trafficking in Persons, hosted this event attended by approx. 100 participants from ASEAN member states and the ASEAN Secretariat, as well as local observers and guests.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ No financial assistance ❖ Giveaways: ball pens, 60 pcs. ❖ Promo material support <p>Output:</p> <ul style="list-style-type: none"> ❖ 40 foreign participants, 60 local participants ❖ Estimated Revenue: Php 2,990,400
<p>Name of Event: Bohol International Choir Festival & Competition (BICFC)</p> <p>Venue: Bohol Cultural Center, Tagbilaran City, Bohol</p> <p>Inclusive Dates: 18 to 22 March 2014</p> <p>Brief Description: Campaigned for 15 choirs, or around 1,000 competing participants and officials from South Korea and other countries. The choirs competed in 6 categories and for the Grand Prix. A specific category was arranged exclusively for Boholano Choirs.</p> <p>The proponent of this project was the Provincial Government of Bohol (PGBh) in partnership with the Understanding & Communication Corporation of South Korea.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Partially hosted the Welcome Dinner thru a Php 250,000 financial assistance <p>Output:</p> <ul style="list-style-type: none"> ❖ 1,000 foreign participants (competing international choirs) ❖ Estimated Revenue: Php 124,600,000
<p>Name of Event: AFS Asia & the Pacific Initiative (AAI) Meeting</p> <p>Venue: Dusit Thani Hotel Manila, Makati City</p> <p>Inclusive Dates: 19 to 24 March 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Php 250,000 financial assistance for the Gala Dinner (including the Bayanihan Dance Troupe performance) for 250 foreign and local guests ❖ Airport welcome reception and facilitation

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: AAI Manila 2014 was attended by approx. 30 international guests from partner countries: Australia, China & HK, Egypt, Ghana, India, Indonesia, Italy, Japan, Malaysia, New Zealand, South Korea, South Africa, Thailand, Turkey, & the US (Asia-America-Africa collaboration).</p> <p>AFS (formerly American Field Service) Intercultural Programs, Inc., is an international youth exchange organization based in New York, USA. It is a volunteer-based, non-profit, non-governmental, non-religious organization that provides intercultural learning opportunities. Each year, close to 13,000 AFS scholars travel on AFS exchanges supported by an extensive network of 44,000 active volunteers, not counting host families, schools, community service organizations, educational institutions and staff.</p> <p>There have been 412,000 alumni of AFS programs worldwide. 100,000 registered volunteers have donated their time and energy towards intercultural learning programs. In 2014, AFS celebrated its 100 years of "Connecting Lives, Sharing Cultures".</p> <p>The local host/organizer was AFS Intercultural Programs Philippines Foundation, Inc. (AFS-IPP), an independent partner of AFS and a proud member of the AFS Global Network with 58 member-countries and 80 destinations worldwide. It has sent over 2,600 Filipino scholars abroad and hosted close to 1,000 foreign participants in the Philippines since 1956. With 27 officially recognized local volunteer chapters nationwide, AFS-IPP has implemented and administered program grants.</p>	<ul style="list-style-type: none"> ❖ Promo materials for the delegates' conference kits ❖ Authority to use the "It's More Fun in the Philippines" campaign/tagline. <p>Output:</p> <ul style="list-style-type: none"> ❖ 30 foreign delegates ❖ Estimated Revenue: Php 3,738,000
<p>Name of Event: 2014 Asia-Pacific Council of American Chambers of Commerce (APCAC) Spring Summit Venue: New World Hotel Inclusive Dates: 20 to 21 March 2014</p> <p>Brief Description: With the theme "Asia's Resurgence and America's Role", the event brought</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Lei reception and airport facilitation for VIP guests and speakers ❖ Provision of giveaways for the speakers and panelists <p>Output:</p> <ul style="list-style-type: none"> ❖ 206 foreign and local participants ❖ Estimated Revenue: Php 2,492,000

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>together hundreds of executives to discuss key issues facing the multinational business community and networking. The event was a great opportunity to promote business ties between the United States and Asia.</p>	
<p>Name of Event: AIESEC Asia Pacific Congress Venue: Island Cove Resort, Cavite Inclusive Dates: 21 to 28 March 2014</p> <p>Brief Description: The congress aimed to transform the youth into proactive change agents by initiating different and holistic platforms that engage them in leadership, corporate, and cultural opportunities.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural Presentation (Php 60,000.00) ❖ Lanyards ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 350, Local delegates - 300 ❖ Estimated revenue: Php 69,776,000
<p>Name of Event: ASEAN Forum for Sharing Best Practice on Social Work & Multi-sectoral Approached Responding to Child Protection & Promotion Concerns Venue: Dusit Thani Hotel Inclusive Dates: 25 to 28 March 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural Presentation (Php 55,000.00) <p>Output:</p> <ul style="list-style-type: none"> ❖ Foreign delegates - 10, Local delegates - 25 ❖ Estimated revenue: Php 996,800 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: World Entrepreneur Business Expo 2014 Venue: SMX Convention Center Inclusive Dates: 28 to 30 March 2014</p> <p>Brief Description: Organized by the Federation of Filipino-Chinese Chambers of Commerce and</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Provision of cultural performers during the Opening Ceremony <p>Output:</p> <ul style="list-style-type: none"> ❖ 300 foreign and local delegates ❖ Estimated Revenue: Php 5,607,700

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Industry, the World Entrepreneur Business Expo is a business-to-business event that featured different industry sectors from all over the world.</p>	
<p>Name of Event: HanSaRang (Korea) Group Incentive Tour Venues: Manila, Tagaytay/Batangas, Laguna Inclusive Dates: 31 March to 4 April 2014</p> <p>Brief Description: HanSaRang is a Presbyterian Christian Church of Protestant denomination based in Korea, which conducted an incentive trip to the Philippines for their staff of 200 pax.</p> <p>The group visited Manila, Canyon Woods Resort in Batangas, Hidden Valley Hot Springs & Pagsanjan River in Laguna, and Tagaytay.</p> <p>The group's local handler is Jeong Eun Kyung c/o Ms. Gigi Sermon of Philippine No. 1 Tours.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Total cost of around Php 73,000 for welcome leis for 200 pax and a hosted cultural show ❖ Airport lei reception and facilitation (NAIA). ❖ Hosted Cultural Show during the group's dinner at Canyon Woods Resort, Batangas <p>Output:</p> <ul style="list-style-type: none"> ❖ 30 foreign delegates ❖ Estimated Revenue: Php 3,738,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asia Pacific League of Association for Rheumatology Venue: Radisson Blu Hotel, Cebu Inclusive Dates: 1 to 5 April 2014</p> <p>Brief Description: With "Sustainable Rheumatology in Asia" as its theme, the congress provided a multidisciplinary approach to the assessment, diagnosis, & treatment of common musculoskeletal disorders. This event was an opportunity to meet & network with leading rheumatologists, physicians, pharmacists, nurses, allied health professionals, & other healthcare providers from around the world. The Scientific Program developed focused & was based on this all-encompassing theme & featured leading figures in the field of rheumatology as speakers & contributors.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 2,000 local and foreign delegates ❖ Estimated revenue: Php 62,300,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Woongjin Think Big (Korea) Incentive Group 1 Venue: Cebu City Inclusive Dates: 2 to 3 April 2014</p> <p>Name of Event: Woongjin Think Big (Korea) Incentive Group 2 Venue: Cebu City Inclusive Dates: 5 to 6 April 2014</p> <p>Brief Description: The group visited Cebu, Tagaytay, and Batangas.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Lei reception <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 1,019 Koreans ❖ Estimated revenue: Php 101,573,920.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asian V8 Challenge Venue: Clark International Speedway, Pampanga Inclusive Dates: 4 to 6 April 2014</p> <p>Brief Description: 3 days of high-speed international motor sports action mecca. Featured Super Autocross, Circuit Showdown, GT Race, Drag, Rally, Drift, Car & Bike Club Eyeballs, Swap Meet, Concerts, Fashion Shows, Car Shows, Food Festivals and other fairground events & activities for race fans, families, friends & the general public.</p> <p>The race took place in the Grade 4-FIA approved track of Clark International Speedway in Pampanga.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Technical assistance ❖ Inclusion of the event in the MICE Calendar of Events <p>Output:</p> <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: “Ride of Heroes”; 20th National Motorcycle Convention; 2nd Annual Small Bike Convention; and 1st Asian Federation of Big Bikes Convention Venues: Dakak Beach Resort and Gloria Fantasyland, Dapitan, Zamboanga Del Norte Inclusive Dates: 4 to 6 April 2014</p> <p>Brief Description: Organized by the National Federation of Motorcycle Clubs of the Philippines, composed of 3,000 member-clubs nationwide.</p> <p>Also, this event was held simultaneously with the 4th Full Throttle Jamboree, an annual event organized by Motor Cycle Magazine & Von Dutch, which also include activities for the benefit of calamity victims such as the auction of a custom chopper & the local biker build-off contest.</p> <p>This annual convention aims to unite all riders, whether members or non-members, local or international, and harness the millions of motorcycle riders & enthusiasts in the country, as well as neighboring ASEAN countries, to promote road safety, eco-consciousness & patriotism.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asia Pacific Lottery Association (APLA) and World Lottery Association (WLA) 2014 Manila Business Seminar Inclusive Dates: 15 to 18 April 2014</p> <p>Brief Description: The seminar focused on marketing and sales in an environment of rapid changes from technologies and expectations of social safeguards to minimize harm to lottery customers.</p> <p>Hosted by the Philippine Charity Sweepstakes Office</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Assistance in coordinating with suppliers <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 delegates, 110 of which are foreign ❖ Estimated revenue: Php 16,447,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Hyundai Dream Tours: Allianz Insurance PTY (Korea) Incentive Tour</p> <p>Venue: Cebu</p> <p>Inclusive Dates: 17 to 18 April 2014</p> <p>Brief Description: The group visited Cebu.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Sponsored cultural dance troupe during their welcome dinner at the Shangri-la's Mactan Resort & Spa <p>Output:</p> <ul style="list-style-type: none"> ❖ Participation of 340 Koreans ❖ Estimated revenue: Php 16,945,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 8th Association of Salesian Cooperators – East Asia Oceania (ASC-EAO) Regional Congress</p> <p>Venue: Acacia Hotel, Filinvest Alabang, Muntinlupa</p> <p>Inclusive Dates: 23 to 26 April 2014</p> <p>Brief Description: This event was attended by around 150 cooperators, Salesians, observers & guests from China (Hong Kong, Macau, Taiwan, & Mongolia), Japan, Korea, the Philippines-North & South, Thailand (with Cambodia), Timor Leste with Indonesia, Vietnam, & Australia-Oceania.</p> <p>A souvenir publication, which includes the members' directory, with the theme "The Salesian Cooperator, Making A Difference in the World" featured Don Bosco's presence thru the different apostolic works in local communities/provinces, selected cooperators' personal experiences with the Lord, and how the association can respond to the challenges of the present with renewed vigor & vitality.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ IMFITP AVP ❖ Brochure and lanyard support for the delegates' souvenir kits <p>Output:</p> <ul style="list-style-type: none"> ❖ Attendance of 150 foreign delegates ❖ Estimated Revenue: Php 14,952,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Volunteers Overcoming Poverty (VSO) International Citizen Service (ICS) Program Year 2, 2nd Cycle – Bohol Team</p> <p>Venue: Bohol</p> <p>Inclusive Dates: 23 to 26 April 2014</p>	<p>Implemented as programmed.</p>
<p>Name of Event: 34th Association of Southeast Asian Nations Chief of Police (ASEANAPOL) Conference</p> <p>Venue: Sofitel Philippine Plaza Manila</p> <p>Inclusive Dates: 12 to 16 May 2014</p> <p>Brief Description: Around 250 police delegates led by the Chiefs of the National Police of 10 ASEANAPOL member countries, 7 dialogue partners, and 1 observer attended this event.</p> <p>Hosted by the Philippine National Police.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Assistance in coordinating with suppliers <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 delegates, 110 of which are foreign ❖ Estimated revenue: Php 16,447,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 21st Asian Professional Security Association (APSA) International Conference</p> <p>Name of Event: International Aviation Security Association (IASA) International Conference</p> <p>Name of Event: 2nd National Security & Safety Summit</p> <p>Venue: Manila Hotel</p> <p>Inclusive Dates: 14 to 16 May 2014</p> <p>Brief Description: This event, which was last hosted in 2003, was held in conjunction with the International Aviation Security Association (IASA) International Conference and the 2nd National Security & Safety Summit.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation including the provision of welcome leis ❖ Half day city tour for 100 foreign delegates ❖ Endorsement of delegates to the Department of Foreign Affairs (DFA) for visa issuance ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 100 foreign delegates and 200 local delegates ❖ Estimated revenue: Php 7,476,000.00 <p>Recommendations:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>The conference aimed to establish better cooperation and unity among APSA members in this time of continuing global security and safety unrest.</p> <p>Hosted by SecuSafe Alliance Philippines, which is comprised of the APSA, IASA, Asian Anti-Counterfeit Association (AAA) Philippines & the International Society of Crime Prevention Practitioners (ISCPP) Philippines, with the support of the Management Association of Security & School Officials (MASSO).</p>	<ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Incentive Tour of Miki Corporation Venue: Cebu Inclusive Dates: 14 to 17 May 2014</p> <p>Brief Description: The group was composed of 120 sales representatives, 90 pax coming from Tokyo and 30 pax coming from Osaka.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation including the provision of welcome leis ❖ Cultural entertainment ❖ Philippine band <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 120 foreign delegates ❖ Estimated revenue: Php 11,961,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Reading Association of the Philippines (RAP) National Convention Venue: PICC Inclusive Dates: 15 to 17 May 2014</p>	<p>Implemented as programmed.</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 40th Meeting of the ASEAN, Plus Three National Tourism Organizations</p> <p>Venue: Legazpi City</p> <p>Inclusive Dates: 15 to 17 May 2014</p> <p>Brief Description: The convention which is held annually aimed to update the members and participants on the current issues and trends in teaching reading.</p> <p>Hosted by the Reading Association of the Philippines</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 168 delegates, 1 foreign speaker ❖ Estimated revenue: Php 124,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: GAC Group ITTF World Tour Philippines Open, Manila (PHI) Challenge Series</p> <p>Venue: Subic Exhibition and Convention Center</p> <p>Inclusive Dates: 15 to 18 May 2014</p> <p>Brief Description: The tournament promoted table tennis to the new generation athletes as a promising sport to pursue and as an alternative fitness activity for the Filipinos.</p> <p>Hosted by the Table Tennis Association of the Philippines (TATAP) in coordination with the Philippine Sports Commission.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Brochure support ❖ Cultural entertainment <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 120 delegates, 80 of which are foreign ❖ Estimated revenue: Php 11,961,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 26th Joint Meeting of the UNTWO Commission for East Asia and the Pacific and South Asia</p> <p>Venue: Legazpi City</p> <p>Inclusive Dates: 18 May 2014</p> <p>Brief Description: Organized by the United Nations World Tourism Organization (UNWTO) and the Association of Southeast Asian Nations (ASEAN), this event was attended by 400 local and international delegates.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of Php 1.2M ❖ Hosted cocktails and dinner ❖ Sponsored the entertainment with Musical Live Band ❖ Provided giveaways <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 40 foreign delegates ❖ Estimated revenue: Php 2,990,400.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: UNWTO-ASEAN International Conference on Tourism and Climate Change</p> <p>Venue: Legazpi City</p> <p>Inclusive Dates: 19 to 20 May 2014</p>	<p>Assistance requested from DOT/TPB was implemented during the 26th Joint Meeting of the UNTWO Commission for East Asia and the Pacific and South Asia.</p>
<p>Name of Event: World Economic Forum (WEF) East Asia Summit</p> <p>Venues: The Peninsula Manila and Makati Shangri-la</p> <p>Inclusive Dates: 20 to 23 May 2014</p> <p>Brief Description: The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.</p> <p>Incorporated as a not-for-profit foundation in 1971 and headquartered in</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Invitation, screening and finalization of the partner tour operators for the pre-/post- tours programme ❖ Preparation of tour itineraries for the Accompanying Persons Programme (APP) – Complimentary Tours ❖ Webpage layout for the “Tours” section of the WEF-EA website ❖ Bidding assistance for the implementation of the APP-Complimentary Tours ❖ Provision of manpower complement during WEF-EA proper <p>Output:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations.</p> <p>The WEF-EA 2014 brings together some 700 chief executive officers from its member companies as well as selected politicians, representatives from academia, NGOs, religious leaders, and the media.</p>	<ul style="list-style-type: none"> ❖ Attended by 600 delegates from 30 nations ❖ Estimated Revenue: Php 59,808,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: China Aditmax Co. Ltd. Group – Cebu/Bohol Tour Venues: Cebu and Bohol Inclusive Dates: 22 to 27 May 2014</p> <p>Brief Description: A total of 144 Chinese arrived in Cebu for a 6-day tour</p> <p><u>Local Travel Agent:</u> Philippine Performance Travel Tour International</p> <p><u>Hotel / Resort:</u> Cebu Waterfront City Casino Hotel Bohol Flushing Meadow Resort</p> <p>Incorporated as a non-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations.</p> <p>The WEF-EA 2014 brings together some 700 chief executive officers from its member companies as well as selected politicians, representatives from academia, NGOs, religious leaders, and the media.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport facilitation and reception ❖ Immigration facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ 144 Chinese participants ❖ Estimated Revenue: Php 21,530,880 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: OHAYO Tour & Travel: Indonesian Incentive Tour Group Venue: Manila, Laguna</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Inclusive Dates: 25 to 29 May 2014</p> <p>Brief Description: The incentive group visited Manila for a golf tournament and a tour of Pagsanjan last 25 to 29 May 2014.</p> <p>The group was referred by Ms. Faye Castro of DOT.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 18 foreign golfers ❖ Estimated revenue: Php 2,242,800.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asian Development Tour Legs (1st Leg) Venue: Inclusive Dates: 26 to 31 May 2014</p> <p>Name of Event: Asian Development Tour Legs (2nd Leg) Venue: Inclusive Dates: 2 to 7 June 2014</p> <p>Brief Description: Hosted by Philippine Golf Tournaments, Inc. (PGT) in collaboration with Bloomberry Resorts Corp. and the Asian Tour, Asia's official regional golf league.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial Assistance: PhP1,000,000.00 ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 117/ 110 delegates, 58 / 53 of which are foreign ❖ Estimated revenue: Php 11,562,880.00 / 10,566,080.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Cebu Business Month (CBM) 2014 Venue: Cebu Inclusive Dates: 30 May to 28 June 2014</p> <p>Brief Description: A flagship project of the Cebu Chamber of Commerce & Industry (CCCI), this month-long event gathered around 5,000 participants & 200 partners / organizations, which are key players in the various sectors of the Cebu</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance amounting to Php 100,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 300 delegates ❖ Estimated Revenue: Php 37,380,000 <p>Recommendations:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>business community.</p> <p>CBM, which was hosted by the CCCI, is a platform for Cebu business to strengthen its ranks in preparation for the opportunities to be opened up by the ASEAN Economic Integration in 2015, as encapsulated by the conference theme. The aim is to spark a new level of vitality among Cebu enterprises as well as their stakeholders & partners, to cement Cebu's competitiveness in the world economy.</p>	<ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 3rd ASEAN Children's Forum</p> <p>Venue: Bangkok, Thailand</p> <p>Inclusive Dates: 1 to 6 June 2014</p> <p>Brief Description: The 3rd ASEAN Children's Forum aimed to encourage children in ASEAN and Plus Three Countries to express their recommendations on the promotion and protection of children's rights as well as preparation of children and youth for ASEAN community. The Philippine delegation was composed of three (3) children and two (2) adult mentors.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Souvenir Items ❖ Promotional materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to foreign participants who attended the forum <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: ASEAN – Manila Conference on Disaster Risk Reduction & Management</p> <p>Venue:</p> <p>Inclusive Dates: 4 to 6 June 2014</p> <p>Brief Description: The Asia-Europe Meeting (ASEM) Conference on Disaster Risk Reduction and Management was a Philippine initiative adopted by 49 heads of states and governments, the Presidents of the European Union (EU), and the Secretary-General of the Association of Southeast Asian Nations (ASEAN). This gathering of 150 senior government officials, scientists, academics, policy makers,</p>	<p>Input: Airport reception and facilitation Brochure support</p> <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 280 local and foreign participants ❖ Estimated Revenue: Php 5,233,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>industry and business leaders, non-governmental organizations (NGOs), and representatives of regional and international organizations from Asia and Europe discussed how best to handle future mega-disasters with the theme, "Post Haiyan—A Way Forward."</p>	<p>obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines</p>
<p>Name of Event: Salon Internationale de l'Agroalimentaire (SIAL) / 8th Manila Food and Beverage Expo (MAFBEX) Venue: Manila Inclusive Dates: 11 to 13 June 2014</p> <p>Brief Description: The Asian Attractions Expo 2014 is one of IAAPA's premier conferences and exhibitions for the attractions market in Asia. The event was held in Beijing, China and after the event 40 IAAPA officers and members proceeded to the Philippines for a post-tour of amusement parks and attractions in the country.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Recommendation for the venue of Gala Night ❖ Endorsement to PHILTOA and PTAA for the optional tour packages ❖ Linking of the events website to the TPB website ❖ Welcome lei reception ❖ Hosting of cultural entertainment during the Gala Night <p>Output:</p> <ul style="list-style-type: none"> ❖ Attendance of 7,260 local and 240 foreign delegates ❖ Estimated Revenue: Php 23,923,200 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Post Tour of the Philippines The International Association and Amusement Parks and Attractions (IAAPA) Venue: Manila Inclusive Dates: 17 to 21 June 2014</p> <p>Brief Description: The Asian Attractions Expo 2014 is one of IAAPA's premier conferences and exhibitions for the attractions market in Asia. The event was held in Beijing, China and after the event 40 IAAPA officers and members proceeded to the Philippines for a post-tour of amusement parks and attractions in the country.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation including the provision of welcome leis ❖ Hosted welcome cocktails ❖ Cultural entertainment ❖ Half day tour of Intramuros and Rizal Park ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 40 foreign delegates ❖ Estimated revenue: Php 4,984,000.00

