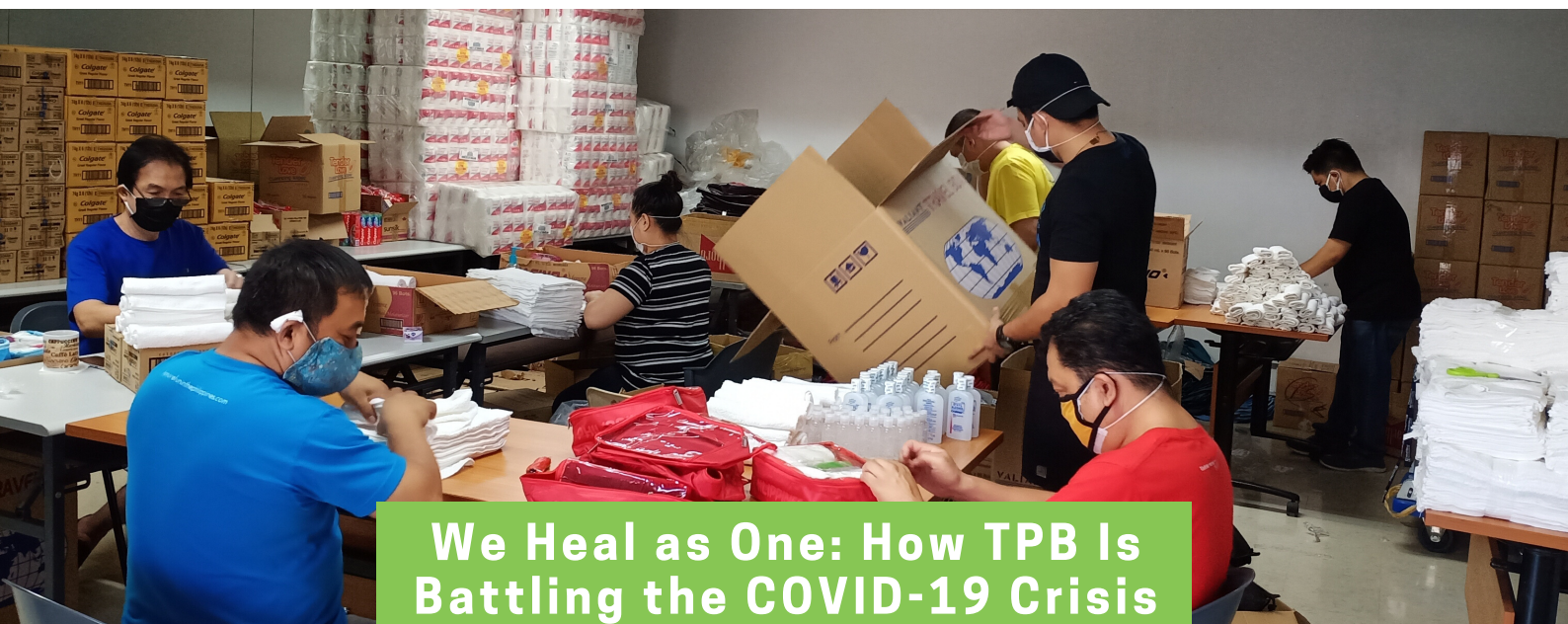


TPB MEMBER INFO UPDATE: COVID 19



We Heal as One: How TPB Is Battling the COVID-19 Crisis

BY PATRICIA YULO

With the Coronavirus Disease 2019 (COVID-19)'s harmful impact reverberating across the world, President Rodrigo Duterte placed the Philippines under State of Calamity on 16 March 2020 that entailed a travel ban and the enforcement of community quarantine throughout the country. As a result, the tourism industry took a massive blow with airlines halting flights, tourist spots closing, and travel agencies coming to a standstill.

Despite the seemingly bleak portrait of the tourism industry, "It's More Fun in the Philippines" temporarily made way to "We Heal As One," encouraging all Filipinos to unite in battling the dreadful disease, and the Tourism Promotions Board (TPB), the marketing and promotions arm of the Department of Tourism (DOT), made sure to heed the clarion call. In support of Republic Act No. 11469 (or the "Bayanihan to Heal as One

TPB Engages MICE Experts to Discuss Business Continuity amid Pandemic

Look: Nearly a Third of PH provinces Have Zero COVID-19 Cases

The Challenges of Tourism Planning in this Pandemic

Webinar: Tourism Insights and Strategies to the COVID 19

A World of Good: Destinations Respond to COVID-19

And more...

