

**DOT ACCOMPLISHMENT REPORT TEMPLATE**  
1st Quarter CY 2020

OFFICE: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:				Others, if applicable	
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2019 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Total Number of Participants		
								Male	Female
<b>INTERNATIONAL PROMOTIONS DEPARTMENT</b>									
<b>I. SPECIAL EVENTS/PROJECTS</b>									
<b>ASEAN TOURISM FORUM 2020</b>									
ASEAN Tourism Forum 2020 is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. This will be the 38th edition of ATF since it's inauguration in Malaysia in 1981	1. Uni-orient Travel, Inc.; Annset Holidays Inc; Salton Travel and Tours; New Coast Hotel Manila Bay; CT Holidays; Bluewater Resorts; Movenpick Resort Boracay; BE Hotels and Resorts; Best Western Plus The Ivywall Hotel; Pan Pacific Travel; Le Soleil De Boracay Hotel; Okada Manila; Seda Lio Resort; Subic Bay Metropolitan Authority; Philippine International Convention Center. 2. 12-16 January 2020 3. BRIDEX, Brunei Darussalam	The ATF 2020 event participation promoted the Philippine coffee from the communities in Itogon and Batangas through the support of Henry & Sons, a sustainable coffee institution based in the Philippines. During the Philippines' hosted lunch, the tokens given to each guest were Flavored Pili Nuts sustainably sourced from Bicol (Que Rica Pili Nuts).	TPB partnered with TTG Asia, as the official and exclusive event organizer of ATF 2020 to promote the Philippines through an event participation package which includes the booth space rental, advertisements on the event magazines and the hosted lunch event.	15 seller companies	Decrease	Taal Volcano Eruption on 12 January resulting to cancellation of flights;	8	12	
	4. To project ASEAN, specifically the Philippines, as an attractive, multi-faceted single destination; To create and increase awareness of the ASEAN as a highly-competitive regional tourist destination in the Asia Pacific; To attract more foreign tourists to the Philippines; To increase the Philippines' share of ASEAN intra-travel; To generate leads and on-site bookings of Philippine tour packages during the event; To generate top-of-mind recall of the Philippines' branding, "It's more fun in the Philippines"; To provide an opportunity for the Philippine private sector to meet and network with international buyers; and to strengthen cooperation among the various sectors of the ASEAN tourism industry. 5. ATF 2020 will collectively improve and develop the Philippine Tourism Industry by providing support to increased tourist arrivals and business opportunities for the Philippines.								

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<b>INTERNATIONALE TOURISMUS BORSE BERLIN 2020 (Cancelled by the Organizer due to the COVID 19)</b>									
ITB is the world's leading travel show where companies and organizations' top decision makers in the travel trade industry meet under one roof to network, negotiate and do business	1. Who were involved? (28 participating , as follows: *Travelexperts, Inc. *Travelite Travel and Tours, Inc. *Blue Horizons Travel & Tours, Inc. *Annset Holidays, Inc. *Plantation Bay Resort and Spa *Crimson Hotels an Resorts *El Nido Resorts *Intas Destination Management, Inc. *La Estancia Busuanga *Kapwa Travel & Tours, Inc. *Bluewater Resorts *U-travel Services, Inc. *Discovery Shores Boracay *Philippines Travel Depot Consultancy, Inc. *FIDCO Philippines, Inc. *Bohol Beach Club *South Palms Resort *Cebu City Government *Movenpick Reosrt & Spa Boracay *Baron Travel Corporation *Rajah Tours Philippines, Inc.	Renowned Filipino Chefs, baristas, indigenous weavers from Luzon and Northeastern Mindanao, and multi-talented artists from the performing arts will be featured to entice and draw audience to maximize awareness as well as the country's presence.		28 Seller Companies	increase	Releasing of invitation circular 4 months before the start of the fair	12	30	Organizers cancelled this year's ITB Berlin, following the opinion of the Federal Ministry of Health and the Federal Ministry of Economics due to the rapid spread of the new coronavirus (COVID-19)
	*Club Agutaya, Inc. *Wakay Tours *CTPH Lifestyle and Travel Services *Sharp Travel Service *Philippine Retirement Authority *Amorita Resort *The Funny Lion 2. 04-08 March 2020 3. Berlin, Germany 4. What were the objectives of the event? *Provide a venue for the Philippine private sector partners for B2B meetings to establish and renew linkages with travel industry partners. *Enhance the image of the Philippines as a country on its way to economic progress and as a must-visit-travel destination; *Highlight the destination's latest development in the tourism industry that would position the country as an attractive and competitive destination for the German market. *Maintain the Philippines' presence in the international market.								

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<b>II. TOURISM INVESTMENT PROMOTIONS</b>									
<b>ANNUAL INVESTMENT MEETING 2020 (POSTPONED UNTIL FURTHER NOTICE)</b>									
Heralded as the world's largest gathering of the investment community, the Annual Investment Meeting (AIM) 2020 is set to be a forum for thousands of business-to-business and government-to-business meetings. AIM showcases the latest information, strategies and knowledge on attracting Foreign Direct Investment (FDI). Underlining Dubai's strategic global position, previous editions of the event saw over 20,332 participants from 143 countries. The three-day summit is attended by ministers, governors, heads of government delegations, senior government officials and private investors.	<ol style="list-style-type: none"> <li>1. TPB, TIEZA, Univesal Islamic Center, Davao City Investment Promotion Center</li> <li>2. 24-26 March 2020</li> <li>3. Dubai World Trade Centre, Dubai, United Arab Emirates</li> <li>4. To reach out to potential tourism-related investors through the expected over 20,000 visitors and 1,500 conference delegates including industry leaders and key stakeholders from the regional and international community; -To position Philippines as an attractive FDI to event stakeholders through the introduction of tourism investment platform; and -To scale up the capacity of TPB about the latest location developments, FDI trends, projections, and investment promotion strategies by attending the pre-conference workshops</li> <li>5. Participating to AIM will help to push the conversion of the experience to actual visits and possible investments to the Philippines</li> </ol>	Sustainability is one of the consideration in the booth design as well as specification of materials to be used.		3 Investment Promotions Agency:  1. Mindanao Development Authority 2. Zambaonga City Special Economic Zone Authority and Freeport 3. Universal Islamic Center					Postponed by Organizer, new dates yet to be announced.
<b>III. TRADE FAIRS</b>									
<b>AUSTRALIA</b>									
<b>FLIGHT CENTRE WORLD TRAVEL EXPO</b>									
The World Travel Expo organized by Flight Centre showcases air, land, cruise and rail suppliers as well as tourism bodies, hotels and attractions form around the world. There is also a large selection of travel service suppliers. The event includes free travel presentations, stage entertainment (for the larger cities), a kids' zone, virtual reality experiences and many other displays. The main attractions are the hundreds of exclusive expo deals and travel experts to assist in planning one's dream holiday. The Travel Expo will be held in Australia and New Zealand on February and March 2019 across twelve (12) cities.	<ol style="list-style-type: none"> <li>1. TPB, PDOT Sydney, Flight Centre Travel Group</li> <li>2. 01-23 February 2020</li> <li>3. Sydney, Melbourne, Brisbane, Perth, Adelaide</li> <li>4. To provide the travellers/clients information on Philippine destinations, activities, and other pertinent details; To partner with an airline which offers special airfare promo exclusive for the Expo, making it an attractive deal to encourage travel to the Philippines; To support Flight Centre Travel Group to ensure the Philippine tourism products are exhibited in its portfolio; and to showcase and promote Philippine destinations to Australian travellers.</li> <li>5. FCWTE 2020 will collectively improve and develop the Philippine Tourism Industry by providing support to increased tourist arrivals and business opportunities for the Philippines.</li> </ol>	1. Our promotional giveaways for this event was bamboo pens/phone holders which promote the use of sustainable materials and care for the environment.	1. Partnership with Philippine Airlines (special fares fo the FC Expo Perth leg), in which they are launching a new non-stop flight scheduled on 30th March, Perth to Manila.	No Philippine private sector	N/A	N/A	N/A	N/A	