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 3rd Good Autism Practice (GAP 3) Venue: Bayanihan Center, Unilab Pioneer St, Mandaluyong City Inclusive Dates: 29 June 2014</p> <p>Brief Description: GAP 3 drew together examples of best autism practices in keynote sessions given by distinguished speakers.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance amounting to Php 50,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 246 local and foreign participants ❖ Estimated revenue: Php 1,545,040.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippine
<p>Name of Event: Ateneo Chamber Singers (ACS) “<i>Paghayo</i>” European Tour Venues: Austria / Latvia / Spain Inclusive Dates: 9 July to 3 August 2014</p> <p>Brief Description: The group completed a very successful European tour, bagging top prizes in all competitions it participated in, and brought honor to the country, raising awareness that Filipino choral talent is one of the best in the world and worth being proud of.</p> <p>ACS earned national and international recognition for its stylistic and compelling performances of sacred and inspirational choral music. This tour showcased the world-class talent of the ACS that is uniquely Filipino, and helped promote Philippine tourism internationally.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance of Php 300,000 ❖ Sponsorship of “It’s More Fun in the Philippines” t-shirts for the ACS choir members <p>Output:</p> <ul style="list-style-type: none"> ❖ Combined live audience attendance/count of around 4,750 (plus television exposure to additional number of audiences in Spain and Latvia). ❖ Estimated revenue: Php 50,000,000 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>ACS is a mixed choir made up mostly of former members of the Ateneo College Glee Club (ACGC). The graduating ACGC members banded together in 2001. Some of the more prominent ACS members are Trina Belamide and Angelique Lazo.</p>	<p>hold their regional international events (MICE) in the Philippines</p>
<p>Name of Event: 2nd ASEAN Endodontic Forum Venue: Bayanihan Hall, PICC Inclusive Dates: 12 to 13 July 2014</p> <p>Brief Description: With the theme “Linking Endodontics in our ASEAN Community for Regional Excellence”, this event is organized by the Endodontic Society of the Philippines (ESP) & coincides with ESP’s 31st Biennial Seminar & Induction.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural entertainment during the Dinner Reception ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 300 local and foreign participants ❖ Estimated revenue: Php 3,738,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asia Marketing Federation Conference (AMF) / Asian Marketing Congress (ASIANNOVATION3) Venue: Philippine International Convention Center Inclusive Dates: 17 to 18 July 2014</p> <p>Brief Description: The Philippine Marketing Association organized the Asian Marketing Congress at the Philippine International Convention Center to gather ASEAN marketing experts and practitioners as well as foreign speakers to discuss about the unique Southeast Asian market place and to launch and promote local brands to become global contenders.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 40 foreign participants ❖ Estimated revenue: Php 1,993,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Attendance Promo for the 2015 (Centennial) KIWANIS Asia Pacific Convention – at the 2014 (99th) KIWANIS Joint International & Asia Pacific Convention in Chiba-Tokyo</p> <p>Venue: Japan</p> <p>Inclusive Dates: 17 to 19 July 2014</p> <p>Brief Description: Kiwani-Philippines conducted an attendance promo campaign at the 2014 Kiwanis joint International and Asia Pacific Convention in Tokyo-Chiba, Japan to drum up attendance for the 2015 Kiwanis Asia Pacific Convention to be held in the Philippines on March 2015.</p> <p>Kiwani Philippine-Luzon District was selected to host the 2015 convention.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ One Million Pesos sponsorship / financial assistance to cover the hosting of cocktails during the Philippine Night, a cultural show during the Japan Night, roundtrip airfare and hotel accommodations of the Philippine delegation, AVP production, etc. for the attendance promo at the 2014 Kiwanis joint International and Asia Pacific Convention in Tokyo-Chiba, Japan ❖ Promo material support, i.e. Philippine posters, giveaways and other materials distributed at the 2014 convention in Tokyo-Chiba ❖ Attendance and assistance/guidance provided by DOT-Japan Attaché, Mr. Val Cabansag, for the Kiwanis Philippine delegation <p>Output:</p> <ul style="list-style-type: none"> ❖ Opportunity to promote to more than 2,000 Japanese and international delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Guang Zhou Ji Tai Biological Ltd. (Incentive Group)</p> <p>Venues: Manila and Boracay</p> <p>Inclusive Dates: 19 to 23 July 2014</p> <p>Brief Description: An incentive group composed of 90 participants from Guang Zhou and Hong Kong who stayed at Boracay Crowne Regency Resort.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 90 foreign delegates ❖ Estimated revenue: Php 11,214,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 2015 Madrid Fusion Manila Site Inspection Visit Venue: Inclusive Dates: 21 to 25 July 2014</p> <p>Brief Description: Event Date: May 2015 Target Participants: 1,400 pax</p> <p>An international gastronomic event that will display avant-garde Spanish and Filipino cuisines and introduce and update the participants on the latest technical innovations and new business models used by the different Spanish and Filipino chefs.</p> <p>Said event will be one of the highlights of the Visit the Philippines Year 2015.</p>	<p>hold their regional international events (MICE) in the Philippines</p> <p>Input:</p> <ul style="list-style-type: none"> ❖ Lei reception and airport facilitation for the inspection team from Madrid ❖ Logo development (c/o MARCOM) ❖ Media plan (c/o MARCOM) <p>Output:</p> <ul style="list-style-type: none"> ❖ MOA has been signed relative to the Philippines' hosting of the Madrid Fusion Manila in 2015 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Site Inspection for the 6t International Martial Art Games (IMG) and Congress Venue: Manila Inclusive Dates: 22 to 25 July 2014</p> <p>Brief Description: An event launched every two (2) years to facilitate the practice and exhibition of different martial-arts disciplines worldwide.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Hosted site inspection of the organizing committee heads ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Good business relationship with the event organizer <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: It's More Fun in AB: Pistang Artlet, Pistang Pinoy Venue: Quadricentennial Square Inclusive Dates: 29 to 31 July 2014</p> <p>Brief Description: Organized by the UST Faculty of Arts and Letters Student Council (ABSC), the fair aimed to promote the faculty's various organizations and showcase the richness of Filipino culture and tradition by adapting the concepts of Philippine festivals in the booths, promotional paraphernalia, and performances.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 4,000 students <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Volcom Skate Invitation Event Venue: Manila Inclusive Dates: 6 to 7 August 2014</p> <p>Brief Description: Organized by the UST Faculty of Arts and Letters Student Council (ABSC), the fair aimed to promote the faculty's various organizations and showcase the richness of Filipino culture and tradition by adapting the concepts of Philippine festivals in the booths, promotional paraphernalia, and performances.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation with welcome leis <p>Output:</p> <ul style="list-style-type: none"> ❖ Participation of 12 foreign skaters ❖ Estimated revenue: Php 897,120.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: International Citizen Service (ICS) Program Inclusive Dates: August to November 2014</p> <p>Brief Description: ICS is a UK government program that gives young people from the UK the opportunity to volunteer overseas and join the fight against poverty. Launched by the Prime Minister and funded by the Department for International Development, the scheme will provide 12-week international</p>	<p>Input</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 12 foreign volunteers ❖ Estimated revenue: Php 25,119,360.00

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
volunteer placement opportunities to 18-22 year olds across the U.K.	Recommendations: <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
Name of Event: 1 st International Paragliding Accuracy Competition Venue: Maasin, Sarangani Province Inclusive Dates: 22 to 25 August 2014 Brief Description: The event was referred to Region XII.	Input: <ul style="list-style-type: none"> ❖ Financial assistance: Php 220,000.00
Name of Event: Asian Medical Students Exchange Program (AMSEP) Inclusive Dates: August 2014 Brief Description: The Asian Medical Students' Association (AMSA) is an association of different organizations from various medical schools in the Philippines. AMSA exposes medical students to both cultural and academic exchanges in both national and international level between medical schools through the AMSEP Program. The program aims to holistically hone Filipino medical students' awareness and vigilance towards both local and global health care issues while enriching their knowledge and understanding of different cultures.	Input: <ul style="list-style-type: none"> ❖ Brochure Support Output: <ul style="list-style-type: none"> ❖ Attended by 22 foreign students ❖ Estimated revenue: Php 3,837,680.00 Recommendations: <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
Name of Event: International Citizen Service (ICS) Program Inclusive Dates: September to November 2014 Brief Description: ICS is a UK government program that gives young people from the UK the opportunity to volunteer overseas and join the fight against poverty.	Input: <ul style="list-style-type: none"> ❖ Airport reception and facilitation Output: <ul style="list-style-type: none"> ❖ Attended by 11 foreign volunteers ❖ Estimated revenue: Php 24,670,800.00

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Launched by the Prime Minister and funded by the Department for International Development, the scheme will provide 12-week international volunteer placement opportunities to 18-22 year olds across the U.K.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: International Citizen Service (ICS) Program Inclusive Dates: September to December 2014</p> <p>Brief Description: ICS is a UK government program that gives young people from the UK the opportunity to volunteer overseas and join the fight against poverty. Launched by the Prime Minister and funded by the Department for International Development, the scheme will provide 12-week international volunteer placement opportunities to 18-22 year olds across the U.K.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 12 foreign volunteers ❖ Estimated revenue: Php 25,119,360.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events. ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: O.N.E. TOURISM: Gateway to the ASEAN Integration 2015 Venue: Acacia Hotel Manila, Filinvest, Alabang Inclusive Dates: 2 September 2014</p> <p>Brief Description: An event organized by the Senior BS Tourism Management Class of the College of International Hospitality & Tourism Management (CIHTM) of De La Salle Lipa. It provided a venue for Hospitality and Tourism practitioners and students to understand the issues, challenges and vast opportunities encompassing the ASEAN integration 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure Support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 350 local delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Food and Drinks Asia / Asia Food Expo Inclusive Dates: 4 to 13 / 10 to 13 September 2014</p> <p>Brief Description: The event served as a unique platform in preparing promising culinary experts to be at par with the famous Chefs around the globe.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Inclusion of the event logo in the TPB website and hyperlink to the event/company website ❖ Inclusion of the event in the MICE Calendar of Events posted in the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ DOT and IMFITP logos were included in the entire event's campaign paraphernalia. ❖ One (1) full-page colored ad to be featured in the Asia Food magazine (December issue), the official publication of AsiaFood Expo, distributed to around 15,000 members of the food industry around the country. ❖ <i>(awaiting report from the organizer for the actual attendance)</i>
<p>Name of Event: 15th Congress of the Asian Society for Vascular Surgery (ASVS) 2014 Venue: Hong Kong Academy of Medicine Building, Hong Kong Inclusive Dates: 5 to 7 September 2014</p> <p>Brief Description: This congress aimed to promote and exchange knowledge on medical research, endovascular, and surgical management of vascular diseases among the member states of ASVS. In particular, the event forged closer links between vascular and endovascular specialists from different countries in Asia.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to potential foreign delegates ❖ Increased awareness of potential delegates on the Philippine capabilities as next host ❖ Stimulated motivation among potential event delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to associations ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: APXARA Malaysia: Site Inspection of Manila MICE Facilities Inclusive Dates: 05 to 08 September 2014</p> <p>Brief Description:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Hosted one lunch during the inspection

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>APXARA is Malaysia's leading conference organizer and team building specialist who managed 110 conference and incentives in 2013. It is a premium MICE company that specializes in creating multi-dimensional experiences to inspire and motivate its clients in the most successful manner.</p>	<p>Output: Attended by 2 foreign delegates Estimated revenue: P199,360.000</p> <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 2015 Asia Pacific Retailers Convention and Exhibition Preparatory Meeting Venue: Manila Inclusive Dates: 7 to 10 September 2014</p> <p>Brief Description: The event showcased the rising and flourishing growth of the Philippine retail industry and the preparations being done for the Asia-Pacific Retailers Convention & Exhibition (APRCE) in 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural performance during the Cocktail Reception on 7 September 2014 ❖ Dinner hosting for 120 pax ❖ Half-day city tour for 50 pax on 09 September 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ Representatives from the 17 member countries attended the meeting
<p>Name of Event: 11th Asian Society for Neuro-Oncology 2014 Venue: Istanbul, Turkey Inclusive Dates: 11 to 14 September 2014</p> <p>Brief Description: This conference gathered scientists and professionals in the general field of neuro-oncology in Asia and acted as a platform that provided ample opportunity for researchers, clinicians and professionals to not only share information, but also to establish a network essential for future collaborations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to potential foreign delegates ❖ Increased awareness of potential delegates on the Philippine capabilities as next host ❖ Stimulated motivation among potential event delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to associations ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 44th Philippine Society of Hematology and Blood Transfusion (PSHBT) Annual Convention Venue: Istanbul, Turkey Inclusive Dates: 14 to 17 September 2014</p> <p>Brief Description: Attendance promotion for the 45th Annual Convention to be held in the Philippines and organized by the Philippine Society of Hematology and Blood Transfusion. The Philippine delegates were from the Philippine Society of Hematology and Blood Transfusion.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to potential foreign delegates ❖ Increased awareness of potential delegates on the Philippine capabilities as next host ❖ Stimulated motivation among potential event delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to associations ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: INTERCEM Asia Inclusive Dates: 15 to 26 September 2014</p> <p>Brief Description: The event showcased the rising and flourishing growth of the Philippine retail industry and the preparations being done for the Asia-Pacific Retailers Convention & Exhibition (APRCE) in 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordination with the Department of Foreign Affairs for visa assistance of some delegates coming from restricted countries ❖ Cultural entertainment during the Welcome Dinner Reception
<p>Name of Event: 2nd League of Tourism Students of the Philippines (LTSP) Regional Convention Venue: Cebu Grand Convention Center, Cebu City Inclusive Dates: 27 September 2014</p> <p>Brief Description: The event was organized by the Tourism Educators and Movers (TEAM) of the Philippines in cooperation with LTSP. The convention, with the theme “LTSP:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance: Php 50,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 560 – 600 delegates