Act"), a law created under President Duterte's Administration to combat the effects of the COVID-19 pandemic, the TPB redirected current program thrusts to fully support efforts and initiatives in response to the crisis.

TPB offered to the Department of Finance (DOF)/ Department of Budget and Management (DBM) its remittance amounting to PHP 186.47 Million as its contribution to the Bayanihan Act pool of funds to finance the national government's stimulus package and social amelioration program.

The financial contribution came from various sources, including TPB's 2019 Corporate Operating Budget (COB) savings, freed up 2020 budget allocation previously intended for various marketing and promotional campaigns early this year, and shares from the net income of Duty Free Philippines (DFP).

The agency will also use its Special Contingency Fund (SCF) worth PHP 87 million for COVID-19-related efforts and at present, PHP 54 Million has been utilized, PHP 12 Million of which was allotted for the various initiatives of DOT.

To assist stranded tourists stationed at different hotels in Metro Manila, TPB procured a total of 5,000 essential kits containing shampoo, soap, wet wipes, toilet paper, bath towel and bottled water, among others, and facilitated the turnover to DOT for distribution. Moreover, TPB acquired Personal Protective Equipment (PPE), Vitamin C

supplements and disposable surgical masks which, to date, benefited a total of 1,944 airport tourism front liners including the DOT-Airport Reception and Information Unit personnel and travelers transiting through Ninoy Aquino International Airport.

The agency also waived participation fees for industry partners joining in selected international trade, MICE and consumer fairs and business missions this year to convey support to the private sectors experiencing the adverse effect of COVID-19 on the tourism industry and the economy. The much-awaited solution to COVID-19 has yet to surface but despite the disease's repercussions, TPB will continue to aid the

tourism industry by rolling out programs that will help in its recovery and adaptation to post-COVID-19 conditions.

TPB will also continue to provide updates through its social media channels and ensure that its personnel are well-compensated to face the daily challenges stemming from this disease. All these while the world awaits a cure.

We Heal as One



TPB Engages MICE Experts to Discuss Business Continuity amid Pandemic BY APRIL ROSE ENERIO

The spread of COVID-19 has highlighted, once more, the barriers that technology can cross. For the Philippine tourism industry, this tool has become a lifeline that keeps current and future business partnerships and transactions afloat. Industry players are still able to continue servicing their clients through digital interaction. In the MICE sector, practitioners are also being forced to upgrade (for those who have yet to) and to think of creative ways to keep clients engaged now and in the future.

This has been underlined with the latest joint initiative of the Department of Tourism (DOT) and the Tourism Promotions Board (TPB), in partnership with the Philippine Association of Conventions and Exhibitions Organizers and Suppliers, Inc. (PACEOS), by hosting a free webinar on the topic: Global MICE Situationer in the Time of Pandemic on 28 April 2020.

The poster is for a webinar titled "GLOBAL MICE SITUATIONER IN THE TIME OF THE PANDEMIC" held on 28 April 2020 (Tuesday) from 10:00am to 8:00am (GMT+8). It is presented by the Department of Tourism (DOT), TPBPHL, and PACEOS. The speakers and their roles are: MS. BERNADETTE ROMULO-PUYAT (Secretary, Philippine Department of Tourism) for the Welcome Message; MR. GARY GRIMMER (Executive Chairman, Gansongdips) as the Session Moderator; MR. NOOR AHMAD HAMID (Regional Director, Asia Pacific, International Congress & Conventions Association ICCCA) for Global MICE Situationer: Conventions and Meetings; MS. JENNIFER GLYNN, CIS, CITP (President, Society for Incentive Travel Excellence (SITE)) for Global MICE Situationer: Incentive Travel; and MR. MARK COCHRANE (Regional Manager, The Global Association of the Exhibition Industry UFI) for Global MICE Situationer: Exhibitions. The poster also includes social media links for Facebook, Twitter, and LinkedIn, and mentions it is powered by Ex-Link Events.