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<b>NATIONAL MULTICULTURAL WEEK</b>									
<b>The National Multicultural Week is a festival celebrating the country's multicultural diversity and is also supported by the government of the Australian Capital Territory (ACT).</b>	1. Philippine Embassy in Canberra, ASEAN Committee and Australian Capital Territory Ministry for Cultural Affairs 2. 22 February 2020 3. Canberra 4. The Philippine Embassy in Canberra participated in the National Multicultural Festival on 22 February 2020 in Australia's capital city. The Philippine Booth promoted two major tourism destinations in the Philippines, namely, Coron and Boracay and was part of the ASEAN Village.	N/A	Partnership with the Philippine Embassy in Canberra, ASEAN Committee and Australian Capital Territory Ministry for Cultural Affairs	No Philippine private sector	N/A	N/A	N/A	N/A	
	5. Over 1,100 people visited the Philippine Booth to learn why #itsmorefuninthephilippines with many choosing to take their photos with the media walls of Coron and Boracay and trying Philippine dried mangoes and mangorind candy. The National Multicultural Festival is Canberra's biggest annual festival with more than 250,000 people flocking to the event to enjoy a diverse range of culinary delights, tourism promotion activities and cultural performances.								
<b>SYNDEY MARDI GRAS PARADE</b>									
	1. Sydney Gay and Lesbian Mardi Gras Organization and Filipino Lesbians And Gays Community & Friends (Flagcom) 2. 29 February 2020 3. Sydney 4. To deliver a world-class Festival of events that engages, entertains, inspires and provides cultural, social and other meaningful benefits to LGBTQI and broader communities; Build strong partnerships with like-minded organisations and businesses for the benefit of our communities; Deliver value and be accountable to members and other stakeholders 5. Participation in the Sydney Mardi Gras showcased the Philippines as an ideal holiday destination for the Australian market. The Philippine float showcased an LCD screen featuring the different Philippine destinations; benefited from the estimated 600,000+ audience exposure during the parade.	N/A	Sydney Gay and Lesbian Mardi Gras Organization and Filipino Lesbians And Gays Community & Friends (Flagcom)	No Philippine private sector	N/A	N/A	N/A	N/A	

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<b>MALAYSIA</b>									
<b>MATTA INTERNATIONAL TRAVEL FAIR KUALA</b> <i>(Cancelled by the Organizer due to the COVID 19)</i>									
The aim of this project is to partner with MATTA in promoting the Philippines as one of the top destination in the ASEAN Region. Annually, there are 100,000 visitors during the 3 days of the fair. The participating exhibitors are NTOs, travel agents, cruise lines, airlines, bankers, time share/vacation clubs, wellness clubs, membership, and travel-related products. The Philippine pavilion will be 54 sqm. and will showcase Philippine Destinations.	<ol style="list-style-type: none"> <li>1.) Participants on the Philippine Pavilion are MATTA Travel Agents that are selling Philippine Travel Packages</li> <li>2.) Postponed from 13- 15 March to 01 - 03 May due to the COVID 19</li> <li>3.) Event will take place at Kuala Lumpur, Malaysia.</li> <li>4.) • To assist the Malaysia Agents in promoting the Philippines as tourist destination; <ul style="list-style-type: none"> <li>• To generate strong awareness to the public on Philippine tourist destinations; and</li> <li>• To sustain the market share of the Philippines as a must-visit destination to the Malaysia market.</li> </ul> </li> <li>5.) • Greater coverage in the Malaysian market and heightened awareness of the tourist destinations in the Philippines; and <ul style="list-style-type: none"> <li>• More understanding and knowledge of the Philippines as one of the best tourism destinations in the world.</li> </ul> </li> </ol>								POSTPONED TO 01 - 03 MAY 2020 DUE TO RISK ASSESSMENT OF THE WORLD HEALTH ORGANIZATION ON COVID 19
<b>JAPAN</b>									
<b>HIROSHIMA SORATABI</b>									
Hiroshima Soratabi is an annual trade fair event organized by Japan Travel Agencies Association and will ensure a steady presence of the Philippines in the Chugoku-Shikoku regions not only the among the travel trade but more so among the direct consumers.	<ol style="list-style-type: none"> <li>1. TPB and DOT Osaka</li> <li>2. This is scheduled last 17-19 January 2020</li> <li>3. Kamiya, Hiroshima, Japan</li> <li>4. The objectives of this travel trade are: to ensure a steady presence of the Philippines in the Chugoku and Shikoku region among travel trade and direct consumers attending the event; and to augment the lack of mainstream advertisement in the area.</li> <li>5. Some travel agency staff who attended the B2B have not been to the Philippines yet, and DOT Osaka showed them the Philippine destinations promotional videos to create awareness. These travel agents will in return promote the country among their clients.</li> </ol>			12,500 consumer attendees	Increase	There is a general increase in both the inbound and outbound travelers from Hiroshima prefecture.			

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<b>FUKUOKA TRAVEL EXPOSITION</b>									
Fukuoka Travel Exposition is a travel exposition organized by Mainichi Newspaper and RKB Mainichi Broadcasting which aims to strengthen the Philippines' position as an ideal destination for the Japanese travelers in the Fukuoka and Kyushu area in general.	1. TPB and DOT Osaka 2. This is scheduled last 08 – 09 February 2020 3. Acros Event Hall, Fukuoka, Japan 4. The objectives of this travel trade are: to ensure a steady presence of the Philippines in the Fukuoka and Kyushu regions among travel trade and direct consumers attending the event, particularly the Joshi Tabi (Ladies) market; to augment the lack of mainstream advertisement in the area through the print and online broadcast on the organizing company; and to establish further goodwill with mainstream and online media in Fukuoka			4,638 consumer attendees	Decrease	There is a decrease in the number of consumer attendees due to the risk of COVID-19			
<b>BLUE OCEAN DIVING FES KANSAI CANCELLED BY THE ORGANIZER</b>									
The Blue Ocean Diving Fes Kansai 2020 is the second largest dive event in Japan, next to the Marine Diving Fair (MDF) in Tokyo. The event features scuba diving, and other water sports activities such as surfing, paddleboat, and white water rafting. Likewise, the event advocates global environmental protection, safe water sports activities and increase the following of the marine and other water sports. The theme for this year is. "Save the Blue, Whole Earth Festival."	1. TPB, DOT Osaka and DOT/PCSSD Accredited Resorts and Operators 2. This is scheduled on 16-17 May 2020 3. Osaka South Bay ATC Hall, Osaka, Japan 4. The objectives of this travel trade are: create awareness and position the Philippines as a preferred destination for water sports activities among travelers from West Japan; strengthen the position of the Philippines as a preferred general tourist destination for the Japanese market; maximize exposure of the Philippines as an attractive and fun destination through the event; and establish and sustain the goodwill between PDOT Osaka and the travel influencers in West Japan								<b>CANCELLED BY THE ORGANIZER DUE TO THE RISK OF COVID-19</b>
<b>NAGOYA TRAVEL FAIR (TABI MATSURI NAGOYA) CANCELLED BY THE ORGANIZER (JATA NAGOYA)</b>									
Nagoya Travel Fair is an annual event organized by Japan Travel Agencies Association (JATA) in Nagoya, will ensure a steady presence of the Philippines in the Chubu region not only the among the travel trade but more so among the direct consumers.	1. TPB and DOT Osaka 2. This is scheduled on 13 – 15 March 2020 3. Nakaku, Nagoya, Japan 4. The objectives of this travel trade are: to ensure a steady presence of the Philippines in the Chubu region among the direct consumers attending the event; to augment the lack of mainstream advertisement in the area; and to renew linkages as well as establish new partnership among the travel trade attendees of the event								<b>CANCELLED BY THE ORGANIZER (JATA NAGOYA) DUE TO THE RISK OF COVID-19</b>