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Local to Global” was attended by 560 – 600 students, professors, local government units, and industry practitioners from all over the country.</p>	
<p>Name of Event: International Congress of Catholic Physicians Venue: Manila Inclusive Dates: 1 to 4 October 2014</p> <p>Brief Description: Organized by the Catholic Physicians Guild of the Philippines (CPGP) under the Auspices of Federacion Internacional de Asociaciones Medicos Catolicos (FIAMC). CPGP celebrated its 78th anniversary (established in 1936) & annual convention, which coincided with the international congress.</p> <p>The last time that the Philippines hosted this congress was in 1966, under the leadership of Dr. Mariano Alimurung who eventually became the international president. He was instrumental in the formation of the Asian Federation of Catholic Physicians & one of the founders of FIAMC.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation for 500 foreign delegates ❖ Cultural presentation during the Welcome Dinner ❖ Provision of two tour guides during the Intramuros tour ❖ Brochure support ❖ Souvenirs <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 1000 delegates, 500 of which are foreign ❖ Estimated revenue: Php 49,840,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 5th International Ayurveda Yoga & Wellness Convention & Expo Philippines Venue: Daughters of Saint Paul, Pasay City Inclusive Dates: 4 to 5 October 2014</p> <p>Brief Description: The main objective of this convention was the promotion of Ayurveda and other alternative healthcare modalities to solve health problems. This event included an exhibit/wellness fair, and was attended by 300 delegates, plus 3,000 visitors, both foreign and local.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Facilitation of visas of the doctors and experts from India ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 75 foreign and 175 local participants ❖ Estimated Revenue: Php 3,738,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	hold their regional international events (MICE) in the Philippines
<p>Name of Event: VIP Golf Media & Golf Tour Operators Familiarization Tour to the Philippines, for the Asian Golf Tourism Convention (AGTC) 2016 Bid</p> <p>Venue: Manila and Boracay</p> <p>Inclusive Dates: 5 to 9 October 2014</p> <p>Brief Description: The Association for Inbound Golf Tourism Philippines (AIGTP), Inc. is bidding to host the 2016 event in the Philippines, which has more than 80 golf courses all over the country & home to some of Asia's finest golfing enclaves.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Provided AV Materials on the Philippines' golf courses/destinations <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 12 VIP Golf Media personalities from Australia, Hong Kong, Korea, Malaysia, New Zealand, Singapore & the US ❖ Estimated Revenue: P1,495,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Regional Review Conference (RRC) for Asia & the Pacific on the Geneva Declaration on Armed Violence & Development</p> <p>Venue: Manila Hotel</p> <p>Inclusive Dates: 8 to 9 October 2014</p> <p>Brief Description: This event will bring together senior governmental reps, decision-makers, technical experts, & practitioners from various sectors, not just within Asia & the Pacific, but from other regions as well, to review the implementation process of the Geneva Declaration & to discuss, in a meaningful manner, the integration of armed violence reduction into the development agenda.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support: 150 Philippine tourism brochures included in the kit of the participants ❖ Promotional assistance through the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 foreign delegates ❖ Estimated Revenue: P7,476,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: HAPPINAS Convention Venue: University of Perpetual Help System Laguna Performing Arts Theatre Inclusive Dates: 9 October 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 250 local participants <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: MYREPUBLIC LIMITED Incentive Group Venue: Cebu City Inclusive Dates: 9 to 12 October 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation for the 26 foreign participants ❖ Hosted the group's dinner at Ibiza Beach Club in Movenpick Hotel <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 26 foreign participants ❖ Estimated revenue: P2,591,680.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 2014 Asian Under 23 Fencing Championships Venue: PSC Inclusive Dates: 10 to 15 October 2014</p> <p>Brief Description: Organized by the Fencing Confederation of Asia, in cooperation with the Philippine Fencing Association and the Philippines Sports Commission, and</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Cultural entertainment by Banda Kawayan <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 320 foreign participants ❖ Estimated revenue: P47,846,400.00

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>attended by 320 participants from 30 countries in Asia and Oceania.</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 65th World Health Organization (WHO) Regional Committee Meeting (RCM) Venue: Manila Inclusive Dates: 13 to 17 October 2014</p> <p>Brief Description: The WHO-RCM is organized annually by WHO & participated in by Health Ministers and other key officials from the different member countries of the Western Pacific Region including the Philippines, reps of other UN offices, specialized agencies and related organizations, intergovernmental and non-governmental organizations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation of foreign delegates ❖ Cultural entertainment during the country host dinner ❖ Provision of “It’s More Fun in the Philippines” promotional materials ❖ Soft copy of destination images <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 100 foreign delegates ❖ Estimated revenue: P12,460,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 44th World Congress of the International Association of Financial Executives Institutes (IAFEI) Venue: Makati Shangri-la Hotel Inclusive Dates: 15 to 17 October 2014</p> <p>Brief Description: Hosted by the Financial Executives Institute of the Philippines (FINEX), this is the 4th time that this international event was held in the country.</p> <p>IAFEI, which is headquartered in Switzerland, is composed of 16 member countries, including our very own FINEX.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Provision of “It’s More Fun in the Philippines” promotional materials ❖ Tour packages for international delegates in 2014 ❖ Interpreters <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 300 local and 34 foreign delegates ❖ Estimated Revenue: P2,541,840.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 3rd World Youth Alliance Asia Pacific Emerging Leaders Conference</p> <p>Venue: Traders Hotel Manila</p> <p>Inclusive Dates: 16 to 18 October 2014</p> <p>Brief Description: World Youth Alliance is a global coalition of young people, aged 10 to 30 years old, and committed to promoting the dignity of the person and building solidarity among youth from developed and developing nations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Giveaways: It's More Fun in the Philippines non-woven cloth bag <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 70 foreign participants ❖ Estimated revenue: P5,233,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 2014 Tokyo-Manila Jazz & Arts Festival (TMJAF)</p> <p>Venues: Makati / Manila</p> <p>Inclusive Dates: 17 to 19 October 2014</p> <p>Brief Description: This annual event continues to focus on promoting cultural exchange & artistic collaboration between Japan & the Philippines. The festival showcased international musicians with jazz being the focused genre.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial support of P1M ❖ Endorsed the organizer's request to Philippine Airlines for sponsorship of air tickets ❖ Promotional assistance through the TPB website ❖ Allowed the use of the DOT logo in the event's collaterals <p>Output:</p> <ul style="list-style-type: none"> ❖ Exposure of DOT campaign/logo in the following: <ul style="list-style-type: none"> • Press releases and print ads locally and in Japan • Their television promotions for Lifestyle Network, and ABS-CBN's The Filipino Channel (TFC) in Japan • Online press releases, digital media ads, and live webcast streaming • Banners displayed at the concert venues, seen by local and international live audiences

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Live voice-over acknowledgment of DOT as major sponsor to local and international audiences <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with this organization and obtain its international affiliates, contacts or network, to serve as leads to hold their regional / international events (international events (MICE) in the Philippines
<p>Name of Event: SIGLO: Transcending the Boundaries of Time through Cultural Tourism</p> <p>Venue: Palacio de Maynila</p> <p>Inclusive Dates: 22 October 2014</p> <p>Brief Description: Organized by the Meetings and Events Management (Tour 119) of the University of Santo Tomas, the event aimed to expose and appreciate the significance of Philippine culture through seminars and workshops; to showcase the traditional Filipino culture as it adapts to modernity.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 550 local participants <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Personalized Medicine in Breast Cancer: The MD Anderson Cancer Center and Asia Pacific Experience</p> <p>Venue: Manila</p> <p>Inclusive Dates: 22 to 24 October 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Soft copy of destination images <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 125 foreign participants ❖ Estimated revenue: P9,345,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Rotary Friendship & Business Conference – Trade Expo Venue: World Trade Center Metro Manila Inclusive Dates: 23 to 25 October 2014</p> <p>Brief Description: This first ever event was a 3-day affair with a total of 430 booths manned by entrepreneurs from the Philippines & Taiwan, turning the 11,300 sq. m. hall into a huge showroom of the best from both countries. Around 10,000 pax were expected to participate.</p>	<p>obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines</p> <p>Input:</p> <ul style="list-style-type: none"> ❖ P300,000 as financial assistance for the Exhibitors Night Dinner Reception, including a performance of the Bayanihan Dance Company ❖ “Visit the Philippines Year (VPY) 2015” themed booth in a complimentary booth space provided to DOT-TPB as major sponsor, measuring 3m x 6m, which is equivalent to 2 booths and valued at a total of P 116,000 ❖ Promo materials/giveaways distributed at the DOT-TPB booth (primer brochure in traditional Chinese, omnibus brochure, Travelite brochure, VPY 2015 stickers and posters, “It’s More Fun..” bags and ballpens, etc.) ❖ Promotional assistance through the TPB website ❖ Allowed the use of the DOT logo in the event’s collaterals <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by more than 500 official participants, of which, between 150 to 200 pax were foreign delegates from Taiwan, Malaysia and Palau, while the rest were local delegates ❖ Almost 200 local and international exhibitors participated at the trade expo ❖ Close to 5,000 guests and more than 1,500 Rotarians visited the booths and observed the activities during the 3-day event. ❖ Acknowledgment as major (gold) sponsor, providing exposure to DOT campaign tagline/logo in the event’s flyers, stage backdrop, banners, souvenir program, etc. ❖ Networking opportunities with booth visitors, including Rotarians who were businessmen, entrepreneurs and mostly top level management, and other possible registrants to the VPY 2015 website identified as leads. ❖ Exposure of the VPY 2015 campaign in social media sites through the youth sector (students and members of the Rotary’s youth sector) who took pictures (selfies) at the VPY 2015 booth-photo wall ❖ Estimated revenue: P13,456,800.00 <p>Recommendations:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with this organization and obtain its international affiliates, contacts or network, to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 3rd Customer Loyalty Conference & Expo</p> <p>Venue: New World Hotel, Makati</p> <p>Inclusive Dates: 24 October 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport welcome lei reception and customs/immigration facilitation/ assistance for the event's 2 international speakers (plus 1 accompanying person), specifically, in securing access passes for the organizer's staff (2 pax); leis and welcome banner c/o the organizer. ❖ Promotional assistance through the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ Acknowledgment as sponsor during the event <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events. ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Seagate Distributor Conference 2014</p> <p>Venue: The Manila Hotel</p> <p>Inclusive Dates: 28 to 31 October 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ It's More Fun in the Philippines T-Shirts ❖ It's More Fun in the Philippines non-woven cloth bags <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 foreign participants ❖ Estimated revenue: P149,520.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events. ❖ Maintain the good business relationship with these organizations and

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines</p>
<p>Name of Event: Philippine International Food and Wine Festival Venue: SM Mall of Asia Grounds Inclusive Dates: November 2014</p> <p>Brief Description: The Philippines International Food and Wine Festival introduced the best of local cuisine at an international standpoint where local and foreign chefs worked together to give Filipino dishes the highlight it deserves with the theme, "From Farm to Fork."</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial Assistance of P2,000,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: DC Southeast Asia Skate Tour 2014 Inclusive Dates: 4 to 6 November 2014</p> <p>Brief Description: DC Skate Tour is the biggest skateboarding event in the Philippines. The three-day event featured tour launch, a press conference, and skateboarding competitions.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 11 foreign delegates ❖ Estimated revenue: P822,360.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 11th Conference of the Parties (COP11) OF THE Convention on the Conservation of Migratory Species of Wild Animals (CMS) Venue: Quito, Ecuador Inclusive Dates: 4 to 9 November 2014</p> <p>Brief Description:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to potential foreign delegates ❖ Increased awareness of potential delegates on the Philippine capabilities

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>As the international convention of the CMS, this event promoted the conservation of migratory animals and was attended by representatives from the government, non-governmental organizations, intergovernmental organizations, multilateral environmental agreements, scientists, and the private sector from 120 states. The Philippine delegates were staff of the Department of Environment and Natural Resources.</p>	<p>as next host</p> <ul style="list-style-type: none"> ❖ Stimulated motivation among potential event delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to associations ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: APEC Voices of the Future Leadership Council Venue: Beijing, China Inclusive Dates: 5 to 11 November 2014</p> <p>Brief Description: As one of the youth programs of the APEC summit, the APEC Voices of the Future bring together promising young leaders from across the Asia-Pacific to represent the views of the future generation on key APEC issues. The Philippines was represented by seven (7) Filipino youth on this forum.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to foreign participants who attended the meeting <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to Philippine delegations on international events. ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: ING Life Insurance – Incentive Tour Venue: Cebu Inclusive Dates: 5 to 15 November 2014</p> <p>Brief Description: The company's "2014 Summer Contest" incentive tour (4D5N) for its 1,350 staff members, in total, arrived in 3 groups of 450 pax each in Cebu.</p> <p>Founded in 1991, ING provides life insurance products primarily in Korea and offers protection, annuity corporate pension, retirement, as well as consulting services.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation for 1,350 Koreans ❖ Customs and Immigration assistance ❖ Cultural entertainment in one of their dinners <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 1,350 foreign participants ❖ Estimated revenue: P168,210,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Retirement and Healthcare Master Class 2014 Venue: Marriott Hotel Inclusive Dates: 6 to 9 November 2014</p> <p>Brief Description: Organized by the Retirement & Healthcare Coalition (RHC), the Master Class is an annual gathering of CEOs and experts from all over Asia and other parts of the world to address the latest national and international developments in retirement and medical travel industry.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance amounting to P500,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 foreign and local delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Federation of Asia and Oceania Perinatal Societies (FAOPS) Convention Venue: Dhaka, Bangladesh Inclusive Dates: 6 to 9 November 2014</p> <p>Brief Description: The FAOPS convention, held every two years in Asia and Oceania, is a gathering of leaders in maternal and neonatal health and provides opportunity for the presentation of many highly effective yet low-cost interventions that can be adopted by the countries in Asia and Oceania. The Philippines was represented by the members of the Perinatal Association of the Philippines, Inc.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to potential foreign delegates ❖ Increased awareness of potential delegates on the Philippine capabilities as next host ❖ Stimulated motivation among potential event delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to associations ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 14th ASEAN Student Exchange Programme (ASEP)</p> <p>Venue: Makati Science</p> <p>Inclusive Dates: 9 to 15 November 2014</p> <p>Brief Description: Organized by the Department of Education and Makati Science High School, the program aims to contribute to the goal of establishing a strong ASEAN Community by providing a avenue for young ASEAN students to have a wider version of our similarities and shared values as well as deeper understanding, respect and appreciation of our diversity. It also hoped to engage young participants in generating ideas on how the region can achieve collective progress based on what they will learn about the region's shared vision and practices in education.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Giveaways: It's More Fun in the Philippines non-woven cloth bag <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 40 foreign participants ❖ Estimated revenue: P6,977,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 9th Annual Implementation Meeting of the Declaration of Principles for International Election Observation and the Asian Election Monitoring Organization Workshop</p> <p>Inclusive Dates: 10 to 15 November 2014</p> <p>Brief Description: The event which was organized by the National Citizens' Movement for Free Elections (NAMFREL) was attended by representatives from various prestigious international non-government and intergovernmental organizations.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 35 foreign participants ❖ Estimated revenue: P5,233,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Philippine Academy of Ophthalmology (PAO) Annual Convention 2014</p> <p>Venue: SMX Convention Center</p> <p>Inclusive Dates: 12 to 16 November 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Airport reception and facilitation for 9 foreign speakers <p>Output:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Participation of 9 foreign speakers ❖ Estimated revenue: P 1,121,400.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Association Executives Summit (AES) II Inclusive Dates: 19 to 20 November 2014</p> <p>Brief Description: Organized by the Philippine International Convention Center, the Philippine Council for the Advancement of Association Executives (PCAAE) and the Tourism Promotions Board (TPB), the AES brings together Philippine association executives and managers to engage in high-level learning and discussions on issues and trends affecting professional associations, including conferences and meetings.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Event planning and management ❖ Financial assistance ❖ Provision of lanyards ❖ Promotions of TPB's current programs and campaigns <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 85 association executives ❖ Established new connections and linkages with associations ❖ Promotion of the VPY2015 Campaign to Philippine associations <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Maintain relationship with PCAAE as they expand and strengthen their membership base ❖ Continue to assist PCAAE especially in its pursuit to bid for the American Society of Association Executives' (ASAE) Asia Pacific Conference
<p>Name of Event: 3rd Manila Invitational Underwater Hockey Tournament Venue: Rizal Memorial Sports Complex Inclusive Dates: 20 to 23 November 2014</p> <p>Brief Description: The event is the biggest international inter-club underwater hockey tournament in Asia. Hockey players from Asia, Australia, the Americas, Europe</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance: P50,000 as Gold Sponsor ❖ Brochure support ❖ Giveaways: It's More Fun in the Philippines non-woven cloth bag <p>Output:</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>and South Africa attended the tournament.</p>	<ul style="list-style-type: none"> ❖ Attended by 42 foreign participants ❖ Estimated revenue: P 4,186,560.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Manila Spirits 2014: The Largest Ultimate (Frisbee) Tournament Venue: Alabang Country Club Inclusive Dates: 21 to 23 November 2014</p> <p>Brief Description: More than 60 teams (or more than 1,200 players) from the USA, Canada, Singapore, Malaysia, Vietnam, Thailand, Brunei, Korea, China, & from different parts of the country are expected to participate in this tournament.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Promotional materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Participation of 1,200 players ❖ Estimated revenue: P 22,428,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 14th Forum for Ethical Review Committees in the Asian and Western Pacific Region (FERCAP) Annual International Conference & the 1st Philippine Health Research Ethics Board (PHREB) National Conference Venue: Taal Vista Hotel, Tagaytay City Inclusive Dates: 23 to 26 November 2014</p> <p>Brief Description: The conference highlighted the initiatives towards the institutionalization of ethics within national systems, and the harmonization of good practices across the Asia Pacific region.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 200 foreign and 300 local participants ❖ Estimated revenue: P19,936,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: ASEAN Master Trainers and Master Assessors Training on Food and Beverage Services</p> <p>Venue: Diamond Hotel Manila</p> <p>Inclusive Dates: 24 November to 12 December 2014</p> <p>Brief Description: Participated in by reps from all the member ASEAN states, this event culminated with a Graduation Program.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Provided giveaways (VPY 2015 bags) for the ASEAN delegates, distributed during the ATPMC Special Meeting / Project Regional Workshop on December 13, 2014 ❖ Promotional assistance through the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 50 local and international (ASEAN) delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Joint International Orthopaedic Meetings: Philippine Orthopaedic Association (65th POA)</p> <p>Name of Event: ASEAN Orthopaedic Association (34th AOA)</p> <p>Name of Event: Academic Congress of Asian Shoulder Association (8th ACASA)</p> <p>Name of Event: ASEAN Arthroplasty Association (7th AAA)</p> <p>Name of Event: ASEAN Society for Sports, Medicine & Arthroscopy (2nd ASSA) Medical Conference</p> <p>Name of Event: 1st Alumni Homecoming of the ASEAN Senior & Junior Travelling Fellows</p> <p>Venue: Radisson Blu Hotel, Cebu City</p> <p>Inclusive Dates: 25 to 29 November 2014</p> <p>Brief Description:</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Airport reception and facilitation including the provision of welcome leis for the 70 foreign VIPs and speakers in Manila and Cebu ❖ Tokens for 50 foreign speakers ❖ Cocktails during the Speakers Night on 27 November 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 300 participants, 70 of which are foreign ❖ Estimated revenue : P8,722,000.00 ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>POA, the country's umbrella professional organization of hundreds of orthopaedic specialists, was the overall conference host.</p>	<p>obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines</p>
<p>Name of Event: Philippine Librarians Association, Inc. (PLAI) 2014 National Congress Venue: Century Park Hotel Manila Inclusive Dates: 26 to 28 November 2014</p> <p>Brief Description: This event is held annually in various parts of the country. In 2014, the <i>Search for Outstanding Libraries & National Book Week</i> was held in conjunction with the PLAI National Congress, in celebration of the <i>2014 Library & Information Services Month</i> in November, as mandated by law, in partnership with the National Commission for Culture and the Arts (NCCA) thru the National Committee on Libraries & Info Services (NCLIS) & the National Library of the Philippines (NLP).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 300 local delegates ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: ASEANAPOL 2nd Working Group Meeting on Increasing the Capacity of ASEAN Police in Forensic Science Inclusive Dates: 26 to 29 November 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Booth at the Multipurpose hall of Camp Crame showcasing the Visit Philippines Year 2015 ❖ Souvenirs <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 50 delegates, 21 of which are foreign ❖ Estimated revenue: P2,093,280.00 <p>Recommendations</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: International Year of Family Farming (IYFF) Global Closing Event</p> <p>Venue: Dusit Thani Hotel</p> <p>Inclusive Dates: 27 November 2014</p> <p>Brief Description: The culminating event discussed and affirmed actions in raising the profile of and mobilizing support to family farming to ensure food security and nutrition and sustainable development in rural areas. Around 200 foreign and local delegates attended the event.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Promotional video <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 foreign participants ❖ Estimated revenue: P11,214,000.00 ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Asia Pacific Society for Molecular Immunology (APSMI) Scientific Meeting</p> <p>Venue: Jpark Island Resort and Waterpark, Mactan, Cebu</p> <p>Inclusive Dates: 27 to 28 November 2014</p> <p>Brief Description: APSMI serves as a worldwide pathology organization that coordinates activities of its divisions and encourages the formation of new divisions. The scientific meeting with the theme, "Diagnostic Pathology in the Molecular Era," was held to present and discuss the advances in the understanding of human disease processes and methodological advances in its detection.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport Reception and Facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 14 foreign speakers ❖ Estimated revenue: P697,760.00 ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 36th Real Estate Brokers Association of the Philippines (REBAP) 36th National Convention</p> <p>Venue: Crown Legacy Hotel, Baguio City</p> <p>Inclusive Dates: 27 to 29 November</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport reception and facilitation ❖ Brochure support