In this webinar, key industry speakers discussed the effects of the pandemic on the global MICE industry and provided key insights on business continuity, best practices and new strategies as well as shared recommendations on response and recovery measures to not only the Philippine MICE players but tourism stakeholders alike.

As COVID - 19 continues to impact the MICE industry globally, business travelers will start to look for hygiene, cleanliness, safety and security as among their top considerations. Incentive trips will be more likely to incorporate CSR programs that will engage participants to meaningful activities and interactions.

Moreover, national meetings are expected to be the first to resume as global conventions will take longer to recommence. Exhibitions with strong domestic markets, on another hand, will have a greater chance to bounce back faster while those targeting international markets will have a slower return.

As the industry is gradually adapting to the new normal and businesses are now embracing technology, face-to-face interactions are expected to combine with virtual elements, increasing the number of hybrid meetings where digital advancement is an integral part of live events.

"Now, more than ever, we must all close ranks and intensify our collective efforts to once again position the Philippines as the premier leisure and MICE Destination," says PDOT Secretary Bernadette Romulo-Puyat on her welcome message.

The panel of industry experts include Mr. Noor Ahmad Hamid, Regional Director of Asia Pacific, International Congress and Conventions Association (ICCA) who made a great contribution in strengthening their footprint in the Asia Pacific making it the largest chapter in ICCA's global community; Mr. Mark Cochrane, Regional Manager of the Global Association of the Exhibition Industry (UFI) whose consulting firm focuses on the B2B industry in Asia - with a particular emphasis on exhibitions and events; Ms. Jennifer Glynn, CIS, CITP, President of the Society for Incentive Travel Excellence (SITE) with 25 years industry experience specializing in building strong partnerships through established relationship and industry knowledge; and serving as the moderator is Mr. Gary Grimmer, Executive Chairman of GainingEdge, a global consulting company that offers advisory services in relation to destinations, convention bureaus and convention and exhibition centers. It also manages the BestCities Global Alliance which is composed of 12 of the world's leading destinations.

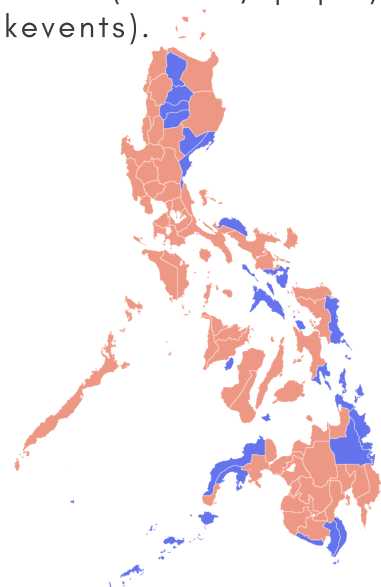
For those who missed the webinar, recorded video is available at the official Facebook pages of DOT (fb.com/DepartmentOfTourism), TPB (fb.com/tpbphl), PACEOS (fb.com/paceos.org) and Exlink Events (fb.com/exlinkevents).

LOOK: Nearly a Third of PH Provinces Have Zero COVID-19 Cases

BY KRISTINE SABILLO, ABS-CBN, 22 APRIL 2020

MANILA — While COVID-19 cases in the Philippines, especially in Metro Manila, continue to rise, nearly a third or 32 percent of the country's provinces and 38 percent of its cities are still seemingly untouched by the pandemic. Data from the Department of Health show that 26 out of 81 provinces in the Philippines have not had a single confirmed case of COVID-19 to date, according to the ABS-CBN Investigative and Research Group (IRG).

Read more:
<http://www.nrcp.dost.gov.ph/latest-news/586-look-nearly-a-third-of-ph-provinces-have-zero-covid-19-cases>



Regions with COVID-free provinces: ■

- CAR-** Apayao, Ifugao, Kalinga, and Mountain Province
- Caraga-** Agusan del Sur, Dinagat Islands, Surigao del Norte, and Surigao del Sur
- Bicol-** Camarines Norte, Masbate, and Sorsogon
- Eastern Visayas-** Biliran, Eastern Samar, and Southern Leyte
- BARMM-** Basilan, Sulu, and Tawi-Tawi
- Zamboanga Peninsula-** Zamboanga del Norte, and Zamboanga Sibugay
- Cagayan Valley-** Batanes, and Quirino
- Davao Region -** Davao Occidental
- Western Visayas -** Guimaras
- SOCCKSARGEN -** Sarangani
- Central Visayas -** Siquijor
- Central Luzon -** Aurora