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<b>KANSAI INTERNATIONAL TRAVEL FAIR</b> <b>CANCELLED BY THE ORGANIZER</b> The Kansai International Travel Fair is the most reputable travel and consumer event in Kansai region. It is organized by the Japan Travel Agencies Association (JATA), prime mover of outbound travel in Japan, and the Kansai International Airport, the major gateway in West Japan. The Philippines' participation in this event is vital, as the country's top competitors will be present as well.	1. TPB and DOT Osaka 2. This is scheduled on 06 – 07 June 2020 3. Kansai International Airport, Japan 4. The objectives of this travel trade are: to sustain and strengthen the position of the Philippines as a fun and preferred destination for the travelers in West Japan; generate sales leads and/or secure business deals; provide information to the West Japan consumers and travel trade on the new tourism products, services, and facilities in the Philippines; and gather market intelligence about the Japanese travel market								<b>CANCELLED BY THE ORGANIZER DUE TO THE RISK OF COVID-19</b>
<b>MARINE DIVING FAIR</b> <b>POSTPONED TO 10-12 JULY 2020</b> Marine Diving Fair (MDF) is an annual dive show conducted since 1993 and is considered the top diving and beach resort convention for the Japanese travel trade, diving community and holiday-seekers. Over 200 national tourism organizations, dive equipment manufacturers, hotels, airlines, specialized tour operators and other tourism-related establishments from over 65 countries join the fair yearly. In 2019, a total of 51,989 attendees visited the event. On average, MDF has around 50,000 visitors each year, 82% of which are divers who have spending capacity to travel for diving and to stay in resorts.	1. TPB, PDOT Tokyo and DOT/PCSSD Accredited Resorts and Operators 2. 03-05 April 2020 (Postponed to 10-12 July 2020 due to COVID-19) 3. Sunshine City Convention Center, Ikebukuro, Tokyo, Japan 4. Objectives: • To promote the Philippines as a top diving destination to the Japanese dive clubs and operators, media and consumers • To encourage the Philippine private sector delegates to engage with Japanese dive operators and consumers • To maintain Philippine presence and visibility in the Japanese dive travel market • To introduce new Philippine dive destinations • To support the Philippine private sector in generating business • To further the Philippines' goodwill with the largest dive show and scuba diving publication in Japan.								<b>POSTPONED TO 10-12 JULY 2020 DUE TO COVID-19</b>

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<b>KOREA</b>										
KUSPO is Korea's largest underwater sports expo that takes place in conjunction with the Seoul International Sports & Leisure Industry Show (SPOEX). The show is attracting more than 60,536 visitors from the domestic and overseas sports and leisure industry every year.	<p>1. DOT/PCSSD Accredited resorts and operators</p> <p>2. 27 February - 01 March 2020</p> <p>3. COEX, Seoul, Korea</p> <p>4. Objectives</p> <ul style="list-style-type: none"> <li>-For Korean tourists to prefer the Philippines as their travel destination for water sports and underwater activities.</li> <li>-To provide updated information to Korean travel agencies and visitors of the travel mart on the Philippines' various dive destinations and marine biodiversity.</li> <li>-To generate sales leads and increase the chances of getting business for the Philippine sellers on-site.</li> <li>-To establish new contacts.</li> </ul> <p>5. Projected increase in tourist arrivals as KUSPO is a good platform to encourage its visitors, both Koreans and expats, to travel to the Philippines.</p> <ul style="list-style-type: none"> <li>- Opportunity to establish connections and face-to-face networking and information dissemination with booth visitors.</li> <li>- Generate more extensive publicity mileage to increase consumer awareness on Philippine destinations.</li> <li>- Partnership with dive resorts, operators, and other organizations related to water sports, scuba diving, and wellness and healing.</li> </ul>									<b>CANCELLED BY THE ORGANIZER DUE TO THE RISK OF COVID-19</b>
<b>GERMANY</b>										
<b>BOOT DÜSSELDORF</b>										
BOOT Düsseldorf is Central Europe's largest international indoor water sports trade fair. The 9-day fair takes place every year. At an exhibition area of 220,000 square-meter, the visitors will be informed about the services and products relating to water sports. It welcomed 1,973 exhibitors from 74 countries and 250,000 visitors from 94 counties.	<p>1. Who were involved? (15 Dive Resort/Operators/Liveaboard, as follows:</p> <ul style="list-style-type: none"> <li>*Amun Ini REsort and Spa</li> <li>*Atlantis Resorts Philippines</li> <li>*Atmosphere Reosrts and Spa</li> <li>*Buceo Anilao Beach and Dive Resort</li> <li>*Dive Resolute</li> <li>*Dive Society Philippines</li> <li>*Dive Solana Resort</li> <li>*Dugong Dive Center</li> <li>*Easy Diving and Beach Resort</li> <li>*Kirschner Travel Manila, Inc.</li> <li>*magic Resorts Philippines</li> <li>*Peter's Dive Resort</li> <li>*Seadoors Liveaboard</li> <li>*Discovery Fleet Liveaboard Philippines</li> <li>*Lufthansa Airlines</li> </ul>			16 seller companies	Decrease	Decrease by 2 companies due to the establishing of consumer fair in Frankfurt, Interdive Frankfurt. Shorter and cheaper dive consumer fair	11	9		

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							Male		Female	
	<p>2. When did it happen? 18-26 January 2020</p> <p>3. Where did it happen? Dusseldorf ,Germany</p> <p>4. What were the objectives of the event?</p> <p>*To generate direct sales of Philippine packages to consumers in the market.</p> <p>*To increase awareness about the Philippines as a dive destination</p> <p>*To widen the Philippines' network of European dive tour operators and media.</p> <p>*To further intensify DOT/TPB's branding campaign in Germany</p> <p>5. How will the said event? contribute to the development of the Philippine tourism industry? It will encourage more German underwater photographers, videographers, and dive enthusiasts to explore the underwater world of the Philippines</p>									
<b>AMERICAS</b>										
<b>OUTDOOR ADVENTURE AND TRAVEL SHOW SERIES - CANADA (ON GOING)</b>										
<p>The Outdoor Adventure and Travel Shows (OATS) Series each has more than 200 exhibitors from the travel industry, which can be tapped to sell the Philippines as an adventure destination in Asia.</p> <p>These adventure travel shows in Canada are the best consumers shows, catering mostly to the millennial market.</p>	<p>1. Participation to the event thru PDOT-San Francisco and PDOT-New York</p> <p>2.3. Toronto - 21 to 23 February Vancouver - 29 February to 01 March Calgary - 21 to 22 March Montreal - 04 to 05 April</p> <p>4. Objectives:</p> <ul style="list-style-type: none"> <li>• Highlight the Philippines as an outdoor adventure destination</li> <li>• Maximize brand visibility amongst Canadians</li> <li>• To connect with the travel industry stakeholders in Canada</li> <li>• To raise level of awareness of the Philippines as a travel and adventure destination for Canadian market</li> </ul> <p>5. Expected Benefits:</p> <ul style="list-style-type: none"> <li>• The event will generate market intelligence about the Canadian markets</li> <li>• Will able to reconnect and network with at least 2,500 consumers</li> <li>• Will able to generate business leads for the Philippines – approximately 500 travel professionals across 4 shows</li> <li>• This will also raise awareness of the Philippines particularly on various adventure destinations offered for the Canadian market</li> <li>• Will increase tourist arrivals from Canada through the travel packages that will be offered during the show</li> </ul>	rfve		No Philippine private sector						<p>The Calgary Show (March, subsequently moved to May) and Montreal Show (April) were both CANCELLED by the organizers last 31 March 2020 due to COVID-19</p>

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<b>VI. BUSINESS MISSIONS and PHILIPPINE TOURISM SALES PRESENTATION</b>									
<b>JAPAN</b>									
<b>PHILIPPINE PRODUCT UPDATE SEMINAR (PREPARATIONS ON-GOING)</b>									
The Philippine Product Update Seminar is an annual activity of the Philippine Department of Osaka office to provide the latest update information on the various tourism products offered by the different tourism establishments in the Philippines. The conduct of the seminars will be held in three major cities (Osaka, Nagoya, and Fukuoka) with international airports. Target participants are wholesalers and travel/education agents. The product update seminar will be a multi-faceted event that also includes B2B meetings of PDOT Osaka officials with the agent participants. There will also be a cocktail reception for further networking in a more relaxed milieu.	1. TPB and DOT Osaka 2. June 11, 17 and 19, 2020 3. Osaka, Nagoya and Fukuoka, Japan 4. The objectives of this product update are: sustain and strengthen the position of the Philippines as a preferred destination for the travelers in West Japan; provide a platform and venue for the Department of Tourism Osaka and West Japan travel trade to develop and strengthen business partnerships; provide information to the West Japan travel trade on the new tourism products, services, and facilities in the Philippines; and gather market intelligence about the Japanese travel market								PREPARATIONS ON-GOING ; FOR IMPLEMENTATION ON 11, 17, and 19 JUNE 2020
<b>TAIWAN</b>									
<b>PHILIPPINE BUSINESS MISSION TO TAIWAN, TAICHUNG AND TAIPEI</b>									
There will be a business-to-business networking between the Philippine private sectors and Taiwanese travel agents. This B2B will be supplemented with a general presentation from DOT and TPB representatives who will provide direction and updates in the Philippine Tourism									