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: Themed "ENHANCING OPPORTUNITIES Through INNOVATIVE INFORMATION ADVANCEMENT", this national convention expected an attendance of around 400 real estate brokers. The association designed sets of programs to help them realize the fulfillment of their 2015 goals & objectives.</p>	<p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 300 local delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Associated Property Consultants Pte. Ltd. (Singapore) Venue: Boracay Regency, Boracay, Aklan Inclusive Dates: 28 to 30 November 2014</p> <p>Brief Description: Associated Property Consultants is a valuation, property management, & real estate agency firm based in Singapore. The group of 15 participants stayed at the Boracay Regency.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport Reception and Facilitation <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 15 foreign participants ❖ Estimated revenue: P1,121,400.00 ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 5th Asian and Oceanian Parkinson's Disease and Movement Disorders Congress (AOPMC) Venue: Pattaya, Thailand Inclusive Dates: 28 to 30 November 2014</p> <p>Brief Description: The AOPMC is an international congress for physicians, allied medical professionals, lay people, patients, and caregivers to discuss topics related to Parkinson's disease, Dystonia and other movement disorders. The Philippine delegates were members of the Movement Disorders Society of the Philippines.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure and promo materials support <p>Output:</p> <ul style="list-style-type: none"> ❖ Promotion of the Philippines to potential foreign delegates ❖ Increased awareness of potential delegates on the Philippine capabilities as next host ❖ Stimulated motivation among potential event delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to associations ❖ Maintain the good business relationship with these organizations and

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines</p>
<p>Name of Event: 4th Royal Institution (RI) Global Congress & Conferment Ceremony Venue: Manila Hotel Inclusive Dates: 29 November 2014</p> <p>Brief Description: This event was attended by 200 professionals. Organized by Royal Institution (RI), Singapore - a global, multidisciplinary, professional membership & accrediting institution that serves as the platform for international networking & collaboration among the members. RI enables members to develop and exchange knowledge & ideas thru seminars, congresses, conferences, and/or research paper presentations held annually. Comprising of over 200 Royal Institutes, it creates boundless opportunities for professional development. RI acknowledges the achievements of academics, businessmen, entrepreneurs, leaders, students & all deserving individuals & confers on the members a globally recognized status.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure Support ❖ Promotional Assistance through the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 200 local and foreign participants ❖ Estimated Revenue: P1,246,000.00 ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: 6th ASEAN Schools Games Tournament Venue: Marikina Sports Center, Marikina City Inclusive Dates: 30 November to 7 December 2014</p> <p>Brief Description: This event was attended by 80 ASEAN Sr. Education Ministers. Other playing venues for the event (aside from the Marikina Sports Center) were the Valley Golf club, PSC-PhilSports Ultra, & selected schools in Marikina City.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Support of souvenir items for the 80 Senior Education Ministers during the fellowship night's exchange of gifts ❖ Provision of three (3) tourist buses / transportation services for the use of the technical officials of the delegations <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 80 foreign delegates ❖ Estimated revenue: Php 15,948,800.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines</p>
<p>Name of Event: 1st Homestays of the World Summit Venue: Bacolod City Inclusive Dates: 3 to 5 December 2014</p> <p>Brief Description: A memo circular dated April 25, 2014 was issued by DILG Secretary Mar Roxas in connection with this event, mainly enjoining the participation of all local chief executives & local tourism officers</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Brochure support ❖ Souvenirs for the participants <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 150 delegates ❖ Estimated revenue: P2,616,000.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Samchuly Bicycle Company (Korea) Incentive Group Venue: Acacia Hotel Manila Inclusive Dates: 3 to 7 December 2014</p> <p>Brief Description: Samchuly Bicycle Co. is the leading & largest bicycle manufacturer/retailer based in Korea. The group of 133 participants stayed at Acacia Hotel.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Airport Reception and Facilitation ❖ Cultural Show and Entertainment <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 133 foreign participants ❖ Estimated revenue: P16,571,800.00 ❖ <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with these organizations and obtain its international affiliates contacts or network to serve as leads to hold their regional international events (MICE) in the Philippines
<p>Name of Event: Makati Platinum Lions Club – Charter Presentation and Induction of Officers & Directors</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Provided promotional material/brochure support for the event delegates

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Venue: Plaza Dilao, Paco, Manila Inclusive Dates: 7 December 2014</p> <p>Brief Description: The event was able to generate support from its members towards helping the less fortunate in our society, particularly the victims of calamities in Tacloban City and other areas affected by flood, by providing livelihood opportunities. The Undersecretary for Rehabilitation and Reconstruction was invited to attend the event to enlighten participants on the status of current activities in order to be apprised on where the club can provide assistance.</p> <p>The club is an organization that shares a common spirit towards the purpose of giving service to the country.</p>	<ul style="list-style-type: none"> ❖ Promotional assistance through the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by around 50 local delegates <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with this organization and obtain its international affiliates, contacts or network, to serve as leads to hold their regional / international events (MICE) in the Philippines.
<p>Name of Event: Workshop on Institutional Analysis Venue: Seda Hotel, Bonifacio Global City, Taguig Inclusive Dates: 7 to 12 December 2014</p> <p>Brief Description: A total of 80 delegates from the USA, UK, Russia, Germany, Spain, Peru, Israel, Singapore & China attended this event. These workshop participants were foreign lecturers & students whose research abstracts were chosen by an expert committee for their intellectual merit.</p> <p>This event is organized by the Ronald Coase Institute & the Angara Centre for Law & Economics, in partnership with the Office of Sen. Juan Edgardo Angara. The Ronald Coase Institute is an organization based in St. Louis, Missouri, USA, which promotes research on understanding “how real economic systems work, so that individuals & societies have greater opportunities to improve their well-being”.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Hosted the Intramuros Heritage Tour ❖ Hosted the Dinner Reception with Cultural Entertainment <p>Output:</p> <ul style="list-style-type: none"> ❖ Attended by 80 delegates ❖ Estimated Revenue: P11,961,600.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to MICE events ❖ Maintain the good business relationship with this organization and obtain its international affiliates, contacts or network, to serve as leads to hold their regional / international events (MICE) in the Philippines.
<p>Name of Event: Polish MICE Organizer Site Inspection Visit Venue: Manila, Pampanga, Tagaytay, Cebu, and Bohol Inclusive Dates: 9 to 16 December 2014</p>	<p>Implemented as programmed</p>

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ASSISTED EVENTS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: ASEAN Tourism Professional Monitoring Committee (ATPMC) Special Meeting / Project Regional Workshop Venue: Diamond Hotel, Manila Inclusive Dates: 13 December 2014</p> <p>Brief Description: Participated in by representatives from all member ASEAN states, the Philippines will be hosting the Christmas-themed dinner for the delegates after the meeting.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Promotional Materials Support ❖ Airport Reception <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to events ❖ Maintain the good business relationship with this company and obtain its affiliates, contacts or network, to serve as leads to hold their regional / international events in the Philippines
<p>Name of Event: 8th Fiesta Folkloriada Venues: Metro Manila / Tagaytay / Batangas Inclusive Dates: 15 to 21 December 2014</p> <p>Brief Description: Organized by the Bayanihan, the National Folk Dance Company of the Philippines (RA 8626). Selected folk dance artists and performers worldwide gathered together with the Bayanihan to share their traditions and promote goodwill among nations through music and dances.</p> <p>This year, the Bayanihan hosted participants from Bulgaria (Sofia 6 Folk Dance Ensemble), Estonia (Upsijad Folk Dance Group), Russia (Ovacia Folk Dance Group), Indonesia (Pentas Marak Lestari Folk Dance and Music Group), and Korea (Cho Nam Gyu – Song Jeong Eun Dance Company).</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Financial assistance of P250, 000.00 to partially cover the transportation requirements of the guests/delegates (3 to 5 buses to transport the foreign guests from one venue to another, within and around Metro Manila, as well as Tagaytay and Batangas). ❖ Promotional assistance through the TPB website <p>Output:</p> <ul style="list-style-type: none"> ❖ Participated in by around 80 foreign participants from Bulgaria, Estonia, Russia, Indonesia, and Korea. ❖ Acknowledgment as sponsor during performances, with exposure to the DOT campaign tagline/logo in the event's banners, flyers, etc. ❖ Estimated revenue: P13,955,200.00 <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continue assistance to events ❖ Maintain the good business relationship with this company and obtain its affiliates, contacts or network, to serve as leads to hold their regional / international events in the Philippines

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ATTENDANCE IN ANNUAL MEMBERSHIP MEETINGS

PROJECT DESCRIPTION

INPUT / OUTPUT / RECOMMENDATION

Name of Event: ICCA Annual Conference and General Assembly

Venue: Antalya, Turkey

Inclusive Dates: 1 to 5 November 2014

Brief Description: The ICCA Congress is an annual general assembly for ICCA members and a conference for MICE industry professionals. In addition to the educational sessions, delegates can participate in business exchange meetings wherein National Tourism Organizations, Convention and Visitor Bureaus, and Professional Congress Organizers swap information about key international events they have recently hosted or organized, thus creating potential leads to the participants.

Input:

- ❖ Participation of two personnel from the MICE Department

Output:

- ❖ Obtained 11 sales leads from the Conference's Business Exchange Sessions
- ❖ Practical training, knowledge update and marketing development of staff through plenary and breakout sessions on topics about the meetings industry

Recommendation:

- ❖ Continue TPB's participation in ICCA Annual Congress as it helps in building up ties not only with ICCA but also with other convention bureaus and national tourist organizations (NTOs). Under the ICCA family, NTOs are treated not as competitors but as allies in exchanging business leads and information. Moreover, panel and roundtable discussions at the ICCA Congress serve as a yardstick for government CVBs such as the TPB to assess its marketing actions and strategy and compare it to what countries are doing.

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): ATTENDANCE IN ANNUAL MEMBERSHIP MEETINGS

PROJECT DESCRIPTION

INPUT / OUTPUT / RECOMMENDATION

Name of Event: ICESAP Conference

Venue: Manila

Inclusive Dates: May 2015

Brief Description:

Incentive Conference & Event Society Asia Pacific (ICESAP) is a Hong Kong-based organization headed by respected MICE practitioner, Mr. Nigel Gaunt, from Australia. ICESAP membership is done on a per individual basis (versus per company membership), emphasizing the importance of building personal relationships with those involved in the Business Events industry. ICESAP is the only organization whose membership combines tourism suppliers and end users, to include multinational corporations and intermediaries (i.e. incentive houses, meeting organizers). To date, ICESAP has over 200 members, 50% of which are corporate end users.

ICE hosts an Annual Conference in November each year, together with the ICE Excellence Awards. ICE will likewise host member events throughout the year in locations across Asia-Pacific to bring members together, whether for networking or Professional Development opportunities.

Input:

- ❖ Attendance to the Conference

Output:

- ❖ Establishment of goodwill among other ICESAP members
- ❖ Networking and market intelligence on MICE best practices
- ❖ Possible hosting of the ICESAP 2015 Conference

Recommendations:

- ❖ Pursue Philippine bid to host ICESAP 2015
- ❖ TPB to maintain membership in this association and regularly attend the annual conference to network with other ICESAP members and to gain valuable first-hand market intelligence on MICE best practices

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): WON BIDS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: 46th World Trade Center Association (WTCA) General Assembly</p> <p>Venue: World Trade Center, Manila</p> <p>Inclusive Dates: 26 to 29 April 2015</p> <p>Brief Description: The prestigious WTCA General Assembly comes to Manila this 2015 together with foreign delegates from all over the world to discuss, share information and promote global business opportunities in a premier forum. Strengthening the WTCA brand, expanding network and creating improvement in the economies of the world, are the main agenda of this assembly.</p>	<p>Won Bid Assisted in 2014</p>
<p>Name of Event: Select Travel Group Conference 2015</p> <p>Venue: Manila, Philippines</p> <p>Inclusive Dates: May 2015</p> <p>Brief Description: The UNWTO has been conducting an annual high-level executive training program on tourism policy and strategy in the Asia-Pacific region since 2006, establishing the training program as an important forum for high-level policy makers of the region's NTOs/NTAs to meet and strengthen effective and responsive formulation of policies and strategies. It also gives opportunities to exchange ideas and experiences on the current tourism issues among participating Members.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Philippine bid, including securing commitment of TPB for the 2015 event <p>Output:</p> <ul style="list-style-type: none"> ❖ Establishment of goodwill among Asian neighbors ❖ Market intelligence on best practices and MICE campaigns of other Asian countries <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ TPB to attend this event with DOT to gain valuable first-hand market intelligence on what other Asian countries are doing in terms of tourism development. This will help in the formulation of marketing and promotions strategies for the Philippines vs. our Asian competitors

MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE): WON BIDS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Harvard Project for Asian & International Relations (HPAIR) Asia Conference Venue: Manila, Philippines Inclusive Dates: August 2015</p> <p>Brief Description: The HPAIR Asia Conference is Harvard University's largest annual student conference in the region, bringing over 500 delegates annually. Running since 1991, the Conference is considered one of the largest and most prestigious student and youth leadership conferences in the world. It is attended by a growing pool of international students from top universities, renowned academics, business professionals and political leaders to engage in rigorous educational events.</p> <p>The HPAIR Asia Conference holds this event annually in major Asian cities wherein host countries are being selected through bidding.</p>	<p>Inputs:</p> <ul style="list-style-type: none"> ❖ Secured endorsement letters from various government officials. Helped put together the text to be written in the bid document by researching on youth participation in the Philippines and providing tourism write ups to establish the country's position as a favorable destination for the event. <p>Output:</p> <ul style="list-style-type: none"> ❖ Transfer of knowledge and technology ❖ Training and professional development opportunities for Philippine students <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ TPB to continue its support for HPAIR – Philippines in their technical preparations for the event. Allocate giveaway items for the event to help complement Philippines tourism promotions to its young attendees.
<p>Name of Event: Routes Asia Venue: Manila, Philippines Inclusive Dates: March 2016</p> <p>Brief Description: Routes Asia is a yearly Routes event designed to attract route development professionals from Asia Pacific, as well as those with an interest in air connectivity to the region. It provides a platform for airlines, airports and other stakeholders to meet, present market opportunities and negotiate. It is the only airline / airport networking event aimed specifically at the Asia Pacific Region.</p>	<p>Won Bid Assisted in 2014</p>