*As of 22 April 2020



Ekleng Village, Batad, Ifugao



Sugba Lagoon, Siargao Island, Surigao del Norte

The Challenges of Tourism Planning in this Pandemic

BY: CALOY LIBOSADA, PINOYTTOURIST.COM

Caloy Libosada is a tourism advocate and practitioner on product development, destination planning, education, and information systems. He was formerly a research officer for the Department of Tourism and has taught tourism at the UP-Asian Institute of Tourism.



Coastal area of Dilasag, Aurora



Beach in the province of Siquijor



Dakak, Dapitan City

The tourism industry is basically in a coma in many countries now with the chances of full revival diminishing the longer it takes for the virus to be finally defeated.

From this day on, everything will start from scratch and assumptions. Almost everything has become an unknown - market demands, propensity to spend, even market characteristics may have even changed.

Tourism planning may use those to bootstrap the revival of the tourism industry. It is actually a good time to develop tourism plans now that are focused on the responsible use of resources and not go back to what was normal and unsustainable. Yup, take this down time to look at the bigger picture of what an ideal tourism should be. Because it will definitely bounce back.

Read more:

<https://www.pinoytourist.com/blog-1/tourism-planning-in-pandemic?fbclid=IwAR0I2xnc3ysC0sCqJk3ALDlmfMkw2XEKQfj2hdi8p8OxuD1VmxVBBvP0>

Date: Thursday, 30 April 2020

Time: 4PM | Philippine Time

To register:

<http://s475qv6.attendify.io/>



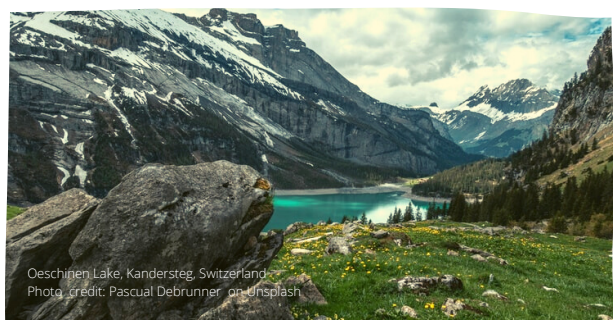
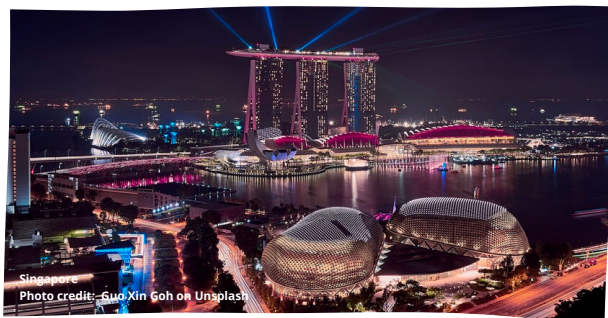
Webinar: Tourism Insights and Strategies to the COVID 19

PACIFIC ASIA TRAVEL ASSOCIATION, 22 APRIL 2020

The webinar entitled "Tourism Insights and Strategies to the COVID-19 Crisis" is a comprehensive 360-degree view of the impact of COVID-19 on the industry and gain insight into the strategies and solutions towards recovery. This will feature updated data and analysis on regional economies and jobs, followed by the latest up-to-date data on air travel bookings as well as insights into current travel-related consumer behaviour and key trends in the market, closing with a panel discussion on strategies and solutions towards recovery.

Read more:

<https://www.pata.org/pata-webinar-tourism-insights-and-strategies-to-the-covid-19-crisis/>



A World of Good: Destinations Respond to COVID-19

CONVENE EDITORS, PCMA.ORG, 17 APRIL 2020

The COVID-19 crisis is bringing out the best in destinations — and the people in them. As the global fight to contain the pandemic continues, companies are shifting production priorities to make personal protective equipment (PPE), cities are propping up local businesses and the people who work for them, and CVBs are creating moving videos about how unity will keep us strong until we can meet again. As Hawaii says in its Share Aloha video above, “Now is the time to pull together, even if it’s from afar.”