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
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<b>V. INVITATIONAL PROGRAMS</b>									
<b>AMERICAS</b>									
<b>KARTAGENER AND ASSOCIATES, INC. FAMILIARIZATION TRIP</b>	1. TPB, PDOT-Los Angeles, Kartagener & Associates, Inc. Officials 2. TBA 3. Proposed Destinations - Manila, Palawan, Boracay 4. Objectives: <ul style="list-style-type: none"> <li>To introduce the KAI team to the Philippines and experience its destinations for the first time and convince them to promote the country to its wide network of long haul travel specialists.</li> <li>Collaboration with KAI team for future marketing opportunities to promote the Philippines in their travel trade network.</li> <li>Establish new contacts and build businesses with KAI's partner travel agents, tour operators etc. that can sell Philippine tour packages.</li> </ul> 5. Expected Benefits: <ul style="list-style-type: none"> <li>Newly formulated Philippine Tour Packages for marketing and promotion thru the KAI agents</li> <li>Marketing opportunities and partnerships with KAI to promote the Philippines in their travel trade network.</li> </ul>								POSTPONED TO 4th Quarter

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>  1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
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<b>JAPAN</b>									
<b>TPB/DOT OSAKA FAMILIARIZATION TOUR FOR THE JATA HYOGO CHAPTER MEMBERS</b>									
PDOT Osaka has invited travel agents to participate in a familiarization trip for the JATA travel agents based in Hyogo prefecture. Manila is now being re-positioned as a preferred destination for the West Japan market because of the developments in Manila, especially in Intramuros and Bonifacio Global City. These destinations are becoming popular among the Joshi Tabi or the ladies' market. Further, PDOT Osaka has been promoting Tagaytay as an ideal destination for Japanese golf enthusiasts over the past years. Familiarization tours in Tagaytay for travel agents offering golf tour packages have been previously conducted.	1. Six travel agents, Cebu Pacific representative, DOT Osaka representative, and TPB officer 2. This was scheduled on 11-14 January 2020 3. Initial destination was Manila and Tagaytay. But due to the Taal Volcano eruption on January 12, the itinerary was changed to Manila only. 4. The objectives of this fam trip are: to enable Japanese travel agent participants in Hyogo prefecture to be updated with the facilities and activities offered by tourism establishments in Manila and the golf-related establishments in Tagaytay; to encourage the Japanese travel agents selling the Philippines to execute intensive promotion campaigns to visit Manila and Tagaytay as top of the mind Philippine travel destinations among Japanese travelers in Hyogo through the tour packages; to generate sales of Manila and Tagaytay (golf) tour packages based from the outputs of the agent participants; to position the Philippines as an ideal travel destination among Japanese travelers in Hyogo through this familiarization trip; and to showcase the Filipino hospitality to the Japanese participants through various activities included in the familiarization trip 5. Through this familiarization tour, the agent participants will be able to formulate tour packages of Manila for their clients and they will partake in the selling and promotion of the tour packages to increase the Japanese tourist arrivals in the country.			Seven Japanese participants including six travel agents and one Cebu Pacific representative	N/A	N/A	7	0	

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<b>TPB/DOT OSAKA &amp; CEBU PACIFIC MANILA-ILOILO FAMILIARIZATION TOUR FOR WEST JAPAN BLOGGERS (POSTPONED TO A LATER DATE)</b>									
PDOT Osaka and Cebu Pacific Japan will be inviting Japanese bloggers for a familiarization tour in Manila and Iloilo. Familiarization tours provide first-hand knowledge to media practitioners specifically bloggers. It has become the most effective promotional platform to encourage the Japanese market to consider a travel destination. The recent Taal Volcano eruption and the current nCOV 2019 scare have caused apprehension among the Japanese travelers. In order to lessen the negative impact of these inevitable situations, a familiarization tour to the Philippines is strongly recommended.	<ol style="list-style-type: none"> <li>1. TPB and DOT Osaka</li> <li>2. Originally scheduled on 25-30 March 2020 but was postponed due the risk of COVID-19</li> <li>3. Manila and Iloilo</li> <li>4. The objectives of this fam trip are: introduce Iloilo as a premium resort destination for the Japanese market; create awareness about the product offerings of the Iloilo province to the blogger participants; maximize the exposure of the Philippines as an attractive and fun travel destination through the postings of the blogger participants; address and mitigate the decline in Japanese arrivals to the Philippines; and dispel and negate adverse perception due to the recent natural and health-related incidents in the country</li> <li>5. Through this familiarization tour and the posts of the blogger participants, more Japanese travelers will be aware about the Philippines as an ideal tourist destination. The bloggers' posts of experiences will contribute to the increase of desire to visit by the Japanese tourist and eventually will lead to actual warm bodies visiting the country.</li> </ol>								<b>POSTPONED TO A LATER DATE AS PER MEMORANDUM OF DOT OSAKA; FINAL DATES ARE STILL TBA DEPENDING ON THE SITUATION OF THE COVID-19</b>
<b>MANILA-ILOILO FAMILIARIZATION TOUR FOR WEST JAPAN TRAVEL AGENTS (POSTPONED TO A LATER DATE)</b>									
Familiarization tours provide first-hand knowledge to travel agents. It has become the most effective promotional platform to encourage the Japan travel trade specifically the front line sales staff of a travel agency. The recent Taal Volcano eruption and the current NCOV 2019 scare have caused apprehension among the Japanese travelers. To lessen the negative impact of these situation, a familiarization tour of Manila and Iloilo is strongly recommended.	<ol style="list-style-type: none"> <li>1. TPB, PDOT Osaka and Travel Agents from West Japan</li> <li>2. Originally scheduled on 26-30 March 2020 but was postponed due the risk of COVID-19</li> <li>3. Manila and Iloilo</li> <li>4. Reposition Manila and position Iloilo as a premium resort destination for the Japanese market; Establish and further robust business relations with Osaka based travel agents and wholesalers; Strengthen relations with Philippine Airlines Osaka as a trade partner in promoting Philippine tourism; Generate sales of Manila and Iloilo package tours from the participating travel agents; Address and mitigate the decline in Japanese arrivals to the Philippines; Dispel and negate adverse perception due to recent Taal volcano eruption and NCOV scare</li> <li>5. Through this familiarization tour, the travel agent participants will be able to formularize tour packages of Manila and Iloilo for their clients and they will partake in the selling and promotion of the tour packages to increase the Japanese tourist arrivals in the country.</li> </ol>								<b>POSTPONED TO A LATER DATE AS PER MEMORANDUM OF DOT OSAKA; FINAL DATES ARE STILL TBA DEPENDING ON THE SITUATION OF THE COVID-19</b>

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<b>VII. JOINT PROMOTIONS</b>									
<b>AMERICAS</b>									
<b>WINTER ESCAPE 7 - IMFITP</b>									
<p>Winter Escapade has become the flagship project for tourism and cultural diplomacy by the Philippine Foreign Service Posts in Canada, with consistent positive feedback from participants and growing interest from more Filipino and Canadian tourists. The tours have always been well-received by local populations, as their presence have been known to make a positive impact in their economy, while tour participants welcome visiting the Philippines as warm and extraordinary despite from Canada's harsh winter. Based on the latest post-tour survey conducted, 40% of the Winter Escapade participants report spending an established total of Php5.8 million during their 8-day/7-night stay in the Philippines</p>	<p>1. TPB, PDOT-New York and Philippine Embassy in Ottawa, Canada 2. Date: 15-21 January 2020 3. Venue: Las Casas Filipinas de Acuzar, Bagac, Bataan (venue of TPB dinner hosting) 4. Objectives: - To entice Fil-Canadians to deepen their appreciation of the history, culture and heritage of their ancestors - To attract not only Fil-Canadians but also mainstream Canadians to see and visit the Philippines and discover the beauty of the islands and experience the Filipino hospitality; - To promote the Philippines as a safe place especially for foreign travelers; - To encourage the Fil-Canadians and foreign tourists to invest in the Philippines particularly in tourism projects, real estate, and other tourism-related industries 5. Expected Benefits: - Increased arrivals from Canada (and overall North America) - Dollar spending for the duration of their stay - Demand for jobs to meet the requirements of the stakeholders - Investment in tourism projects, real estate and other tourism related industries</p>	<p>For the past 2 years, TPB has streamlined its support to this event with the following : 1. meal hosting 2. cultural entertainment 3. giveaways</p>	N/A	210 participants	decrease(250 participants)	Taal Volcano Eruption on 12 January resulting to cancellation of other participants	no record was provided by DFA		