JOINT PROMOTIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Go Way Travel Venue: North America Inclusive Dates: January to December 2014</p> <p>Brief Description: Go Way specializes in long-haul travel (South Pacific, Asia, Africa, Latin America and Around the World). It is North America's largest single producer of travellers to the South Pacific. With reservation centers in Toronto, Vancouver, Sydney and Los Angeles, Go Way is a member of ACTA (The Association of Canadian Travel Agents) in Canada, USTOA (United States Tour Operators Association) and ASTA (The American Society of Travel Agents) in the USA, and ATEC in Australia.</p> <p>Go Way's divisions include custom FIT's, fully escorted tours, air/land inclusive holidays, special groups and incentives, air consolidation, and adventure travel.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Joint partnership with Tourism Promotions Board amounting to \$10,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ Feature Article of El Nido in the September issue of Go Way's Ezine sent to over 115,000 North American Travel Agents ❖ http://blog.goway.com/goway/2014/09/04/indulgent-overwater-bungalows-in-the-philippines/ <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Monitor the sales of Go Way travel relative to clients going to the Philippines
<p>Name of Event: Merrell Getaway to Adventure Campaign Venues: Merrell Stores Nationwide Inclusive Dates: March 2014 to April 2015</p> <p>Brief Description: TPB partners with Footaction International Manufacturing Corporation, distributor of Merrell athletic products, in the promotion of its year-long campaign "Getaway to Adventure".</p> <p>"Getaway to Adventure" Campaign promotes a different Philippine trekking destination every month for one year via multimedia, store and advertisements while promoting Merrell's products and "It's more fun in the Philippines" brand campaign.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Signing of TPB-Merrell Memo of Agreement ❖ Assistance to publicity and media invitation during campaign launch ❖ Inclusion of DOT / TPB "It's More Fun in the Philippines" logo on all of the campaign's graphic and collateral materials ❖ Referral to organizers of North Luzon Expo and Travel Tour Expo for display of tent counter cards and at least three Merrell products during related tourism special events ❖ Regular updates with Merrell for continuing provision of requirements as cited in MOA <p>Output:</p> <ul style="list-style-type: none"> ❖ TPB assistance in writing and dissemination of media release as well as invitations to multi-media for the April 2014 campaign launch at the Ortigas Center resulted in at least Php 1.350 million worth of media value earned from 22 print media output. ❖ This amount does not include the travel bloggers' upload, which have yet to be

JOINT PROMOTIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>computed based on a soon-to-be prescribed TPB formula for social media outputs.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Continuing assistance in campaign's promotions and publicity through multimedia and TPB / DOT websites, especially in the announcement of monthly winners and their experience in trekking a destination ❖ Provision of high-resolution photos / videos for Merrell's use in its graphic and creative requirements ❖ Strict monitoring with DOT regional offices concerned on the accessibility, suitability, safety and security of each Philippine trek destination as provided in the itinerary to monthly winners ❖ Display of Merrell's products and information plus participation of Merrell staff in travel fairs and other related tourism special events
<p>Name of Event: Hana Tour Manila Fam Tour Venue: Manila Inclusive Dates: 5 to 9 April 2014</p>	<p>Implemented as Programmed</p>
<p>Name of Event: Hana Tour Boracay Fam Tour Venue: Boracay Inclusive Dates: 5 to 9 April 2014</p>	<p>Implemented as Programmed</p>
<p>Name of Event: Hana Tour Cebu Fam Tour Venue: Cebu Inclusive Dates: 8 to 12 April 2014</p>	<p>Implemented as Programmed</p>

JOINT PROMOTIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Le Tour De Filipinas Venues: Clark, Subic, Cabanatuan, Bayombong, and Baguio Inclusive Dates: 21 to 24 April 2014</p> <p>Brief Description: International cycling competition</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Support ❖ 150 pieces lei, T-shirts and sun visors <p>Output:</p> <ul style="list-style-type: none"> ❖ Brand exposure <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ To appoint TPB coordinator to join the trip to be able to validate the event
<p>Name of Event: 3rd Philippine National Fireworks Festival in Marikina Venue: Ampitheatre, Riverbanks Center, Marikina City Inclusive Dates: 26 April 2014</p> <p>Brief Description: TPB's COO was invited to be a judge during the grand finals of the fireworks festival and to provide assistance in its publicity and documentation.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Budget of Php 12,500.00 ❖ TPB official representative as judge ❖ Donation of TPB trophy to the "Most Creative" fireworks ❖ Assistance in pre- and post-event publicity during four pre-final firework competitions <p>Output:</p> <ul style="list-style-type: none"> ❖ TPB now has ownership of high-resolution photo documentation of the festival's five grand finalists; plus Marikina's tourist attractions and Kaangkan Festival, which coincided with fireworks fest. ❖ Enhancement of TPB's public relations with Riverbanks Center – the leading shopping mall, cultural and educational center in Marikina – and related institutions, as well as, with the actual festival audience which filled up the 50,000-seating capacity of the picturesque Riverbanks Amphitheater. ❖ Print, broadcast and social media outputs on the festival. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Inclusion of the annual Marikina Fireworks Festival in the VPY calendar of events. The Kaangkan Festival, a Marikina City project, should be re-designed and executed to be truly world class. ❖ Imperative to have professional photographer, and even videographer, for every

JOINT PROMOTIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>media coverage and familiarization tour so TPB can be assured of high resolution photos and raw video footage, which are most important element in tourism marketing and communications</p> <ul style="list-style-type: none"> ❖ TPB ownership of high-resolution images will finally put a stop to the constant “begging” to DOT-OMC and, even private entities like Asian Journal & George Tapan for these much-needed images. ❖ TPB ownership of such images will redound to big savings from purchase / limited usage rights of such images which have risen from Php 1,500.00 per image five years ago to Php 5,000.00 two years ago and to Php 22,000.00 up to Php 45,000.00 per image this year as revealed by TPB’s Marketing Communications staff. ❖ TPB’s Marketing Communications interim head recommended commissioning photo hobbyists priced at minimum of Php 7,000.00/day excluding board & lodging on site. TTSD’s professional photographer charges only the negotiable rate of Php 6,000.00/day.
Name of Event: Hana Tour 2 nd Video Clip Production of “Mother Natural Tourism” Inclusive Dates: 14 April 2014	Implemented as Programmed
Name of Event: Hana Tour Cebu Fam Tour Venue: Cebu Inclusive Dates: 7 to 11 May 2014	Implemented as Programmed
Name of Event: 7 Wonders Cities of the World Campaign Inclusive Dates: 8 May 2014 Brief Description: The City of Vigan is the lone candidate from the Philippines vying for the 7 Wonders Cities of the World. The New 7 Wonders Foundation has launched the search in which Vigan has qualified among the 28 cities around the world.	Input: <ul style="list-style-type: none"> ❖ Promotion of the campaign through TPB’s digital assets ❖ Linking of Vigan’s website and other digital assets to TPB’s website ❖ Ilocos Sur to provide high-resolution pictures as well as raw footages ❖ Press releases to be provided by Ilocos Sur Output: <ul style="list-style-type: none"> ❖ Ilocos Sur provided TPB videos and high-resolution photos which was delivered

JOINT PROMOTIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>last May 14, 2014 & forwarded to MARCOM on May 19, 2014.</p> <ul style="list-style-type: none"> ❖ Website and digital asset links received by MARCOM last May 29, 2014 ❖ Ms. Christel Arguelles had worked on the digital aspect of the campaign ❖ Press releases coordinated with Vigan City <p>Recommendation:</p> <ul style="list-style-type: none"> ❖ Provide a voting nook/space for Vigan during the PTM in the DOT Family Pavilion as our support to continuously promote the campaign. As of July 9, 2014, Vigan City has qualified for the Top 21 and now vying for Top 14, which will end on October 7.
<p>Name of Event: Brochure Support for Hana Travel Show Inclusive Dates: 14 May 2015</p>	<p>Implemented as Programmed</p>
<p>Name of Event: Mode Tour Honeymoon Brochure Publication Inclusive Dates: 14 June 2014</p>	<p>Implemented as Programmed</p>
<p>Name of Event: STA – Philippines Marketing Campaign Venues: Selected Philippine destinations and activities suitable for youth travel market aged 19 to 35 Tentative Timetable: June 2014 to June 2015</p> <p>Brief Description: The campaign is a proposed partnership for marketing the Philippines as a preferred destination for youth travelers from Europe.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ DOT office in Frankfurt recommended the STA proposal for approval. ❖ DOT office in Sydney has liaised with STA representative in Brisbane. ❖ STA product director for Asia based in Australia, Andy Bennett, has visited some Philippine destinations last July and August. <p>Output:</p> <ul style="list-style-type: none"> ❖ Mr. Bennett formally met thru B2B presentations with potential local partner/s from among 12 local tour companies. ❖ These local tour companies presented to him their tour programs – social tourism, adventure, nature, heritage, beach and island-hopping. ❖ The Marketing Partnership Agreement has been drawn up by STA in consultation with DOT-Europe Monitoring Office and has been revised four times. ❖ TPB is awaiting the fifth edited version of the Agreement for the COO's final

JOINT PROMOTIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>approval.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Once the Agreement is approved, the STA-Philippine Program should be closely monitored in its year-long implementation for relevance, applicability, and suitability in the Philippine setting. ❖ Evaluation procedure should also be drawn up and accomplished by the clients and STA with TPB and DOT verifying the findings. ❖ Experience / exposure to the management and supervision of this STA-TPB partnership will be invaluable to the travel professionals involved and to the local domestic youth travel market as a whole.
Name of Event: Onfil Co. Ltd. (CATV Home- Shopping Program) Inclusive Dates: 21 June to 31 August 2014	Implemented as Programmed
Name of Event: Philippine Airlines Brochure Support Inclusive Dates: June to December	Implemented as Programmed
Name of Event: Hana Tour Boracay Fam Tour Venue: Boracay Inclusive Dates: 10 to 13 May 2014	Implemented as Programmed
Name of Event: Hana Tour Manila Fam Tour Venue: Manila Inclusive Dates: 10 to 13 May 2014	Implemented as Programmed
Name of Event: Hana Tour Brochure Production Inclusive Dates:	Implemented as Programmed

JOINT PROMOTIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Name of Event: Mode Tour “Story M” Travel Guide Book Publication Inclusive Dates: 14 July 2014</p>	<p>Implemented as Programmed</p>
<p>Name of Event: Cobra Ironman 70.3 Venue: Lapu-Lapu City, Mactan, Cebu Inclusive Dates: 1 to 3 August 2014</p> <p>Brief Description: Dubbed as the “Second Best Ironman Event Worldwide,” this local event has successfully positioned the Philippines in the triathlon map since its debut in 2009.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Attendance to the triathlon event <p>Output:</p> <ul style="list-style-type: none"> ❖ Validation of the triathlon event for tourism. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Merchandising of VPY 2015 / IMFITP souvenir items ❖ Assistance to this event’s publicity through DOT’s overseas and regional office’s multi-media contacts for more participation
<p>Name of Event: Eid’l Fitr Festival Venues: SM North Edsa, Metro Manila Museums and other places; DOT-accredited establishments; The Podium, Resorts World Manila Inclusive Dates: 1 to 3 August 2014</p> <p>Brief Description: Magbassa Kita Foundation, Inc. (MBKF) has been at the forefront in the celebration of the Eid’l Fitr as a national holiday and significant tourism event in the Philippines.</p> <p>For this year, the MBKF has firmed up plans with both government and private sectors for more cultural events in time for this joyous Muslim event to strengthen linkages between Bangsa Moro communities and the non-Muslim majority.</p> <p>MBKF staged this year’s Eid’l Fitr celebration as a prelude festivity for “Visit the Philippines Year 2015” – when new tourist attractions and travel options will be presented to the world, including Muslim countries.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ TPB’s support this year was assistance thru tourism promotional planning & multi-media invitations. ❖ Planning for promotion and publicity between TTSD-TPB, MarComm-TPB and MKFI to expand tourism attractions during the celebration ❖ Expanded plans presented during high-level meeting with Ambassadors and Consuls of Islamic countries and SM Properties, museums, fashion designers and hotel involved ❖ Special events in different places were held during Ramadan, Islam’s holiest month, as well as during and, even after, Eid’l Fitr. ❖ Thru DOT’s endorsement to its accredited tourism establishments, halal food festivals and other promotional activities were held throughout the Ramadan and Eid’l Fitr in MM and the regions. <p>Output:</p> <ul style="list-style-type: none"> ❖ As result of planning with TPB, exhibits on Filipino Muslim culture in Metro Manila’s finest museums & at the New Resorts World were new additions.

JOINT PROMOTIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	Recommendations: <ul style="list-style-type: none"> ❖ For next year, plans have been drafted for the inclusion of sports, essay, speech, photo, and other related competitions nationwide to instill more knowledge and respect for Filipino Muslims and their culture. ❖ More communications media and more promotions should be tapped to reach out to a wider audience nationwide and in Muslim countries. ❖ TPB logistical support should be assured as early as possible to avoid glitches in the implementation of plans.
Name of Event: No. 1 Tours Poster Production Inclusive Dates: 5 to 15 July 2014	Implemented as Programmed
Name of Event: Jau Tour Production of Snorkeling set & On-line Promotion Inclusive Dates: 14 August 2014	Implemented as Programmed
Name of Event: Hana Tour TV Production Inclusive Dates: 11 July 2014	Implemented as Programmed
Name of Event: Mode Tour Brochure and Poster Production Inclusive Dates: June 2014 to February 2015	Implemented as Programmed
Name of Event: Mode Tour Coupon & Online Promotion Program Inclusive Dates: 15 August to 15 September 2014	Implemented as Programmed
Name of Event: Pre-Travel Trade Mission Assessment Inclusive Dates: 2 to 9 November 2014	Input: <ul style="list-style-type: none"> ❖ Initial budget of Php 203,000.00 was reduced to Php 97,000.00 for TPB

JOINT PROMOTIONS

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Brief Description: MDG-DOT forwarded a request of PDOT New York for logistical assistance on the pre-trade mission assessment and country review to be led by Virginia Beach City Mayor William Sessoms, Jr. with a delegation of six members on November 2-9, 2014.</p> <p>The City of Virginia Beach is listed in the Guinness Book of Records as having the longest pleasure beach in the world and with the City's highest-ranking official on a visit to the world's best island and beach destination of Boracay, TPB's assistance to this project is imperative. The Region VI LGU presentations are related to the travel trade and its allied industries.</p> <p>MDG-DOT is seeking TPB's help because budget approval is very difficult especially for on-going projects.</p> <p>PDOT requested for TPB support for airport reception and facilitation on arrival and departure, welcome leis at NAIA, Olongapo, Caticlan and Boracay, and island-hopping/land tours with local guides as well as venue rental, meals and coordination with LGUs for presentations on business and investment in Boracay.</p> <p>All expenses for transportation, accommodations, meals, and incidental expenses were handled by the US-based Travel Outlet or on personal account.</p>	<p>assistance on Boracay visit only. When the reduced budget was disapproved, DOT-Region VI paid for all Boracay expenses.</p> <ul style="list-style-type: none"> ❖ Due to the reduced budget, TTSD facilitated the welcome and departure arrangements with DOT-NAIA for airport courtesy and facilitation with complimentary leis. Did not involve itself with group's visit to Olongapo and limited TPB commitment with Boracay preparations. ❖ Coordination on itinerary with PDOT-New York, Travel Outlet, and DOT-Regions NCR, Region III and VI ❖ Coordination and preparation of invitations and business presentations of Boracay tourism associations and all provinces in Region VI – Iloilo, Antique, Aklan, Guimaras and Negros Occidental <p>Output:</p> <ul style="list-style-type: none"> ❖ As a result of well-prepared presentations in Boracay, City of Virginia Beach Mayor officially invited DOT Regional Director Helen Catalbas to the U.S. to do a comprehensive presentation on tourism and related business in Western Visayas. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ Two-month lead time for such projects should be the norm so we can properly do arrangements with all stakeholders concerned. ❖ A most reliable ground handler in the Philippines must be designated to avoid last minute changes in the itinerary and flight details, both international and domestic, as well as other travel details. ❖ Travel Outlet to keep TPB and DOT abreast, as soon as possible, with final plans on actual travel trade mission in May.
<p>Name of Event: QC International Pink Film Festival Venue: Trinoma Mall, Quezon City Inclusive Dates: 9 to 16 December 2014</p> <p>Brief Description: In celebration of its 75th anniversary as a city, Quezon City hosted Asia's largest</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with the organizer <p>Output:</p> <ul style="list-style-type: none"> ❖ Inclusion on the list of events on TPB's official website www.tpb.gov.ph under the M.I.C.E. category

JOINT PROMOTIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>LGBT film event, the QC International Pink Film Festival. Forty-five films about lesbians, gays, bisexuals and transgenders from fifteen countries including the Philippines were featured in the country's biggest outing of queer films. Addressing issues affecting the local queer community, a three-day forum featured speakers from Sweden, USA and Cambodia. They discussed LGBT rights, health, and education together with local resource persons.</p> <p>They seek for an endorsement for their event from the DOT; and for their event to be included in the "It's More Fun In The Philippines" campaign.</p>	
<p>Name of Event: Collaborative Marketing Campaign of FilAm Television with TPB/DOT</p> <p>Brief Description: For an agreed amount, FilAm TV proposed to establish with DOT and TPB a strategic tourism marketing and sales alliance through television commercials and sponsored programming via its over-the-air broadcast, online promotions, special events, and print publications.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PDOT-Los Angeles investigated the facts related to FilAm TV's proposal and found some inaccuracies and vested interests on its audience reach, programming, viewership, purported print publications, need for special antennae, unnecessary sponsorship with FilAm communities, among others. <p>Output:</p> <ul style="list-style-type: none"> ❖ Investigation findings indicate FilAm TV's proposal cannot be recommended for approval. <p>Recommendations:</p> <ul style="list-style-type: none"> ❖ In the letter addressed to FilAm, TPB instead offered assistance on tourism information and media coverage of tourist destinations and special events here.
<p>Name of Event: Mode Tour Brochure Production</p> <p>Inclusive Dates: October 2014 to March 2015</p>	Implemented as Programmed
<p>Name of Event: DOT Shanghai Joint Promo w/ Guangdong Nanhur Int'l Travel Service</p>	Implemented as Programmed

JOINT PROMOTIONS	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
Name of Event: DOT Shanghai Joint Promo w/ Huating	Implemented as Programmed
Name of Event: DOT Shanghai Joint Promo w/ Suzhou	Implemented as Programmed
Name of Event: DOT Shanghai Joint Promo w/ Zhejiang	Implemented as Programmed
Name of Event: DOT Shanghai Joint Promo w/ Lumama	Implemented as Programmed
Name of Event: DOT Shanghai Joint Promo w/ Tunui	Implemented as Programmed
Name of Event: DOT Shanghai Joint Promo w/ Worker's Travel	Implemented as Programmed

RESEARCH ASSISTANCE	
PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
Name of Research: Proposed Initiatives or Offerings to make FilAms or FilCans stay longer and maximize their stay in the Philippines	
Name of Research: Travel Market Profile for Canada	
Name of Research: Metro Iloilo-Guimaras Marketing Plan	

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION

INPUT / OUTPUT / RECOMMENDATION

GENERAL SERVICES DIVISION

1st Quarter (January to March 2014)