Here are examples of how that’s being done:

- Canadians coined a word, caremongering, to describe the acts of kindness sparked by the pandemic. Starting, according to the BBC, as a way to help vulnerable people in Toronto, caremongering has become a national movement.
- In Italy, fashion houses including Prada switched from churning out couture to making PPEs, a step taken by other industry heavyweights across Europe including H&M, Inditex (Zara’s parent company), and French luxury brand Yves Saint Laurent, CNN reported.

Read more:

<https://www.pdma.org/destinations-respond-covid-19-world-good/>

Coronavirus and Events: Outlook and Recovery Timeline

BY: JULIUS SOLARIS, EVENT MANAGER BLOG, 23 APRIL 2020

2020 has quickly gone from a promising year for the events industry into one of the most damaging, and the estimated recovery period has already shifted back several times.

Event professionals, along with the rest of the world, are trying to make the best of widespread lockdowns while eagerly awaiting the resumption of normal activities.

Read more:

<https://www.eventmanagerblog.com/events-coronavirus>

	APR-JUNE 2020	JULY- SEPT 2020	OCT-DEC 2020	JAN-MAR 2021
LIKELIHOOD OF COMEBACK	UNLIKELY	UNLIKELY	SOMEWHAT LIKELY	SOMEWHAT LIKELY
RISK OF HOSTING YOUR EVENT	VERY HIGH	HIGH	MODERATE	MODERATE

Asia Pacific Visitor Numbers Likely to Reduce by 32% in 2020, but Return in 2021

BY JUERGEN T. STEINMETZ, ETURBONEWS, 23 APRIL 2020

Under the newly updated forecasts from the Pacific Asia Travel Association(PATA), the most likely scenario for international visitor arrivals into and across Asia Pacific in 2020 is that visitor numbers are likely to reduce by 32% year-on-year. Taking into account the impacts of the COVID-19 pandemic, the volume of arrivals is now expected to reduce to fewer than 500 million this year.

That effectively takes visitor volume back to levels last seen in 2012. At this stage, growth is expected to resume in 2021, returning to forecast levels by 2023. Much of course, it depends on how quickly and completely the COVID-19 pandemic is contained and controlled.

Read more:

<https://www.eturbonews.com/570848/when-will-visitors-come-back-to-asia-pacific/>

Tough Times for Tourism, but UN Travel Organization Predicts Holiday Traffic Will Return

UN NEWS, 17 APRIL 2020

Tourism may have been brought to a near-standstill by COVID-19, but the industry – which accounts for 10 per cent of global GDP – finds itself in a unique position to help put the global economy back on its feet, once the pandemic has passed.

"The epidemic situation is not only a big test for our industry, but also for the whole world.

However, I believe that the economy will recover quickly ... because this is not a regular economic recession, but an epidemic situation.

Therefore, I think the recovery should be very fast – and I am still optimistic."

– Mr. Zhan Di of a New York City travel agency



Photo credit: Rana Sawalha on Unsplash

That's the view from the World Travel Organization (UNWTO), which is closely monitoring the new coronavirus crisis from its Madrid headquarters and collaborating with other UN agencies on ways to mitigate its impact. "For now, we must be patient and stand ready", the UNWTO Secretary-General, Zurab Pololikashvili, said. "By staying home today, we can travel tomorrow. And travelling tomorrow will support jobs, celebrate culture and promote international friendship and understanding."

Read more:
<https://news.un.org/en/story/2020/04/1062022>



Recovery Readiness: A How-to Guide for Reopening Your Workplace

CUSHMAN & WAKEFIELD, 22 APRIL 2020

The "Recovery Readiness: A How-to Guide for Reopening your Workplace," outlines some of the best thinking and practices that our more than 53,000 professionals have compiled across the globe and also includes insights from key partners. The recommended practices and protocols already have been implemented at locations across the globe with tremendous success.