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<b>JAPAN</b>									
<b>JOINT PROMOTION WITH ST WORLD FOR BORACAY PROMOTION DURING GOLDEN WEEK</b>									
<p>DOT Tokyo is proposing a joint promotion program with ST World for the promotion of Boracay to the Japanese tourists during Japan's Golden Week (02-06 May 2020).</p> <p>By and large, Boracay's main tourists are from Korea, China and Taiwan which can be attributed to the presence of direct flights from these countries to Boracay. By providing direct access to Boracay via Kalibo, which ST World will promote in Japan in time for the Golden Week, the island of Boracay will be more attractive to Japanese holiday takers.</p>	<p>1. PDOT Tokyo and ST World 2. March-April 2020 3. N/A 4. Objectives: - Create awareness of Boracay as a high-end destination for the Japanese Market; - Increase the number of packages offering Boracay in the market; and - Increase the number of Japanese travelers for Boracay not only during the Golden Week but also until June.</p>								
<p>ST World is one of the leading Japanese travel and tour players who continuously promote and support the Philippines. It is also expanding its business operation in the Philippines as proven by opening several tour operation branch offices in Manila, Bohol and Boracay.</p> <p>60% of ST World's clients to the Philippines are mostly couples and 20% of their Philippine tour products are purchased by women, which is in line with DOT Tokyo's Joshi Tabi campaign. They also have branches that cover East and West Japan gateways which provide a wider reach for the campaign.</p>									

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<b>PR AGENCY FOR JAPAN</b> <b>POSTPONED TO MAY 2020</b> DOT Japan needs the services of a PR company to complement its efforts in the promotion of the Philippines in Japan's lucrative tourism market. The PR Agency will be expected to develop and strengthen media relations that will intensify positive stories about the Philippines in the Japanese market through traditional, digital and social media channels and in so doing, generate an optimistic media and public perception about the Philippines as a tourism destination.	1. PDOT Japan 2. March-December 2020 (Postponed to May 2020) 3. Japan 4. Objectives: - To effectively disseminate positive information about Philippine tourism; - To complement the marketing efforts of DOT Japan by amplifying the Philippine tourism brand, create better media perception about the Philippines and organize with ease effective media and PR activities for the purpose of promoting Philippine tourism to the targeted audience; - To develop and establish extensive Japanese media network and contact particularly those who are focused on lifestyle, travel and business; - To have a strong and effective media tactical promotions strategy; - To have the support of experienced Japanese PR practitioners who understand how to effectively communicate our message in the complex Japanese media environment; - To develop a marketing communications program that will integrate DOT Tokyo and Osaka's media plan into one cohesive public relations strategy for Japan; - To gain additional market intelligence that is important for the Philippine tourism program in Japan.								<b>POSTPONED TO MAY 2020</b>
<b>BROCHURE SUPPORT OF DOT OSAKA FOR OSAKA, NAGOYA, AND FUKUOKA TRAVEL AGENCIES</b> <b>(PREPARATIONS ON-GOING)</b> The Philippine Department of Tourism Osaka has finalized negotiations with nine (9) top wholesalers in West Japan to feature Philippine tour packages in their travel catalogue otherwise known as the Brochure Support. This joint promotional campaign/brochure support of PDOT Osaka is in partnership with the different travel agencies in Osaka, Nagoya and Fukuoka for the period of April – September 2020									<b>PREPARATIONS ON-GOING; FOR FINALIZATION OF MOA OF DOT OSAKA</b>

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<b>KOREA</b>									
<b>PR &amp; PUBLICITY (KOREA)</b>									
To complement its promotion and communication strategies on its tourism campaign – “It’s More Fun in the Philippines” in South Korea, DOT needs to undertake a public relations campaign to ensure widest information dissemination to all its target market about Philippine tourism;	1. TPB, DOR KOREA, PR Agency (CK Communications) 2. Feb - December 2020 3. Seoul, Korea 4. Objectives - To complement Philippine tourism’s promotion, communication and market development strategies in South Korea with the end in view of sustaining increased tourist arrivals from South Korea to the Philippines. - To reinforce effective media coverage to raise the competitiveness of the Philippines as a tourist destination in Korea and to emphasize the diverse fun aspects of the country thru the It’s More Fun in the Philippines campaign. - To ensure immediate PR response whenever negative report on the Philippines arise and assist in building a positive image for the country.	February No. of News Clippings released: 59  PR Value: KRW274,500,000 (USD274,500.00) or Php 14,823,000  March No. of News Clippings released: 90  PR Value: KRW 424,000,000.00 (USD424,000.00) or Php 22,896,000.00							
	5. The PR agency is expected to assign a dedicated PR team for the purpose comprising specialists in the fields of media relations and dissemination of information issued by PDOT. The PR agency shall also extend strategic support to PDOT Korea in its efforts to develop a positive reception – in print, broadcast and digital media for the Philippines thru various promotional and related activities.								

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<b>DOMESTIC PROMOTIONS DEPARTMENT</b>									
<b>I. TRADE FAIRS</b>									
<b>27TH TRAVEL TOUR EXPO</b>									
<p>The 27th Travel Tour Expo (TTE), considered as the country's biggest annual travel and tourism event, was organized by the Philippine Travel Agencies Association (PTAA). PTAA is a national association of outbound and inbound tour operators.</p> <p>TTE, initially held in 1994, aimed to provide its members a platform to offer discounted domestic and international travel deals along with other travel related products and merchandise.</p> <p>The TTE for 2020 had 400 exhibitors from the travel agency and tourism enterprise industry covering 16,000 square meters of floor space at the SMX Convention Center Manila in Pasay City with total number of 68,429 visitors.</p>	<p>Date: 07-09 February 2020 Venue: SMX Convention Center Manila, Mall of Asia, Pasay City</p> <p>Organized by the Philippine Travel Agencies Association, the 3-day event showcased affordable limited-time deals and first-rate promotions.</p> <p>The expo, which was held at the SMX Convention Center in Pasay, included travel agencies, cruise lines, hotels, and airlines, accommodations, travel insurance, and even National Tourism Organizations. Among the exhibitors are 2Go, AirAsia, JetStar Airways, Cebu Pacific Air, EVA Airways, China Eastern Airlines, The Farm at San Benito, Waterfront Hotels and Casinos, and the tourism authorities and bureaus of Thailand, Taiwan, Canada, Guam, Tokyo, Sri Lanka, and the Philippines represented by the Tourism Promotions Board (TPB).</p>	<p>TPB's booth highlighted Philippine weave patterns that offered a glimpse into the rich cultural heritage of the Filipino. Activities included distribution of promotional collaterals, on-stage activation (Philippine trivia contest), selling of coffee table books (Best of the Best and Bucket List Philippines), networking with stakeholders, and TPB membership campaign.</p>	<p>The TPB gave its unyielding support to the 27th Travel Tour Expo held last 07 to 09 February 2020 at SMX Convention Center Manila, as it continuously pushes forward the tourism industry through the promotion of the country's rich culture, natural attractions and products, while weaving the threads of Filipino heritage.</p>	<p>68,429 = Total Number of Visitors</p>	<p>120,485 = 2019 Total Number of Visitors</p> <p>The figure represented 43.21% decrease in the number of visitors compared to 2020 data</p>	<p>Despite the ongoing NCov virus scare and concerns on public health and safety, the event was still relatively well-attended, with initial reports from some private sector representatives that they were able to generate an acceptable level of sales considering the circumstances. The event once again demonstrated the resilience of tourism and travel industry despite the challenges faced.</p>			<p>The TPB gave its unyielding support to the 27th Travel Tour Expo held last 07 to 09 February 2020 at SMX Convention Center Manila, as it continuously pushes forward the tourism industry through the promotion of the country's rich culture, natural attractions and products, while weaving the threads of Filipino heritage.</p>
<p>Companies who participated include travel and tour agencies, airlines, hotels and resorts, theme parks, travel insurance companies, national tourism organizations including the Philippine Department of Tourism.</p>	<p>Participation in the TTE is a highly-cost-effective sales and marketing tool combining all the best characteristics of advertising, direct mail and selling through delivering highly-targeted promotions; conveying positive messages quickly and effectively to a large audience across wide geographical areas; and permitting face to face contact as the most effective means of establishing and building client relations in a particularly time efficient manner</p> <p>Particularly, the following were achieved:</p> <ol style="list-style-type: none"> <li>1. Direct Sales</li> <li>2. New Audience</li> <li>3. Face time</li> <li>4. Relationship Builder</li> <li>5. Year-round Promotions</li> <li>6. Database building</li> <li>7. Lead generation</li> <li>8. Networking/intelligence gathering</li> </ol>								<p>This is to recommend continuous support and participation to the 28th TTE in 2021. A substantial budget should be allocated for this project to include the participation of DOT Regional Offices, the provision of larger booth space and heightened activation. Likewise, maintaining a strategic location for the DOT Family Philippine Pavilion at the show venue is recommended.</p>