Procurement

1. Winter Escapade
2. London International Dive Show 2014
3. ITB 2014
4. Asia Pacific Incentives and Meeting Expo
5. United Nations
6. Australia International Dive Expo (AIDE 2014)
7. Malasimbo 2014 Feb 27-Mar 8
8. Guangzhou Dive Show Feb 28- Mar 5
9. Juana- Women's Month Celebration
10. DOT China Incentive Group Mar 14-17
11. IT and CM China
12. Shanghai Dive Show
13. Marine Dive Show
14. Canada Roadshow
15. Ottawa Travel and Vacation Show Apr 5-6
16. Philippine Roadshow to Canada
17. Others

Input:

- ❖ Purchased 250 pcs of Round neck T-shirts with FC Horizontal print
- ❖ Secured the canvass and purchased the following:
 - Giveaways with "It's more Fun in the Philippines" logo
 - 200 pcs Dry-fit T-shirt
 - 20 pcs Hooded Jacket
 - 270 pcs Duffel Bag
- ❖ Purchased 100 pcs of Rush Guard Long Sleeves (PRS Commercial)
- ❖ Purchased 200 pcs of USB Hub with Card Reader with pouch as giveaways
- ❖ Purchased Round neck Shirt with IMFITP logo and Cacha Bag (8 Times 8 Gen Merchandise)
- ❖ Secured the canvass and purchased 165 pcs Sailor Bag Giveaways
- ❖ Purchased 50 pcs of "It's more Fun in the Philippines" T-shirt
- ❖ Purchased of Giveaways (8 Times 8 General Merchandise)
- ❖ Purchased of 107 pcs White Juana T-Shirts
- ❖ Purchased of "It's More Fun in the Philippines" T-Shirt (8 Times 8 Gen Merchandise)
- ❖ Secured the canvass and purchased 300 pcs of USB Hub in a Box as a giveaway (Grand Success Int'l Ventures Corp.)
- ❖ Secured the canvass and purchased the following:
 - Giveaways with "It's more Fun in the Philippines" Logo (8 Times 8)
 - 100 pcs Power bank
 - 100 pcs Neck Pouch
 - 50 pcs T-shirt
- ❖ Secured the canvass and purchased the following:
 - Giveaways with "It's more Fun in the Philippines" (8 Times 8 Gen Merchandise)
 - 50 pcs Power bank
 - 30 pcs T-Shirt
- ❖ Purchased 350 pcs of Tote Bag as Giveaways

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Purchased 2,000 pcs of Metal Ballpen as Giveaways (8 Times 8) ❖ Secured the canvass and printed 400 copies of Directory (Challenge Press) ❖ Purchased the following : <ul style="list-style-type: none"> • 1 unit of HP LaserJet Pro and APC UPS (Provantage) • 1 unit of Aircon Window Type with inverter 2.5 Koppel (Marco Inc) • 1 unit of Scan jet Photo Scanner G3100 (Advance Solutions Inc.) • 500 pcs Folder Jacket (8 Times 8) • 1 unit HP Pavilion 500 for Ms. Connie Antolin (Advance Solutions Inc) • 6 units Desktop Computer, 6 units UPS 00 VA Computer, 6 units UPS, 6 pcs ESET Smart Security (Provantage) • 1 unit Lateral Filling Cabinet for COA (New A.G. Stylist)
<i>2nd Quarter (April to June 2014)</i>	
<p><u>Procurement</u></p> <p>❖ Le Tour De Filipina</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Purchased the following: <ul style="list-style-type: none"> • 200 pcs Lacoste Dri-fit • 250 pcs Brass twill sun visor • 150 pcs Lei • 500 pcs of USB Hub in a box • 150 pcs. Outdoor Jacket
<p>❖ MICECON Trade Mission</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Purchased the following: <ul style="list-style-type: none"> • 150 pcs. Outdoor Jacket
<p>❖ Mega Fam Trip 2014, China</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Purchased the following: <ul style="list-style-type: none"> • 1,500 pcs. IMFITP Souvenir Ballpens

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> • 5,000 pcs. IMFITP Lanyards • 1,000 pcs. IMFITP T-shirt as giveaways
❖ Philippines Campaign Logo	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 75 pcs. of IMFITP Tarpaulin • 1,000 pcs. MICE Brochure
❖ Visit of Pres. Barack Obama	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 5,000 pcs. IMFITP Lanyard
❖ MICECON 2014	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 1,000 pcs. MICECON 2014 Events Planner • 700 pcs. MICECON 2014 Conference Brochure • 224 pcs. Polo shirts • 550 pcs. Masquerade Ball Mask • 500 pcs. Invitation with envelope • Additional 32 pcs. Polo shirts • Additional 50 pcs. Masquerade Ball Mask • Roving Photo booth • 150 pcs. MICECON Directory • 200 pcs. Tote Bag • 600 pcs. NAIA Terminal Decorative Panels • 200 pcs. Waterproof Pouch • 600 pcs. PBM Booklet

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ AIBTM 2014	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 1 unit radio base and 20 units handheld radios
❖ World Economic Forum	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 3 units Wi-Fi
❖ China International Dive Expo	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 6 units HP BLC 16GB Dual Rack x 4 DDR03 • 1 unit HP 1GB Enet Pass thru Mod Opt Kit
❖ Phil. Business Mission, Japan	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office and computer ink supplies
❖ TPB's Radio Base ❖ TPB's WiFi ❖ TPB's Network Server	
❖ ISO 9001:2008 Quality Management System ❖ MICECON 2014 ❖ Tour expo Daego, Gyeongok ❖ Taiwan Business Mission ❖ Hong Kong Business Mission	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office and computer ink supplies • Office and computer ink supplies • Office and computer ink supplies • Office and computer ink supplies

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ TPB's Annual Office Supplies	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office Supplies
❖ Additional Office Space	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Leased from PEZA 685.52 sq. m. floor area located at the Fourth Floor of Legaspi Towers 300
<i>3rd Quarter (July to September 2014)</i>	
<u>Procurement</u> ❖ Le Tour De Filipina	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 200 pcs Lacoste Dri-fit • 250 pcs Brass twill sun visor • 150 pcs Lei
❖ MICECON Trade Mission	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 500 pcs of USB Hub in a box
❖ Mega Fam Trip 2014, China	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 150 pcs. Outdoor Jacket

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ Philippines Campaign Logo	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 1,500 pcs. IMFITP Souvenir Ballpens • 5,000 pcs. IMFITP lanyard
❖ Visit of Pres. Barack Obama	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 1,000 pcs. IMFITP T-shirt as giveaways • 75 pcs of IMFITP Tarpaulin
❖ MICECON 2014	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 1,000 pcs. MICE brochure • 5,000 pcs IMFITP Lanyard • 1,000 pcs. MICECON 2014 Events Planner • 700 pcs. MICECON 2014 Conference Brochure • 224 pcs. Polo shirts • 550 pcs. Masquerade Ball Mask • 500 pcs Invitation w/ envelope • Additional 32 pcs. Polo shirts • Additional 50 pcs. Masquerade Ball Mask
❖ AIBTM 2014	
❖ World Economic Forum	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Roving Photo booth

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ China International Dive Expo	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 150 pcs. MICECON Directory • 200 pcs. Tote Bag
❖ Phil. Business Mission, Japan	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 600 pcs. NAIA Terminal Decorative Panels • 200 pcs. Waterproof pouch • 600 pcs. PBM Booklet
❖ TPB's Radio base	Input: ❖ Purchased the following <ul style="list-style-type: none"> • 1 unit radio base and 20 units handheld radios
❖ TPB's Wi-Fi	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 3 units Wi-Fi
❖ TPB's Network Server	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • 6 units HP BLC 16GB Dual Rack x 4 DDR03 • 1 unit HP 1GB Enet Pass thru Mod Opt Kit
❖ ISO 9001:2008 Quality Management System	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office and computer ink supplies

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ MICECON 2014	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office and computer ink supplies
❖ Tour EXPO Daego, Gyeongok	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office and computer ink supplies
❖ Taiwan Business Mission	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office supplies
❖ Hong Kong Business Mission	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office supplies
❖ TPB's Semi Annual Office Supplies	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Office supplies
❖ Additional office space	Input: ❖ Purchased the following: <ul style="list-style-type: none"> • Leased from PEZA 685.52 sq. m. floor area located at the fourth floor of LT 300.

4th Quarter (October to December 2014)

CORPORATE AFFAIRS DEPARTMENT**PROJECT DESCRIPTION****INPUT / OUTPUT / RECOMMENDATION**

- ❖ Inventory
- ❖ Repair / Rehabilitation

Input:

- ❖ Renovation Cost: Php 5,000,000.00
- ❖ Conducted year-end inventory of TPB properties

Output:

- ❖ Started repair/rehabilitation of TPB Executive Offices

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION

INPUT / OUTPUT / RECOMMENDATION

MIS DIVISION

1st Quarter (January to March 2014)

Technical

- ❖ Installed Operating System and other software applications as needed
- ❖ Trouble-shoot the hardware and technical problems reported
- ❖ Assisted in the electronic transmittal of the payroll
- ❖ Assisted in the printing of overtime payroll
- ❖ Monitored and updated the TPB website
- ❖ Uploaded and evaluated various BID requirements of the different departments
- ❖ Submitted to the Office of the COO the collated Operations Manual of the Different Department/Unit
- ❖ Assisted in the various presentations of TPB's COO
- ❖ Monitored the implementation of the Time Management and Biometric Device System
- ❖ Monitored the implementation of the Personal Data System
- ❖ Monitored the installation of the additional PLDT DSL internet connection
- ❖ Server migration and network maintenance tuned-up for the increasing demand of internet traffic
- ❖ Re-assigned and set-up new IP address to all network stations
- ❖ Set-up the new TPB email address of the different departments
- ❖ Submitted an ICT Plan and Budget for Fiscal Year 2015 as part of TPB's compliance in the Advisory issued by "Government-Wide Medium-Term Information & Communications Technology Harmonization Initiative (MITHI) dated March 11, 2014"

Input:

- ❖ *As the need arises*

Trainings / Product Updates

- ❖ Participated in the "Sulong Juana Women's Symbol Formation", March 8, 2014, Quirino Grandstand, Manila
- ❖ Attended the Dell Solutions Tour 2014 Manila Leg, March 20, 2014, SMX Convention Center

Input:

- ❖ One (1) representative from MIS
- ❖ Two (2) representatives from MIS – Product Update

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p><u>Projects</u></p> <ul style="list-style-type: none"> ❖ It's More Fun in the Philippines 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Managed and maintained all social media accounts, specifically "It's More Fun in the Philippines" website and Facebook accounts ❖ Assisted in moderating inquiries in More Fun and Facebook account ❖ Handled research and content writing of feature stories for website, Facebook inclusion and posting ❖ Coordinated arrangements via digital campaign of Bangon Tours in TPB website, More Fun site and Facebook <ul style="list-style-type: none"> • Closely coordinated with BBDO on the following More Fun campaigns for the digital platform updates: • Web enhancements: Fun Planner and Itinerary Builder • Editing and approval of Web articles/Content planning • Concept for tactical activities for Facebook posting such as 14 Popular Philippines posting concept • Creation of Fun Ambassador website and program • Increase likers in the Philippines Facebook via media spending thru Dentsu • Launch of Mobile campaigns via website/Facebook • Facilitated development of campaign: Project Tony ❖ Coordinated and met with the following companies for possible partnership and involvement in the digital platforms: <ul style="list-style-type: none"> • Agoda.com • DPC: Content Partnership • Wego: Flight bookings • PhilStar.com: Festival coverage • Mega World: Shopping links • Archipelago: Book production • Coconuts Manila: Content Partnership • Google Philippines: Event coverage • Wufnik Productions: Program partnership ❖ Participated in the creation of TPB Journal in cooperation with the Marketing Communications Department ❖ Facilitation and production of email blast, newsletter, and PR materials ❖ MOA signing between AGODA.COM and TPB, February 18, 2014, Fairmont Hotel,

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>Makati</p> <ul style="list-style-type: none"> ❖ MOA signing DPC and TPB, March 19, 2014, Marriott Hotel, Resorts World
❖ ISO 9001:2008 Quality Management System	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordinated with ISO Consultant in the appraisal of TPB's current system to achieve its goal of becoming ISO 9001:2008 certified by CY 2014
❖ Electronic New Government Accounting System (E-NGAS)	<p>Input:</p> <ul style="list-style-type: none"> ❖ Coordination with the Commission on Audit for the implementation of E-NGAS. ❖
<i>2nd Quarter (April to June 2014)</i>	
<p><u>Technical</u></p> <ul style="list-style-type: none"> ❖ Network and Server Administration and Maintenance 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Installed Operating System and other software applications for the new network stations ❖ Trouble-shoot the hardware and technical problems reported ❖ Monitored the consistency of the internet connection ❖ Monitored the server migration and network maintenance tune-up to avoid internet traffic ❖ Set-up new IP address for the new network stations ❖ Set-up the TPB email address for the new employees ❖ Tuned-up internet connection by adding additional internet bandwidth ❖ Installed 3 new WiFi Access Point at COO's Office, Hallway, and MIS Room ❖ Assisted in the various presentations of TPB's COO
❖ Information Systems	<p>Input:</p> <ul style="list-style-type: none"> ❖ Monitored the implementation of the Payroll System ❖ Assisted in the electronic transmittal of the payroll ❖ Assisted in the printing of overtime payroll

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ Corporate Website	Input: ❖ Updated content of the TPB website ❖ Uploaded and evaluated various BID requirements of the different departments
❖ Hardware and Software	Input: ❖ Prepared Terms of Reference and Technical Specifications for the following: <ul style="list-style-type: none"> • Network Server • TPB Events Guide Application with SMS Gateway Equipment requirement for International Organization for Standardization (ISO), Board Members and Management Committee Members <ul style="list-style-type: none"> • Fiber Optic Internet Connection
<u>ICT Plans and Programs</u> ❖ TPB Information Systems Strategic Plan (ISSP) CY 2015	Input: ❖ Submitted to DOST Information and Communications Technology Office (ICTO) TPB's ISSP CY 2015 for review and evaluation.
<u>Training / Product Updates</u> ❖ Gender and Development (GAD) GAD Focal Point System (GFPS) and Technical Working Group (TWG) Quarterly Meeting and Workshop, Thunderbird Resorts, Rizal, April 3 – 4, 2014	Input: ❖ One (1) representative from MIS
❖ Competency Mapping Workshop, The Bayleaf, April 14 – 15, 2014	Input: ❖ One (1) representative from MIS

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<ul style="list-style-type: none"> ❖ Professional Image Development Workshop, The Bayleaf: <ul style="list-style-type: none"> • May 2, 2014 • May 23, 2014 • June 11, 2014 	Input: <ul style="list-style-type: none"> ❖ One (1) representative from MIS ❖ One (1) representative from MIS ❖ Three (3) representatives from MIS
<ul style="list-style-type: none"> ❖ Team Building Workshop, Canyon Cove, Batangas, May 9 – 11, 2014 	Input: <ul style="list-style-type: none"> ❖ Four (4) representatives from MIS
<ul style="list-style-type: none"> ❖ Orientation on the Integrated Corporate Reporting System (ICRS) by the Governance Commission for Government Owned and Controlled Corporation (GCG), Citibank Tower, Makati, May 12 – 13, 2014 	Input: <ul style="list-style-type: none"> ❖ One (1) representative from MIS
<ul style="list-style-type: none"> ❖ M.I.C.E. Conference 2014, Clark, Pampanga, June 4-7, 2014 	Input: <ul style="list-style-type: none"> ❖ One (1) representative from MIS
<ul style="list-style-type: none"> ❖ Product Presentation of Inventory System and Document Tracking System, TPB Activity Room, June 18, 2014 	Input: <ul style="list-style-type: none"> ❖ Four (4) representatives from MIS
<ul style="list-style-type: none"> ❖ Product Presentation of Inventory System and Document Tracking System, TPB Activity Room, June 18, 2014 	Input: <ul style="list-style-type: none"> ❖ Four (5) representative from MIS
<p><u>Projects</u></p> <ul style="list-style-type: none"> ❖ International Organization for Standardization (ISO) 9001:2008 Quality Management System. 	Input: <ul style="list-style-type: none"> ❖ Assisted in the implementation of the following trainings in coordination with the ISO Consultant: <ul style="list-style-type: none"> • ISO 9001:2008 Quality Management System (QMS) Principles, Requirements and Applications, The Bayleaf, April 21 – 22, 2014 for Top Management, Management Committee Members and

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>Process Owners</p> <ul style="list-style-type: none"> • Understanding ISO 9001:2008 QMS Documentation, New World Makati Hotel, April 29 – 30, 2014 for Top Management, Management Committee Members and Process Owners • ISO 9001:2008 Establishing Effective Quality Objectives, Diamond Hotel Philippines, June 25 – 26, 2014 for Top Management, Management Committee Members and Process Owners • ISO 9001:2008 Quality Management System Awareness, TPB Activity Room, June 27, 2014 for Process Owners
<i>3rd Quarter (July to September 2014)</i>	
<p><u>Technical</u></p> <p>❖ Network and Server Administration and Maintenance</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Set-up the new desktop computers at the different departments for the network stations ❖ Installed the Operating System and other software applications for the new network stations ❖ Set-up new IP address for the new network stations ❖ Set-up the TPB email address for the new employees ❖ Trouble-shoot the hardware and technical problems reported ❖ Monitored the consistency of the internet connection ❖ Monitored the server migration and network maintenance tune-up to avoid internet traffic ❖ Installed and tested the network printer to the different departments

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ Information Systems	Input: <ul style="list-style-type: none"> ❖ Coordinated with the Commission on Audit, Government Accounting Sector on the installation of the electronic New Government Accounting System (e-NGAS) ❖ Monitored the implementation of the Time Management System ❖ Monitored the implementation of the Payroll System ❖ Assisted in the electronic transmittal of the payroll ❖ Assisted in the printing of overtime payroll
❖ Corporate Website	Input: <ul style="list-style-type: none"> ❖ Updated content of the TPB website ❖ Uploaded various BID requirements of the different departments
❖ Hardware and Software	Input: <ul style="list-style-type: none"> ❖ Prepared Terms of Reference and Technical Specifications for the following: <ul style="list-style-type: none"> • Tablet for the Board Members • Notebook for the Management Committee • Remanufactured Laser Toner of CF280A, CE410 and C9730 ❖ Prepared technical evaluation for network printer ❖ Prepared contract for server acquisition ❖ Prepared contract for Fiber Optic Internet Connection
❖ Others	Input: <ul style="list-style-type: none"> ❖ Assisted in the various presentations of TPB's COO ❖ Evaluated various BID requirements of the different departments
<u>Trainings / Product Updates</u> <ul style="list-style-type: none"> ❖ Gender and Development (GAD) Gender Sensitivity Training, Hyatt Hotel, July 18, 2014 	Input: <ul style="list-style-type: none"> ❖ Three (3) representatives from MIS