Read more:
https://www.cushmanwakefield.com/en/insights/covid-19/recovery-readiness-a-how-to-guide-for-reopening-your-workplace?utm_source=IR&utm_medium=web&utm_campaign=recovery_readiness_guide

Download guide:
<https://info.cushmanwakefield.com/V263412/2020-04-20/2lpn1x>

Industry Relations and Services Division | Domestic Promotions Department
Tourism Promotions Board | 4F Legaspi Towers 300, Roxas Boulevard, Manila 1004
Office: +632 8525 9318 loc. 242/ 239 | +632 8525 1255 | Email: tpbmembership@tpb.gov.ph

THE SAFE SIX



PREPARE THE BUILDING



PREPARE THE WORKFORCE



CONTROL ACCESS



SOCIAL DISTANCING PLAN



REDUCE TOUCH POINTS



COMMUNICATE FOR CONFIDENCE



CTph Lifestyle and Travel Services: Turning Challenges into Opportunities



BY NIHMA "MANIH" KARAY, COO

Downturn started last January 12, 2020 when Taal Volcano erupted, then this pandemic covid19 attack. A lot of pain to process but as the head of my own small company I have to focus only on matters that I can control and remain positive. I approach it one day at a time, careful on what information to take to prevent anxiety. My employees (I have 8) collectively agreed to take unpaid leave during the lockdown to help me preserve cash. I stayed in touch with clients and introduced the option to apply credit for future tours/travel fund to encourage postponing instead of cancelling. I have been spending time watching Free Webinars because I recognize that times like this is an opportunity to learn everything that can help strengthen our business, relationship with suppliers, partners, and clients. I am also trying to learn online marketing, photo/video editing, improving product content, reorganization of files and thinking of new products to offer. I maximize time to keep my morale and motivation in place.

No one knows what the future holds, but we are all in this together. We may never return to pre-COVID, but I think positivity will help see us through.

CTph Lifestyle and Travel Services, a full-service travel agency located in Imus, Cavite, offers years of industry experience backed by a wide network of global travel partners. CTph Tour has actively participated in many local and international trade fairs and has developed itself as "the go-to tourism agency for multi-day tours, day trips, activities and experience". <http://www.ctphtravel.com> || ctphpartners@gmail.com

LIST OF TPB MEMBERS

AS OF 31 MARCH 2020



Adventure International Tours, Inc.
Alta Vista de Boracay
Amorita Resort
Anset Holidays Inc.
Asiaventures Tours and Travel Inc.
Azalea Hotel and Residences
Batanes Travel and Tours
Batanes Wakay Travel and Tours Inc.
Benmar Transport Express
Bluewater Maribago Beach Resort
Bohol Beach Club
Boracay Tropics Inc.
Bridgeway Travel and Tours
Busuanga Bay Lodge
CCT.I68 Travel and Tours Corporation
Citic Hotel Boracay
City of Dreams Manila
Cityneon Philippines Inc.
Clark Marriott Hotel
Club Paradise Palawan
Conrad Manila
Coordinates Tours and Travel
Coron Soleil Garden Resort, Inc.
Costabella Tropical Beach Hotel
Courtyard by Marriott Iloilo
Crossroad Holidays Travel and Tours
CSP Travel Tours Inc.

CT Holidays and Travel Inc.
CTPH Lifestyle and Travel Services
Dakak Park and Beach Resort
Daluyon Beach and Mountain Resort
Destination Specialists Inc.
Diamond Hotel Philippines
Discovery Shores
Divashnavi Int'l Inc.
Donsol Eco Tour Inc.
Dos Palmas Arreceffi Island Resort Inc.
Earth Explorers Travel and Tours
Experience Authentic Philippine Travel
Fasttrack Access Travel and Tours Inc.
Fatima Travel Agency Inc.
FEPYY INC. (Fly East)
G.I. Philippines Corporation
Golden Phoenix Hotel Manila
Grand Hyatt Manila
Henann Regency Resort & Spa (Boracay)
Hotel 101 Manila
Hotel Centro
IDDO Inc.
Iloilo Skyways Travel & Tours
Intas Destination Management Inc.
JAK Underwater Garden Resort
Juan Pasyalan Travel and Tours
Kapwa Travel and Tours Inc.