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
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	TPB participation in the TTE aimed to:  1. Provide a venue for the promotion of the Philippines in a large scale industry/consumer event through booth display and activities; 2. Provide an opportunity to network with industry stakeholders and consumers, and to generate leads, and 3. Provide brand exposure and visibility for "Its More Fun in the Philippines" and drum up campaign for inbound and domestic tourism.								This is to recommend continuous support and participation to the 28th TTE in 2021. A substantial budget should be allocated for this project to include the participation of DOT Regional Offices, the provision of larger booth space and heightened activation. Likewise, maintaining a strategic location for the DOT Family Philippine Pavilion at the show venue is recommended.
<b>REGIONAL TRAVEL FAIR</b> The Regional Travel Fair is a 4-day event that will showcase a pre-event tour, a forum, a business-to-business (B2B) sessions, and a 2-day business-to-consumer (B2C) selling of domestic packages participated in by invited DOT-accredited tour operators nationwide. The fair is expected to provide great opportunity to sell domestic tour packages, increase nationwide domestic visitor arrivals and receipts and strengthen business networking of old and new industry partners.  The conduct of the Regional Travel Fair is one of TPB's efforts in its aggressive marketing strategies in attracting, encouraging, increasing and sustaining domestic travel businesses nationwide in strategic partnerships with local industry suppliers.	Date of the Event : April 2-5, 2020 (Postponed) 1. Increase volume of domestic travelers 2. Increase domestic tourism expenditures (revenue) 3. Promote cross travel exchange	1. Increase  Tourism Forum The Tourism Forum is focused on educating tourism stakeholders which aims to update the knowledge and enhance the understanding of the following topics: a. Gender sensitivity awareness for the men and women in the tourism stakeholders; b. Tourism best practices, new marketing approaches to increase the marketability of tourism destinations, promote sustainable and responsible tourism and global competitiveness as well as to promote travel excellence; c. Tourism investment promotions d. Meetings, Incentive Travel, Conventions and Exhibitions (MICE)	<ul style="list-style-type: none"> <li>16 DOT Regions</li> <li>50-100 TPB Members and DOT accredited establishments</li> <li>Buyers and Sellers</li> <li>Local Government Units</li> </ul>	4th Regional Travel Fair, Clark City, Pampanga 04 – 07 April 2019 Royce Hotel and SM City Clark, Pampanga Buyers 46 Sellers 54  5th Regional Travel Fair, Cagayan de Oro, Misamis Oriental 22-25 August 2019 Limketkai Center, Cagayan de Oro City Buyers 73 Sellers 63					<ul style="list-style-type: none"> <li>1. On-going procurement for Venue and F&amp;B, Booth Contractor, and Tour Operator Services</li> <li>2. Coordination meeting done with DOT CALABARZON.</li> <li>3. Coordination with involved LGUs for the event</li> <li>4. On-going promotions of the event</li> </ul>

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<b>II. PHILIPPINE TOURISM DESTINATION INVENTORY</b>									
The program identifies, assess, and recommends variety of tourism products and services based on ASEAN and International Standards, create value for tourists, strengthen the range and diversity of tourism products available to visitors and improve the quality of products and services offered to tourists both Domestic and International  Soft power marketing has been incorporated. This relates to nation branding and nation-building as well. Tourist will develop deeper understanding of the destination and its tourism especially with what the Philippines can offer.	For 2020, the Department aims to conduct the program in <i>South Bohol on November 2020</i>	Destinations chosen for the program includes sites that are community-based	In cooperation with the DOT Regional Office and Local Government Unit	Target Participants:  South Bohol: 15 participants (Tour Operators & Media)	2019 participants:  2nd Quarter runs: 66 participants  3rd Quarter run: 56 participants  4th Quarter runs: 21 participants	The 2M budget for the project will reallocated for Bayanihan Project / Only one (1) Run shall be executed for this year including validation of sites			1. Project Proposal And Budget approved  2. On-going procurement of Tour Operator
<b>III. SUSTAINABLE COMMUNITY BASED TOURISM FOR THE INDIGENOUS PEOPLE</b>									
To highlight success stories and to exchange best practices in sustainable tourism  To help destinations improve and learn how to develop their destination through local community involvement  Local community involvement of the Indigenous People	National Commission for Indigenous People (NCIP) including the DOT Regional Offices and Indigenous Community	In relation to National Tourism Development Plan (NTDP) specially promoting Culture Tourism as part of 10 product portflio of Philippine Tourism.	Partnership in promoting Culture Tourism in differents forms such as: Intangible cultural heritage (ICH), safeguarding out Ips Tangible and Intangible Cultural Heritage (ICH) and identified tourism sites and attraction managed and facilitated by our IP community in the area.						1. Project Proposal Form for approval

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:				Others, if applicable	
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<b>IV. TOURISM MARKETING EDUCATIONAL SEMINAR</b>									
<p>The Department will execute the seminars that provide up-to-date knowledge and enhanced understanding of the tourism trends, best practices, new marketing approaches to increase marketability of tourism destinations while it promotes sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.</p> <p>Anchored on the DPD's responsibility to direct, initiate, oversee and sustain the development and implementation of marketing programs and activities to encourage Filipinos to travel domestically, it is incumbent for DPD to provide seminars that lead to improved products and services.</p>	<p>Run 1: March 29-April 1 / Sta. Rosa, Laguna (postponed)</p> <p>Run 2: June 15-19, 2020 / Bohol (postponed)</p> <p>Run 3: September 21-25, 2020 / Zamboanga del Norte</p> <p>This year's topic is "Negotiation Principles and Pitching your tour/Destination Package".</p>	<p>To encourage sustainable tourism packages and practices that will provide travel more meaningful.</p>	<p>Coordinatirion with DOT CALABARZON</p>	<p>Target Audience: Run 1: 40 participants from Regions CAR, NCR, I, II, III, IV CALABARZON, IV MIMAROPA and V Run 2: 30 participants from Regions VI, VII, and VIII Run 3: 40 participants from Regions IX, X, XI, XII and XIII</p>	<p>No. of participants in 2019 Run 1 (Batangas) / 58 pax Run 2 (Butuan) / 49 pax Run 3 (Cebu) / 56 pax</p>				<p>1. On-going coordination meetings with facilitator, University of the Philippines - Asian Institute of Tourism (UP-AIT) 2. Winning bidder contract are on hold with BAC Secretariat until final dates for implementation are scheduled. 3. UP-AIT Dean Leticia Susan Lagmay-Solis is likely to join Run 1 in Laguna. 4. To resume invitation when final dates of implementation are scheduled.</p>