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<ul style="list-style-type: none"> ❖ Gender and Development (GAD) Gender Sensitivity Training, Hyatt Hotel, September 26, 2014 ❖ Seminar-Workshop on Basic Records Management & National Inventory of Records, View Park Hotel, Tagaytay, August 26 – 27, 2014 	<ul style="list-style-type: none"> ❖ Three (3) representatives from MIS ❖ One (1) representative from MIS
<p><u>Projects</u></p> <ul style="list-style-type: none"> ❖ PHITEX 2014 ❖ International Organization for Standardization (ISO) 9001:2008 Quality Management System 	<p>Input:</p> <ul style="list-style-type: none"> ❖ One (1) representative from MIS assisted in the transportation requirements and airport reception of the project ❖ Assisted in the implementation of the following ISO meetings: <ul style="list-style-type: none"> • Update/presentation of the ISO Consultant on TPB's Quality Operations Manual to the Top Management and Management Committee, July 30, 2014. • Presentation of the Corporate and Functional Objectives to the Management Committee, August 15, 2014 • Consultation and coaching meetings with the ISO Consultant on the Quality Operations Manual of the different departments/units and TPB's Systems Procedure Manual (Mandatory Procedures): <ul style="list-style-type: none"> – Marketing & Promotions Sector, August 18, 2014 – Marketing & Promotions Sector, August 22, 2014 – Office of the Chief Operating Officer, August 29, 2014 – Finance Department, September 9, 2014 – Marketing & Promotions Sector, September 10, 2014 – Procurement & General Services Division, September 11, 2014 – Procurement & General Services Division, September 12, 2014 – Marketing & Promotions Sector, Office of the Corporate Board Secretary & Legal and Procurement & General Services Division, September 22, 2014 – MIS Division, September 23, 2014 • Marketing & Promotions Sector, Domestic Promotions with the ISO TWG • Secretariat, September 25, 2014 • Marketing & Promotions Sector meeting with the ISO Technical Working

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	Group on the Quality Operations Manual, September 25, 2014
<i>4th Quarter (October to December 2014)</i>	
<p><u>Technical</u></p> <ul style="list-style-type: none"> ❖ Network and Server Administration and Maintenance 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Set-up the TPB email signatures in all network stations to provide a standardized look of email signatures ❖ Set-up the TPB email addresses of the new employees ❖ Set-up the new desktop computers at the different departments for the network stations use ❖ Installed the Operating System and other software applications for the new network stations ❖ Set-up new IP addresses for the new network stations ❖ Trouble-shoot the hardware and technical problems reported by the different departments ❖ Monitored the stability of the internet connection to avoid work disruption ❖ Monitored the server migration and network maintenance tune-up to ensure continuous operation of the internet server ❖ Monitored the usage of the network printer of the different departments and provided the required toner for their use
<ul style="list-style-type: none"> ❖ Information Systems 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Awaiting advice from COA on the status/implementation on the installation of the electronic New Government Accounting System (e-NGAS) ❖ Monitored the implementation of the following Systems to ensure that the systems are up and running: <ul style="list-style-type: none"> • Time Management System • Payroll System • Personal Data System ❖ Assisted in the electronic transmittal of the TPB payroll as required by Landbank ❖ Assisted the Human Resources Division in the printing of payroll for employees who rendered overtime

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ TPB Event App with SMS	
❖ Corporate Website	Input: <ul style="list-style-type: none"> ❖ Coordinated/monitored with IConcept Inc. on the development of the Event App and the activation of the SMS function <ul style="list-style-type: none"> • Updated the content of the TPB website on the following: <ul style="list-style-type: none"> - TPB Calendar of Promotions and Marketing Activities - Philippine Calendar of Meetings, Incentive Travel, Conventions and Exhibitions / Events - Visit the Philippines Year 2015 ❖ Uploaded various BID requirements of the different departments ❖ Monitored the registration of the DOT Accredited Establishments in the TPB website
❖ Hardware and Software	Input: <ul style="list-style-type: none"> ❖ Prepared the documentation to include the Technical Specifications, Terms of Reference, Technical Evaluation and Contracts for the following: <ul style="list-style-type: none"> • Fiber Optic Internet Connection • 13 units Tablet (Samsung Galaxy Tab 4) for the TPB Board of Directors • 28 units of Notebook Computers (MacBook) for the management committee members • 9 units Personal Computers bundled with anti-virus and UPS for distribution to the different Departments • LAN Upgrade and Construction of Data Center • Asset and Inventory Management System
❖ Others	Input: <ul style="list-style-type: none"> ❖ Monitored the construction and design of the MIS Department work area to ensure the network and electrical layout requirements of the following are met and in order:

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> • LAN Upgrade • Construction of the Data Center • Server Area • TPB offices ❖ Assisted/Prepared in the various presentations of TPB's COO and the different departments ❖ Evaluated various BID requirements of the different departments
<p><u>ICT Plan and Programs</u></p> <ul style="list-style-type: none"> ❖ TPB Information Systems Strategic Plan (ISSP) CY 2015 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Submitted to DOST Information and Communications Technology Office (ICTO) TPB's ISSP CY 2015-2017 for review and evaluation
<p><u>Trainings / Product Updates</u></p> <ul style="list-style-type: none"> ❖ Forum on Women Empowerment and Film Showing, a part of Gender and Development Milestone Celebration and in support to the National Consciousness Day for the Elimination of Violence Against Women (VAW) and Child Campaign, Hotel Jen Manila, November 14, 2014 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Participants: <ul style="list-style-type: none"> • Leah Sy • Julie Bolante • Emman Zarate • Diana Sarmiento • Alvin Barcelona • Abigail Guevara • Ian Santos • Trixie Lago
<ul style="list-style-type: none"> ❖ The Destination Academy with TripAdvisor, a two-day workshop held in Singapore on November 27-28, 2014 	<p>Input:</p> <ul style="list-style-type: none"> ❖ Participants: <ul style="list-style-type: none"> • Leah Sy • Nedalin Miranda

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ PATAcademy, a three-day training on the “Future of Tourism Technology” held in Bangkok, Thailand on December 2-4, 2014.	Input: ❖ Participant: <ul style="list-style-type: none"> Julie Bolante
❖ Walk to End Violence Against Women	❖ Participant: <ul style="list-style-type: none"> Ian Santos
❖ KRAV MAGA Self Defense Seminar held at Hotel Jen Manila on December 5, 2014	Input: ❖ Participants: <ul style="list-style-type: none"> Emman Zarate Alvin Barcelona Ian Santos
❖ Turismo Pamasko Sa Mga Bata, December 11, 2014	Input: ❖ Participants: <ul style="list-style-type: none"> Abigail Guevara Trixie Lago
<u>Projects</u> ❖ PHITEX 2014	Input: ❖ Coordinated and monitored the updating of the PHITEX website by iConcept

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
❖ Visit the Philippines Year (VPY) 2015	Input: <ul style="list-style-type: none"> ❖ MIS assisted in the following VPY 2015 Launching: <ul style="list-style-type: none"> • 1st CALABARZON Tourism Forum, Lucena City, Quezon Province on November 28, 2014 – <u>Diana Sarmiento</u> • Regional Launching, Legazpi City, Albay Province on December 12, 2014 – <u>Emmanuel Zarate</u>
❖ International Organization for Standardization (ISO) 9001:2008 Quality Management System	Input: <ul style="list-style-type: none"> ❖ Coordinated and assisted in the consultation and coaching meetings/requirements of the ISO Consultant on the Quality Operations Manual of the different departments/units and TPB's Systems Procedure Manual (Mandatory Procedures): ❖ Marketing & Promotions Domestic, October 1, 2014 ❖ ISO Technical Working Group, October 1, 2014 ❖ Marketing & Promotions Sector, October 14, 2014

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
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HUMAN RESOURCES DIVISION

Learning and Development

Creating an E-Commerce Project Plan for your Business

Aim Conference Center, Legaspi Village, Makati City

17 January 2014

Organized by the Ariva Academy

It aims to help businesses improve the supply chain; accept payments online, and how to capture attention of prospects online.

Input:

❖ Php 2,788.80

Output:

❖ The seminar was attended by several participants from private and public sectors. 6 participants from TPB attended.

ISO 9002: 2008 Quality Management System Awareness

Philippine Trade Training Center Building, Sen. Gil Puyat Ave. Cor. Roxas Blvd.,
Pasay City

12 February 2014

Organized by Phil. Trade Training Center

The course was designed to help participants learn the requirements of the international standard on the quality management system. Its objective was to provide participants with an overview of the purpose and requirements of ISO 9001:2008 as a tool for business improvement and customer satisfaction.

Input:

❖ Php 8,000.00

Output:

❖ The seminar was attended by participants mostly from the government, specifically, heads of each company's department. 4 participants from TPB participated.

❖ Increased awareness on how to implement QMS in TPB.

Strategic Talent Acquisition: Smart Interview, Recruitment and Selection/Effective Talent Intelligence: Job Assessment, Alignment and Job Evaluation

AIM Conference Center, Makati City

20 February 2014

Conducted by Ariva Academy

The learning sessions equipped the participants with the strategic approach on the

Input:

❖ FOC

Output:

❖ The seminar was attended by several participants from private and public sectors. 2 HRD employees from TPB participated.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
recruitment and selection process and provided knowledge and technique in assessing and evaluating applicants and employees.	
<p>Measuring Returns on Investment on Trade and Promotional Marketing Canyon Cove, Nasugbu, Batangas 27 February to 01 March 2014</p> <p>The workshop gave the participants a better appreciation of the value contribution of marketing initiatives from a financial or return on investment (ROI) understanding as it applies to the performance indicators.</p>	<p>Input: ❖ PhP 97,696.50</p> <p>Output: ❖ The seminar was attended by 25 employees from TPB and 4 from DOT OSEC.</p>
<p>Installing a Competency-Based Recruitment and Promotion System Civil Service Institute, Diliman Quezon City</p> <ul style="list-style-type: none"> ❖ Competency Modeling and Profiling 3 to 7 March 2014 ❖ Development of Competency based QS and Job Descriptions 12 to 14 March 2014 ❖ Competency Assessment 19 to 21 March 2014 ❖ Integration in the Recruitment and Promotion System 27 to 28 March 2014 	<p>Input: ❖ PhP 28,000.00</p> <p>Output: ❖ Sent 1 participant from TPB ❖ Develop a Competency-based approach HR Managements System</p>
<p>TPB Competency Mapping Workshop The Bayleaf, Intramuros 14 to 15 April 2014</p> <p>Facilitated by Ms. Janet W. Canoy, TPB HRD Chief</p> <p>The exercise aimed to align TPB with the thrust of the Civil Service Commission (CSC) to adopt a Competency-based Human Resource Management System by 2015 and</p>	<p>Input: ❖ PhP 150,000.00</p> <p>Output: ❖ The seminar was attended by 22 representatives from each office of TPB. ❖ TPB Technical/Functional Competency Table and Behavioural Indicators.</p>

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
to provide TPB with a “road map” to be used for recruitment and retention purposes.	
<p>2014 CSC HR Symposium Waterfront, Lahug, Cebu City 24 to 25 April 2014</p> <p>Organized by the Civil Service Commission</p> <p>With the theme “Gearing Towards ASEAN Integration through Strategic HR”, the symposium aimed to align HR efforts towards ASEAN Integration by 2015.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 30,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ The seminar was attended by Ms. Janet W. Canoy, and other human resource management officers in government, private practitioners and participants from other ASEAN countries.
<p>Professional Image Development Bayleaf Hotel, Intramuros 4, 16, 23 May and 11 June 2014</p> <p>Organized by the Tourism Promotions Board and conducted by Ms. Abigail Arenas-de Leon of Personi-fi.</p> <p>The program aimed at training TPB employees on how to best represent the organization through proper appearance and behaviour in order to embody an image that is presentable and valuable within and beyond the workplace.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 560,000.00 <p>Output::</p> <ul style="list-style-type: none"> ❖ Attended by 91 participants
<p>2014 Digital Asia Expo and Conference: One Digital SMX Convention Center, MOA 29 to 31 May 2014</p> <p>Organized by ARIVA Seminar and Convention Organizers The event aimed at exposing participants to practices in the ASEAN Digital Marketplace and providing information about emergence of innovative technologies</p>	<p>Input::</p> <ul style="list-style-type: none"> ❖ PhP 21,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ The seminar was attended by Ms. Nedalin Miranda and Ms. Christel Arguelles from the Marketing Communications Department.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
in digital advertising and communications that could provide the enabling platform for the country and other nations to integrate as one marketplace.	
<p>Seminar on Philippine Bidding Documents Regency Hotel J.P. Cabaguio Street, Davao City 15 to 18 July 2014</p> <p>Organized by Sofia Center for Continuing Education (SCCE)</p> <p>It aimed to provide the participants with an overview of the Philippine Bidding Documents in relation to Republic Act 9184 (known as Government Procurement Reform Act) and Its Rules and Regulations and teach them and what the Philippine Bidding Documents is all about.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 5,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ The seminar was attended by 36 participants representing various government agencies such as: Bangko Sentral ng Pilipinas (BSP-Manila and Davao), University of the Philippines Cebu, Cotabato City Sanitarium, Department of Agriculture-Central Office, etc. ❖ Latest updates on the procurement law were discussed to comply with the requirements of RA 9184.
<p>Seminar on Business and Public Officials Guide on how to joint venture legally w/ LGU's and GOCC's Shangri-La Hotel 22 August 2014</p> <p>Conducted by the Center for Global Best Practices</p> <p>It aimed to provide the overview of Public-Private Partnerships (PPPs), Joint Venture by GOCCs under the 2013 NEDA Guidelines and LGUs, and examples of JV projects.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 8,531.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ 2013 Revised Joint Ventures Guidelines were presented during the event to accelerate more economic growth.
<p>8th HR Training Congress: HR Agenda Towards ASEAN Integration SMX Convention Center 28 to 29 August 2014</p> <p>Conducted by Ariva Management</p> <p>The course helped HR professionals explore the ways that the management of</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 13,440.00 ❖ 3 participants from TPB (1 FOC Participant/50%off) <p>Output:</p> <ul style="list-style-type: none"> ❖ The seminar was conducted by Ariva Academy and attended by several HR professionals from all over the Philippines as they celebrated the National HR

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>human capital can help the company achieve its strategic objectives. Specific tools were provided to help delegates make the linkages between business strategy and HR more so in connection with the ASEAN Integration.</p>	<p>Professionals Appreciation Day during the 3rd week of August.</p> <ul style="list-style-type: none"> ❖ It was an eye-opener for all the HR practitioners on how the integration will affect the whole industry. The speakers were able to communicate the effect of integration in different aspects of business.
<i>Health and Wellness Program</i>	
1. PHYSICAL: To ensure optimum health of TPB employees	
<p>Aerobics</p> <p>Provide TPB employees with opportunity for physical exercise in order to help regulate weight and provide wellness within the organization.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 27,500.00 covering the period April – June 2014 ❖ PhP 26,000.00 covering the period July – September 2014 ❖ PhP 25,500.00 covering the period October – December 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ An average of 20 employees attended each session on a regular basis (Mondays & Wednesdays, 5 – 6pm) ❖ An average of 12 employees attended each session on a regular basis (Mondays & Wednesdays, 5 – 7pm) ❖ An average of 12 employees attended each session on a regular basis (Mondays & Wednesdays, 5 – 7pm)
<p>Medical Services</p> <p>Attend to employees' medical needs to include consultation, review and evaluate results of TPB's annual physical examination</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 20,880.00 covering the period April – June 2014 ❖ PhP 24,000.00 covering the period of July – September 2014 ❖ PhP 24,000.00 covering the period of October – December 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ 57 employees consulted for the period April to June 2014 ❖ 48 employees consulted for the period July to September 2014 ❖ 72 employees consulted for the period October to December 2014 ❖ Administration of flu vaccine to 111 TPB employees

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>CSC R.A.C.E. to Serve Fun Run IV SM MOA Complex, Pasay City 6 September 2014</p>	<p>Input: ❖ PhP 47,950.00</p> <p>Output: ❖ 43 TPB employees participated in the event to celebrate the 114th Philippine Civil Service Anniversary.</p>
2. SOCIAL	
<p>TPB Team Building 2014 Canyon Cove, Nasugbu, Batangas 9 to 11 May 2014</p> <p>Organized by the Tourism Promotions Board in coordination with ARIVA Seminar and Convention Organizers</p> <p>The activity was aptly themed as “GAME KA NA BA?” and focused on one’s readiness to adapt to change considering the forthcoming reorganization of the TPB.</p>	<p>Input: ❖ PhP 1,763,660.00</p> <p>Output: ❖ The activity was attended by 97 employees.</p>
3. FINANCIAL	
<p>Starting to be an Entrepinoy TPB Activity room 6 February 2014</p> <p>Organized by Technology Resource Center</p> <p>Discussed the tools necessary to start a chosen business that would be operational even if the owner is presently engaged in employment. It covered issues on 1) Why create a business? 2) How to choose a business? 3) How to start the business and</p>	<p>Input: ❖ PhP 50,373.125</p> <p>Output: ❖ The seminar was attended by 25 TPB employees and priority was given to those who are considering availing of the SIP and those with SG 14 and below.</p>

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
creating a developmental plan for the business?	
<p>Franchising a Business TPB Activity room 6 February 2014</p> <p>Organized by Technology Resource Center</p> <p>The course discussed the step-by-step procedure in the application and maintenance of a franchise which included restaurants and fast-food chains, non-food enterprises, and services.</p>	<p>Input: ❖ PhP 50,373.125</p> <p>Output: ❖ The seminar was attended by 28 TPB employees and priority was given to those who were considering availing of the SIP and those with SG 14 and below.</p> <p>Recommendation: ❖ Speakers must also introduce small businesses that require a small amount of budget so that it would be easier for the participants to start their own.</p>
<p>Chinese Dimsum Making TPB Activity Room 6 May 2014</p> <p>Organized by the Tourism Promotions Board in coordination with Technology Resource Center</p> <p>The training course aimed to provide participants with knowledge and skills in the production of Chinese delicacies.</p>	<p>Input: ❖ PhP 40,000.00</p> <p>Output: ❖ The seminar was attended by 23 employees from TPB; priority was given to those who intended to avail of the Separation Incentive Package (SIP) and those employees who occupied salary grade 14 and below.</p>
<p>Best Practices and Remedies to avoid COA disallowances Edsa Shangri-La Hotel, Mandaluyong City 5 September 2014</p>	<p>Input: ❖ PhP 17,900.00</p>