Lakbay Museo
LAL Smallville Travel and Tours
Las Islas Gigantes Travel Hub
Le Soleil D' Boracay Resort, Inc.
Life Style Luxury Travel Corporation
Luminous Travel and Tours Inc.
Marriott Hotel Manila
Marsman Drysdale Travel Inc.
MERCK-MLI Travel and Tours
Microtel Inn and Suites
Mooncake Educational Travel and Tours
Mövenpick Hotel Mactan Island Cebu
Movenpick Resort and Spa Boracay
MZO Travel and Tours
Network Hotel Spa and Casino
Nurture Wellness Village Inc
Paradise Garden Boracay Resort and Convention Center
Technopark Hotel
Philippines Travel Depot Consultancy Inc.
Pink Lily Travel and Tour Services Inc.
Princesa Garden Island Resort and Spa
Quest Hotel and Conference Center Clark
Rhett Paul Gigantes Islands Travel and Tours
Romano Travel and Tours, Inc.
Savoy Hotel Boracay, Inc.
Shangri-La's Boracay Resort and Spa

Sharp Travel Service (Phils.) Inc.
Sheraton Manila Hotel
Shroff International Travel Care, Inc.
Sofitel Philippine Plaza
Solina Beach and Nature Resort
Southeast Travel Corporation
The Bellevue Resort Bohol
The Heritage Hotel Manila
The Lind
The Muse Hotel
Travel Advantage Tours Davao Company
Travel and Marketing Experts Corporation
Travel Warehouse, Inc.
Travelbook Philippines Inc.
Travelexperts Inc.
Travelite Travel and Tours Co.
Tugawe Cove Resort
U-Travel Services Inc.
Uni Orient Travel Inc.
Venus Parkview Hotel
VFC Travel and Tours
Viaje Holidays Travel Services
Waterfront Insular Hotel

SHARE YOUR BEST PRACTICE WITH US:

Share your insights, best practice, and ways your property or business has been coping with the pandemic. The rest of the TPB Members would love to pick up ideas from you! Email us at tpbmembership@tpb.gov.ph

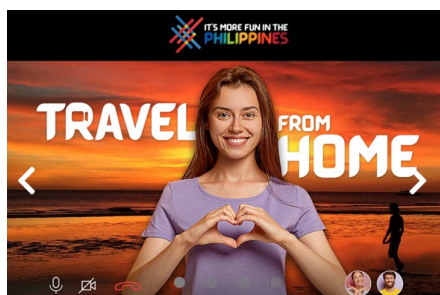
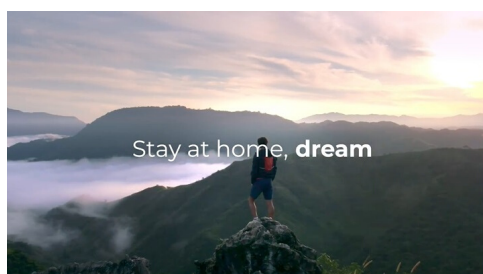
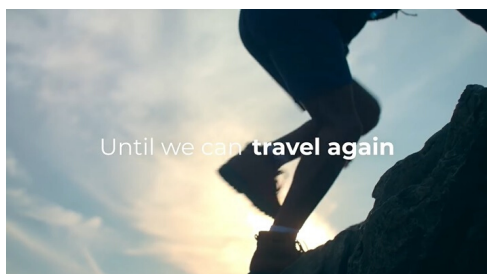


To all our foreign friends, Beyond the Philippines' breathtaking beaches, you can discover a wide range of exhilarating adventures, relaxing getaways, and diverse cultures that can sate the wanderlust you must be feeling right now. But until we can travel again, stay at home, dream, and #WakeUpInPH by planning your next dream vacation to our tropical nation: <https://www.philippines.travel/wakeupinph>

#TogetherInTravel #TravelFromHome

Source:

<https://www.facebook.com/DepartmentOfTourism/videos/563887107896709/>



STAY HOME TODAY
#TRAVELTOMORROW | UNWTO

TPBPHL
TOURISM PROMOTIONS BOARD PHILIPPINES
MEMBERSHIP PROGRAM

#WEHEALASONE
www.philippines.travel/safeph | /DepartmentOfTourism

Your feedback matters.

<https://docs.google.com/forms/d/e/1FAIpQLSeUSgq5257hNih0xH2hrYm8ay7sOQX1ePWBh--8qfCOXp-SOG/viewform>

FOR YOUR COMMENTS AND SUGGESTIONS.