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<b>V. TPB MEMBERSHIP PROGRAM</b>									
<b>MEMBERSHIP CAMPAIGN</b>									
TPB Membership Program Presentation - General Santos City	1. Participants from the accommodation and travel and tour sectors 2. 17 January 2020 3. Greanleaf Hotel, General Santos City, South Cotabato 4. a) To encourage strong collaboration and partnership with private sector and tourism stakeholders in marketing the Philippines as a premier tourist destination as well as promoting the country as a center for international meetings, incentives, conventions, exhibitions, sports, medical tourism and other special events; b) to provide a platform to build businesses, insights, network and brand for its members; c) to support DOT's accreditation program by motivating stakeholders to maintain and improve the quality of their property's facilities and services; d) to professionalize the tourism industry through enhanced reputation, greater customer satisfaction, and effective management;	Expanded target membership base to include farm tourism sites and health & wellness establishments; and to push secondary destinations	Implemented in coordination with DOT regional office. Forged new contacts and possible partnership with potential TPB members				8	31	Many tourism establishments were not familiar with TPB. Almost all TEs were confused, between DOT & TPB, as to which agency handles the marketing and promotional function of the tourism industry. With these observations, there is a need to establish an office in the region, and designate and assign marketing coordinator/s to implement TPB's
	and e) to generate recurring and ever- growing revenue stream for TPB. 5. The program is in line with TPB's mandate to market and promote the Philippines as a world-class tourism and MICE destination, in strategic partnership with public and private stakeholders to deliver unique high-value experience for visitors.								
<b>MEMBERSHIP ACCREDITATION</b>									
Recruitment of New Members	1. Private sector stakeholders from various tourism sectors 2. Jan-Mar 2020 3. Regions: NCR, CAR, 2, 3, 4A, 4B, 5, 6, 7, 11, 12 4. Same as Membership Program Presentation 5. Expanded partnership with private sector, increased collaboration, joint-marketing opportunities, strengthened marketing capabilities of members	Expanded target membership base to include farm tourism sites and health & wellness establishments	Implemented in coordination with DOT regional office. Forged new partnerships with tourism private sector stakeholders	38 new members (36.8% of 103 members todate)				38	

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<b>MEMBERSHIP BENEFITS GIVEN BY TPB</b>									
Release of Promotional Brochures and Promotion of TPB Members Discounted Offerings	1. TPB members may now avail of the TPB Unified Regional Brochures for their promotional use. These printed materials feature the unique and varied attractions found in different parts of our country. 2. Promotion of TPB Members' Discounted Domestic Tours/ Staycation Packages and Reduced Rates and Fares (pending)		Strengthened partnership with TPB Members (currently 103)				1. 6 members + 6 pending delivery 2. 11 members		
TPB Members Bulletin	Issuance of a digitally-produced and published weekly TPB Member Bulletin: COVID-19 1. 103 TPB members in 14 regions nationwide 2. Two (2) bulletins completed, published on 27 March and 01 April 3. Coverage is 103 members nationwide 4. Objective is to keep members up to date on the industry's situation, efforts, best practices, and other relevant information in connection with the crisis in order to assist them in crisis management and recovery efforts. 5. Initiative allows for the opportunity for TPB to reach out to the private sector and assist them through the crisis, thus strengthening partnership between the two sectors. The initiative also supports efforts to the government to assist the private sector in ensuring their businesses remain viable.	Use of digital platform	Strengthened partnership with and marketing support for TPB Members (currently 103)				103		
<b>TPB MEMBERSHIP WEBSITE</b>									
Development of TPB Membership Website (in-process)	1. Attract more members 2. Keep members up to date with industry 3. Feature members' activities 4. Client access to members information 5. Offer exclusive downloadable resources to members	Use of digital platform	Strengthened partnership with and marketing support for TPB Members (currently 103)					In the process of development	

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<b>VI. STRATEGIC/TACTICAL MARKETING PLAN FOR DOMESTIC TOURISM IN RESPONSE TO 2019-COVID GLOBAL EPIDEMIC (FUND SOURCED FROM CHINA MARKET)</b>									
<p>INTENSIFIED DOMESTIC PROMOTIONS OF DOMESTIC TRAVEL RATES (PRINT AND DIGITAL)</p> <p>OBJECTIVE</p> <ul style="list-style-type: none"> <li>- Intensify travel within the country to offset the projected revenue loss of the tourism industry from global travel bans, scares, and cancellations;</li> <li>- Coordinate with industry partners to offer discounted, competitive packages to domestic travelers;</li> <li>- Disseminate positive information to travelling public within the country, as well as providing awareness in safer travel;</li> <li>- Promote potential new destinations within the country; and</li> <li>- Create positive, informative media releases in conjunction with travelling within the country.</li> </ul>	<p>BROADSHEET AD PLACEMENT RELEASE:</p> <p>- 23 FEBRUARY 2020, SUNDAY The Philippine Daily Inquirer (Nationwide) Ad Size: 9 cols x 52 cm Full Colored Section: Main Section *Content of ad placement was sourced from Tourism Congress of the Philippines (TCP) with creative guidelines and approval from TPB MARCOM</p> <p>- 24 FEBRUARY 2020, MONDAY The Philippine Star (Nationwide) Ad Size: 9 cols x 52 cm Full Colored Section: Main Section *Content of ad placement was sourced from Tourism Congress of the Philippines (TCP) with creative guidelines and approval from TPB MARCOM</p>		- TOURISM CONGRESS OF THE PHILIPPINES (TCP) * Coordination to tourism associations for collation of discounted rates from establishments	<p>CURRENT BROADSHEET AD RELEASED: TWO (2) UPCOMING SCHEDULED RELEASE: ONE (1)</p> <p>TOTAL AD RELEASES FOR THE 1ST QUARTER 2020: THREE (3)</p>					
	<p>BRIEF BACKGROUND</p> <p>An intensified promotion of existing travel packages will be offered to the public at a lower cost, through coordination with tourism associations, airline companies and other industry partners. TPB will promote these packages through advertisement channels including print and digital. Promotions and ads will also be circulated through TPB organic posting (official social media accounts) to amplify the efforts.</p> <p>UPCOMING SCHEDULE OF AD PLACEMENT RELEASE</p> <ul style="list-style-type: none"> <li>- 15 March 2020: Broadsheet Ad Release (Nationwide)</li> <li>- April to May 2020: Broadsheet Ad Release (Regional)</li> <li>Cebu (1x); Davao (3x)</li> </ul>								

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<b>MICE DEPARTMENT</b>									
<b>I. TRADE FAIRS</b>									
MICE ARABIA & LUXURY TRAVEL (MALT) CONGRESS	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2019. Inputs should answer the following:</i> The MICE Arabia & Luxury Travel Congress 1. Who were involved? (indicate our partners in the event) As the event featured only tabletop meetings (no booth) between Buyers (organizers of international MICE events) and Sellers, TPB were the only ones who participated in the event 2. When did it happen? 25 - 26 Feb 2020 3. Where did it happen? Rixos JBR, Dubai, UAE 4. What were the objectives of the event? - To continue raising awareness on the Philippines as a MICEa and Luxury destination for GCC nations - To sustain and develop new business connections with the top executives of GCC top corporations and travel representatives of royalty and luxury travelers	<ul style="list-style-type: none"> <li>Giveaway/ tokens promotes ecological and social sustainability.</li> <li>- 2-in-1 Bamboo pen with cellphone holder is an eco-friendly giveaway that serves as an innovative gadget accessory</li> <li>'- Passport holder with local hand-woven fabric supports the product of local communities and promotes local culture</li> <li>- Eco-bag with a word cloud of Philippine destinations promotes the use of reusable bags while serving as a moving advertisement as well</li> <li>'● Highlight itineraries that promote sustainability (e.g. bamboo bike tour in Intramuros Manila, Community interactive tours like demo weaving in Palawan)</li> </ul>	Strengthened partnership w/ GCC MICE Operators						

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	<p>- To follow-up strong leads gathered from previous participation in the Congress</p> <p>'- To generate new sales leads and increase the chances of getting business for the Philippine MICE Industry partners from the private sector</p> <p>5. How will the said event? contribute to the development of the Philippine tourism industry?</p> <p>- By influencing/ encouraging international MICE organizers to bring their/ their clients' MICE events to the Philippines</p> <p>*providing information/ showcasing the facilities and capability of the Philippines to host MICE events</p> <p>*providing assistance and incentives to facilitate MICE organizers' queries/ requirements</p> <p>'- improved awareness and interest on the Philippines as a MICE and luxury destination in Asia for the GCC market which gives opportunity to our local tourism and MICE stakeholders to gain new business opportunities</p>								
	<p>- Should the event leads materialize, an estimated amount of USD 4,186,600.00 will potentially be contributed to the Philippine economy (Computation : Ave. Daily 'Expenditure* x min no. of participants x min. no. of days)</p> <p>*based on the 2020 Global Meetings and Events Forecast by American Express (Asia Pacific study on Incentive Travel Groups)</p>								