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>PAGBA “Public Financial Management and Climate Change – Resiliency Towards Responsive and Transparent Government” Skylight Convention Center, Puerto Princesa City, Palawan 25 to 29 November 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ P61,278.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ The seminar was attended by 4 TPB employees together with other government offices, ❖ The discussions included ethical behavior government officials and employees should embody, the upcoming ASEAN Integration this coming 2015, and prioritization of the health and wellness of public servants.
4. SPIRITUAL	
<p>First Friday Masses</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 3,000.00 covering the period April to June 2014 ❖ PhP 3,000.00 covering the period July to September 2014 ❖ PhP 6,000.00 covering the period October to December 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ An average of 20 employees attend the First Friday masses.
<p>Bible Study</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 2,000.00 covering the months of May and June 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ An average of 20 employees attend each session held every last Thursday of May and June 2014.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
Lenten Reflection TPB Activity Room 10 April 2014	Input: ❖ PhP 7,950.00 Output: ❖ The half day Lenten Reflection was attended by 45 employees.
<i>Records Management</i>	
Seminar-Workshop on Basic Records Management and National Inventory of Records View Park Hotel, Calamba Road, Tagaytay 26 to 27 August 2014 To have a systematic records management in terms of its maintenance, easy retrieval and disposition, and to prepare for the digitization of all government records as mandated by the Department of Budget and Management (DBM). To update and establish new General Records Disposition Schedules and to provide the basis for a National Records Management Information System on policies, rules, regulations, guidelines and procedures.	Input: ❖ PhP 2,000.00 Output: ❖ The seminar was attended by personnel of the DOT Head Office, Regional Offices, and attached agencies. ❖ It was a joint activity of the Department of Tourism and the National Archives of the Philippines (NAP). ❖ The discussions included the Salient Features of RA 9470, National Inventory System, and National Archives and Records Information System. ❖ TPB's early compliance/submission of the properly accomplished RDS and National Inventory Form will be included in the database of the National Archives and Records Information System. The digitization of the records will be launch by DBM next year 2015.
<i>Gender and Development Program</i>	
GAD GFPS and TWG Quarterly Meeting and Workshop Thunderbird Resort, Rizal 3 to 4 April 2014 Organized by the Tourism Promotions Board Aimed at presenting GAD accomplishment reports for 2013, providing TPB GAD	Input: ❖ PhP 102,000.00 Output: ❖ The seminar was attended by members of the TPB-GAD Focal Point System and GAD Technical Working Group. ❖ Identified specific activities to be conducted for 2014 and 2015.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
updates for the first quarter of 2014, and discuss TPB 2014 GAD Work Program.	❖ Approved the GAD TPB Media Guidelines for endorsement to the COO.
<p>Gender Sensitivity Training (GST) Hyatt Regency Hotel and Casino 18 July 2014 (1st Batch) 26 September 2014 (2nd Batch)</p> <p>The training aims to define and level-off on gender concepts, issues and perspectives; enhance self-awareness on the gender concerns and issues affecting relationships at various levels within the family, workplace, community, and larger society; Share and demonstrate individual and group experiences using creative learning approaches; Identify the agency's and individual's plans of action related to gender awareness; and to develop trust and sensitivity towards working harmoniously within the group.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ PhP 112,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ 29 participants attended the first batch and 31 participants attended the second batch. ❖ The seminars were presided by Ms. Margarita G. Reyes for the first batch and Mr. Andrew M. Elison for the second batch. ❖ The training equipped the participants with gender sensitive languages and how to apply it to all communications and materials; and how be more gender sensitive in any aspects of their lives.
<p>GAD Planning and Budgeting Workshop for FY 2016 Marco Polo Cebu City 12 to 14November 2014</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ P16,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ The workshop focused on the measurement of influence of GAD systems through gender analysis and drafting of the results of GAD mainstreaming using Gender Mainstreaming and Evaluation Form (GMEF) tool for DOT and its regional offices.
<p>A. Forum on Women Empowerment Traders Hotel Manila 14 November 2014</p> <p>The activity aimed to share the lessons and good practices within the Corporation, to discuss family and community issues, and to promote protection and rights of women and children.</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ P116,000.00 <p>Output:</p> <ul style="list-style-type: none"> ❖ The assembly was attended by 41 female and 12 male TPB employees and other guests. ❖ A brief lecture was given to end all forms of abuse against children and women.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>B. “Boses” Film Showing Traders Hotel Manila 14 November 2014</p> <p>TPB’s support to the Philippine Commission on Women’s National Consciousness Day for the Elimination of Violence Against Women and Children (VAW-C).</p>	<p>❖ “Boses”, a multi-awarded and critically acclaimed movie endorsed by PCW was shown to call for the protection and promotion of children’s rights, examines how the issues in the families and communities affect the child’s welfare and upbringing, and matters concerning women such as migration and girl child abuse.</p>
<p>Walk to End Violence Against Women Quezon City Memorial Circle 25 November 2014</p> <p>The event aimed to augment the efforts of duty-bearers in eliminating gender-based violence and to raise public awareness and increase the support of the government agencies in eliminating violence against women and children.</p>	<p>Input: ❖ P52,000.00</p> <p>Output: ❖ The activity was attended by 30 TPB employees at the Quezon City Memorial Circle as part of the 75th founding anniversary celebration of the Walk to END VAW.</p>
<p>Krav Maga Self-defense Seminar Hotel Jen Manila 5 December 2014</p> <p>The seminar aimed to teach participants different tactics and techniques to defend one’s self in any form of violence and help participants develop their skills that promote assertiveness training, self-confidence, logic thinking, and instinctive human behavior.</p>	<p>Input: ❖ P97,800.00</p> <p>Output: ❖ The activity was conducted in partnership with Krav Maga Philippines to support the Philippine Commission on Women’s (PCW) 18-day campaign to End Violence Against Women from 25 November until 10 December. 35 TPB employees were exposed to defenses, counter attacks, movement, third party protection, and other useful tips that help individuals maximize their ability to inflict needed harm to their assailant.</p>

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<i>Personnel Placement and Retirement</i>	
<p>Oral and Written Assessment TPB Activity Room and Unit 8 September to December 2014</p> <p>Conducted by Josefina Quintana and Allan Amparo, External Service Provider</p>	<p>Input: ❖ P547,999.98</p> <p>Output: ❖ Personnel Placement to the reorganized TPB. ❖ 56 applicants</p>
<p>Evaluated and Processed Retirement December 2014</p>	<p>Input: ❖ Released 43 notices</p> <p>Output: ❖ Processed 16 retirement</p>
<p>Renewed Job Order Contracts December 2014</p> <p>Facilitated renewal of existing JO employees and sliding of remaining casual employees on JO basis.</p>	<p>Input: ❖ Processed 40 existing JO and 9 casuals</p> <p>Output: ❖ Issued 49 JO contracts</p>
<i>Hiring, Recruitment and Selection</i>	
<p>Hired Job Order Employees and Legal Consultant October to December 2014</p> <p>To augment TPB manpower complement in lieu of the hiring of permanent employees due to reorganization</p>	<p>Input: ❖ Processed 18 applications</p> <p>Output: ❖ Hired 2 JO employees and 1 legal consultant</p>

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<i>Employee Engagement</i>	
2014 TPB Year-End Activity 4 th Floor Lobby 22 December 2014	Input: ❖ P199,550.00
2014 Turismo Pasko sa mga Bata Museo Pambata/ Jollibee Harbour Square 11 December 2014	Input: ❖ P6,000.00 (October, November and December 2014) Output: ❖ TPB sponsored 30 children from DSWD – Reception Study Center for Children to visit the Museo Pambata and kids party at Jollibee Harbour Square.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION

INPUT / OUTPUT / RECOMMENDATION

FINANCE DEPARTMENT - ACCOUNTING DIVISION

TPB Funds

Input:

1ST Quarter (January to March 2014)

❖ Collection of funds as follows:

- Funds remitted by BTr for the Equity Contribution-2013-Receivables Government Subsidy

January	250,000,000.00
March	125,000,000.00
Total	375,000,000.00

- DOT-TLA funds for various projects (funds coming from GAA/DFPC for TPB's 70% share remitted thru DOT and transferred to TPB)

January	932,640.06
February	0.00
March	0.00
Grand Total	375,932,640.06

2ND Quarter (April to June 2014)

❖ Collection of funds are as follows:

Funds remitted by BTr for the proceeds from PAGCOR, airports, seaports-SAGF	429,396,000.00
Government Subsidy	125,000,000.00
Total	554,396,000.00

Output:

- ❖ The funds were utilized for the sustenance of TPB's operations for the first quarter.

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>Processing of Corporate Accounts and TLA payables</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Disbursement vouchers were processed for payments of personal services, MOOE, and project expenses that were charged to TLA funds. Remittances to BIR, GSIS, Pag-IBIG and Phil Health were made for the employees' mandatory contributions and withholding taxes. ❖ Disbursement vouchers were processed for payments of personal services, MOOE, and marketing and promotions project expenses of all sectors for the 3rd and 4th Quarter of 2014. Remittances to BIR, GSIS, Pag-ibig and PhilHealth were made for the employees' mandatory contributions and withholding taxes. <p>Output:</p> <ul style="list-style-type: none"> ❖ Settlement of accounts and up-to-date remittances to BIR, GSIS, PhilHealth and NHMFC/HDMF
<p>DOT-GAA/TLA Project Liquidation</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Preparation of liquidation reports of projects vis-a vis the expenditures as funded to the paid disbursements as per subsidiary ledger which were forwarded to COA for verification and issuance of Credit Notice (CN) and its submission to DOT. ❖ Coordinated with the DOT reclassification of TLA fund balances as "Budgetary Support to GOCC" from their previous entry of "Due from GOCC". ❖ Follow up with DOT the collection of the 70% share of TPB from the 50% share in the DFPC net income for CY 2013. <p>Output:</p> <ul style="list-style-type: none"> ❖ Full settlement of project funds remitted that serves as the basis of DOT in releasing funds for succeeding projects that will be implemented.

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CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
Accounting/Financial Reports	<p>Input:</p> <p><i>1ST Quarter (January to March 2014)</i></p> <ul style="list-style-type: none"> ❖ Bookkeeping/Maintenance of the books of accounts ❖ Preparation of financial statements for the year ended December 31, 2013 ❖ Preparation of financial statements for the month ended January 31, 2014 ❖ Monitored and controlled the cash allocation for processed vouchers, requisitions, purchases, job orders, contracts, etc. ❖ Closely monitored/processed the liquidation of cash advances granted to officers and employees for various projects <p><i>2ND Quarter (April to June 2014)</i></p> <ul style="list-style-type: none"> ❖ Bookkeeping/Maintenance of the books of accounts ❖ Finalized financial statements and other related financial reports based on COA findings for the year ended December 31, 2013 ❖ Preparation of financial statements for the month ended April 30, 2014 ❖ Monitored and controlled the cash allocation for processed vouchers, requisitions, purchases, job orders, contracts, etc. ❖ Closely monitored/processed the liquidation of cash advances granted to officers and employees for various projects <p><i>3RD Quarter (July to September 2014)</i></p> <ul style="list-style-type: none"> ❖ Bookkeeping/Maintenance of the books of accounts ❖ Prepared the reply to the COA findings and recommendations contained in the 2013 Annual Audit Report (AAR) ❖ Prepared the financial statements for the month ended July 31, 2014 ❖ Monitored and controlled the cash allocation for processed vouchers, requisitions, purchases, job orders, contracts, etc. ❖ Closely monitored/processed the liquidation of cash advances granted to TPB officers and to DOT regional and overseas attaches and market representatives for various projects <p><i>4TH Quarter (October to December 2014)</i></p> <ul style="list-style-type: none"> ❖ Bookkeeping/Maintenance of the books of accounts ❖ Prepared the financial statements for the month ended October 31, 2014 ❖ Monitored and controlled the cash allocation for processed vouchers,

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p>requisitions, purchases, job orders, contracts, etc.</p> <ul style="list-style-type: none"> ❖ Closely monitored/processed the liquidation of cash advances granted to TPB officers and to DOT regional and overseas attaches and market representatives for various projects ❖ Follow up of Credit Notices (CN) with COA for the post audit of liquidations of projects disbursed by TPB project officers. <p>Output:</p> <p><i>1ST Quarter (January – March 2014)</i></p> <ul style="list-style-type: none"> ❖ Disclosure/presentation of the financial position and condition of TPB as of December 31, 2013 ❖ Disclosure/presentation of the financial position and condition of TPB as of January 31, 2014 ❖ An advice on the available cash balances of TPB bank accounts as of March 31, 2014 ❖ Settlement of accountability of disbursing officers <p><i>2ND Quarter (April to June 2014)</i></p> <ul style="list-style-type: none"> ❖ Disclosure/presentation of the financial position and condition of TPB as of December 31, 2013 ❖ Disclosure/presentation of the financial position and condition of TPB as of April 30, 2014 ❖ An advice on the available cash balances of TPB bank accounts as of June 30, 2014 ❖ Settlement of accountability of disbursing officers <p><i>3RD Quarter (July to September 2014)</i></p> <ul style="list-style-type: none"> ❖ Disclosure/presentation of the financial position and condition of TPB as of December 31, 2013 ❖ Disclosure/presentation of the financial position and condition of TPB as of July 31, 2014 ❖ An advice on the available cash balances of TPB bank accounts as of September 30, 2014 ❖ Settlement of accountability of disbursing officers

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<p><i>4TH Quarter (October to December 2014)</i></p> <ul style="list-style-type: none"> ❖ Disclosure/presentation of the financial position and condition of TPB as of October 31, 2014 ❖ An advice on the available cash balances of TPB bank accounts as of December 31, 2014 ❖ Settlement of accountability of disbursing officers
<p>Collection of the 70% share of TPB from the 50% share in the DFPC net income for CY 2013</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ After follow ups with the Department of Tourism, TPB was able to collect partial remittance of the 70% share of TPB from the 50% share in the DFPC net income for CY 2013 last December 22, 2014 in the amount of P65,800,000.00. <p>Output</p> <ul style="list-style-type: none"> ❖ Collection of the partial remittance of the 70% share of the TPB from the 50% share in the DFPC net income for the CY 2013 in the amount of P65,800,000.00.
<p>Other Financial Matters Reports</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Compliance to the requirements of COA, DOF, Governance Commission for GOCC ❖ Preparation of certification of payments of contributions, policy, salary, housing loans with GSIS, HDMF and PhilHealth <p>Output:</p> <ul style="list-style-type: none"> ❖ Compliance to the requirements of COA, DOF, Governance Commission ❖ A requirement in the approval of employees' loan application with concerned agencies

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
<p>TPB Funds</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Requested for the release of SARO and NCA amounting to PhP 429,396,000.00 from the SAGF and PhP 125,000,000.00 from the Regular Subsidy ❖ Requested for the release of SARO and NCA amounting to PhP 320,604,000.00 from the SAGF and PhP 250,000,000.00 from the Regular Subsidy for the 3rd & 4th Quarter of CY 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ Release of SARO No. BMB-F-14-0007097 and NCA No. BMB-F-14-0007072 amounting to PhP 429,396,000.00; SARO No. BMB-F-14-0007098 and NCA No. BMB-F-14-0007073 amounting to PhP 125,000,000.00 ❖ The funds were utilized for the sustenance of TPB Operations. ❖ SARO and NCA for the 3rd & 4th Quarter of CY 2014 are for review by DBM's BMB-F Director. ❖ SARO and NCA for the 3rd and 4th Quarter of CY 2014 were released last October 22, 2014. ❖ The funds were utilized for the sustenance of TPB Operations.
<p>Corporate Operating Budget (COB) for CY 2015</p>	<p>Input:</p> <ul style="list-style-type: none"> ❖ Prepared the Corporate Operating Budget (COB) for CY 2015 ❖ Receipt of 2014 Approved (COB) from DBM <p>Output:</p> <ul style="list-style-type: none"> ❖ Submitted the Corporate Operating Budget (COB) for CY 2015 to DBM. ❖ DBM approved a total budget of PhP 1,497,883.000.00 for the TPB. ❖ Attended the Congress & Senate Budget Hearing. ❖ Senate approved TPB COB 2015 in the amount of P2.047 Billion as recommended by DBM
<p>Budget Monitoring</p>	<p>Input:</p>

CORPORATE AFFAIRS DEPARTMENT

PROJECT DESCRIPTION	INPUT / OUTPUT / RECOMMENDATION
	<ul style="list-style-type: none"> ❖ Funded the Marketing and Promotions Projects of all sectors for the 2nd quarter of CY 2014 in the amount of PhP 785,000,000.00 ❖ Processed and monitored the Budget Utilization Slip (BUS) and Purchase Request (PR) of all departments for the 2nd quarter of CY 2014 ❖ Funded the Marketing and Promotions Projects of the Marketing for the 3rd Quarter of CY 2014 in the amount of PhP 292,578,087.41 ❖ Funded the Marketing and Promotions Projects of the Marketing for the 4th Quarter of CY 2014 in the amount of P239,209,919.23 ❖ Processed and monitored the Budget Utilization Slip (BUS) and Purchase Request (PR) of all departments for the 3rd and 4th Quarter of CY 2014 <p>Output:</p> <ul style="list-style-type: none"> ❖ Obligation of Accounts/Expenses ❖ Monthly report of Budget vs. Expenditures per sector/department
Bidding	<p>Input:</p> <ul style="list-style-type: none"> ❖ Attended various biddings conducted by the Bids and Awards Committee <p>Output:</p> <ul style="list-style-type: none"> ❖ Compliance with the requirements of the Bids and Award Committee
Inspection of Deliveries	<p>Input:</p> <ul style="list-style-type: none"> ❖ Inspected the deliveries of office supplies/equipment, promotional materials/giveaways, and repair of motor vehicles/furniture and fixtures. <p>Output:</p> <ul style="list-style-type: none"> ❖ Inspection Report on the items delivered and repaired