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<b>II. ASSISTANCE TO BIDS</b>									
<b>PHILIPPINES' BID TO HOST THE ROTARY INTERNATIONAL CONVENTION IN MANILA IN 2026</b>									
1. International School Manila (ISM) 2. 6-8 January 2020 3. ISM Campus, BGC, Taguig, Metro Manila 4. To bring together past and present ISM alumni to celebrate its vibrant history and unite the diverse ISM community in solidarity The event was attended by 412 foreign participants and 635 local attendees As a non-stock, non-profit organization, all net proceeds from the anniversary activities is donated directly to the Victoria SyCip Herrera ISM Scholarship Foundation, Inc. which supports Filipino students attending ISM on scholarship.	1. Rotary Club from various districts 2. Submission of bid: 28 February 2020 3. Venue of Bidding: Hawaii, USA 4. To win the rights of the Philippines' hosting of the Convention in 2026 with the support of concerned private and public stakeholders 5. Should the Philippines win the hosting of the Rotary International Convention in 2026, it will attract some 15,000 Rotarians from various countries which will directly contribute to the tourist/MICE arrivals/receipts in the Philippines, not to mention the potential business investments this event might generate.		1. TPB has renewed its ties with PFA. With this, the PFA is encouraged to bid for a bigger event, this time, aiming to bring to the Philippines the international franchise expo; 2. PPF, Budget Breakdown and Purchase Request (F&B) for TPB's support have been worked on and approved. Said approval of assistance has been relayed to PFA.						
1. Franchise Asia Philippines (FAPHIL) - This event provides educational, professional development and networking opportunities, business solutions, roundtable discussions for peer to peer exchange of ideas, global best practices, latest trends and innovations and disruptive strategies to gain a competitive edge, and owerhouse International & local experts and speakers.	1. Philippine Franchise Association (PFA); 2. 25-29 March 2020; 3. SMX Convention Center; 4. FAPHIL's Conference aims to provide a venue for capacity building by equipping franchisers with information, updates and trends on regional and global franchising; 5. It will be participated by international franchise experts and exhibitors								
<b>PHILIPPINES' BID TO HOST THE WORLD SMALL ANIMAL VETERINARY ASSOCIATION (WSAVA) REGIONAL CONGRESS 2022</b>									
The WSAVA Regional Congress 2022 is a follow up conference to the Annual WSAVA World Congress. Regional Congress is an opportunity for global veterinary community to come together to learn, share ideas, build network, and forge relationship with colleagues from all around the world. Its mother event, the WSAVA World Congress is hosted by a member association with support from the WSAVA leadership team and Kenes Group as the PCO. It rotates through three regions of the world - the Americas, Europe/Middle East and Africa, and Oceania. The even will be participated in by approximately 500 delegates, all coming from the medical and veterinary fieds.	1. WSAVA members and the Kenes Group 2. Submission of bid: 6 March 2020 3. Venue of bidding: Geneva, Switzerland 4. To win the bid in hosting the event with the endorsement of our members and other private sectors, and attract more oranizers to bring large scale business events to the Philippines. 5. Winning the bid in hosting WSAVA Regional Congress would mean attracting more association event organizers, not just on the medical and scientific fields but also from other industries, to make Philippines their choice of destination. It will generate possible business leads for stakeholders, contribution to tourist arrivals, and income for the locals. A chance to promote more of the Philippine products - food, destinations, and activities.								

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b>  1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2019 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Total Number of Participants		
							Male	Female	
<b>III. ASSISTANCE TO BOOKED EVENTS (MICE PLUS PROGRAM)</b>									
<b>INTERNATIONAL SCHOOL MANILA CENTENNIAL 2020</b>									
International School Manila (ISM), an American school founded by a group of American and British expatriates living in Manila on June 21, 1920 with 8 teachers and 50 students, is now a full-fledged international institution on a 7-hectare property with over 2,300 students of over 80 nationalities, over 400 multi-cultural faculty and staff, and over 6,000 registered alumni worldwide. In celebration of its 100th anniversary, ISM organized a series of festivities for the school and alumni community. The event was attended by 412 foreign participants and 635 local participants, or a total of 1,042 attendees.	1. International School Manila (ISM) 2. 6-8 January 2020 3. ISM Campus, BGC, Taguig, Metro Manila 4. To bring together past and present ISM alumni (many of whom have not returned to the Philippines for decades after graduating) to celebrate its vibrant history and unite its diverse community in solidarity 5. The event contributed to 'balik-bayan' and foreign visitor arrivals since many of the international alumni brought along with them some foreign guests who have never been to Asia or the Philippines before.								1,047 Attendees in total
As a non-stock, non-profit organization, all net proceeds from the anniversary activities is donated directly to the Victoria SyCip Herrera ISM Scholarship Foundation, Inc. which supports Filipino students attending ISM on scholarship.									
<b>PETER ENGLAND (INDIA) INCENTIVE TOUR GROUP / KOTTARAM AGENCIES AND DISTRIBUTOR PVT LTD</b>									
India MICE incentive group tour. Local ground-handler is Select Travel Services, endorsed by Goomo Holdings Services Pvt Ltd (India travel agent)	Date: 13-18 January 2020 Venue: Pampanga, Zambales (Angeles, Clark, Subic) Tour Participants: 14 pax Contributed to the number of tourist arrivals								14 pax
<b>INCREDIBLE VACATIONS (INDIA) INCENTIVE TOUR GROUP</b>									
India MICE incentive group tour. Local ground-handler is Shroff International Travel Care, endorsed by SNS Travel & Tours (India travel agent)	Date: 16-20 January 2020 Venue: Manila (Intramuros), Makati, Laguna (Pagsanjan), Pampanga (Angeles, Clark) No. of Tour Participants: 23 pax Contributed to the number of tourist arrivals								23 pax

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<b>WATTS ELECTRONICS (INDIA) INCENTIVE TOUR GROUP</b>									
India MICE incentive group tour. Local ground-handler is Shroff International Travel Care, endorsed by Akbar Holidays Pvt Ltd (India travel agent)	Date: 18-22 January 2020 Venue: Manila, Pampanga (Angeles, Clark), Laguna (Pagsanjan) No. of Tour Participants: 20-22 pax Contributed to the number of tourist arrivals						22 pax		
<b>V-GUARD INDUSTRIES LTD (INDIA) INCENTIVE TOUR GROUP</b>									
India MICE incentive group tour. Local ground-handler is Shroff International Travel Care, endorsed by Zenith Holidays (India travel agent)	Date: 22-26 January 2020 Venue: Manila (Intramuros), Makati, Laguna (Pagsanjan), Pampanga (Angeles, Clark) No. of Tour Participants: 17 pax Contributed to the number of tourist arrivals						17 pax		
<b>V-GUARD INDUSTRIES LTD (INDIA) INCENTIVE TOUR GROUP</b>									
India MICE incentive group tour. Local ground-handlers is Select Travel Services, endorsed by Goomo Holdings Services Pvt Ltd (India travel agent)	Date: 31 January - 04 February 2020 Venue: Pampanga (Angeles, Clark), Manila (Intramuros), Laguna (Pagsanjan) No. of Tour Participants: 17 pax Contributed to the number of tourist arrivals						17 pax		
<b>CAVENDISH INDUSTRIES INCENTIVE GROUP</b>									
India MICE incentive group tour-Pampanga/ Laguna, 25 Indian pax. Local ground-handler is Shroff International Travel Care	Date: 10-15 February 2020 Venue: Pampanga (Angeles, Clark) and Laguna (Pagsanjan) No. of Tour Participants: 25 pax Contributed to the number of tourist arrivals						25 pax		
<b>RK VACATIONS (INDIA) INCENTIVE TOUR GROUP</b>									
India MICE group tour-Pampanga/ Laguna, 53 pax India MICE incentive group tour. Local ground-handler is Shroff International Travel Care.	Date: 18-21 February 2020 Venue: Pampanga (Angeles, Clark), Subic, Manila (Intramuros), Laguna (Pagsanjan) No. of Tour Participants: 45 pax Contributed to the number of tourist arrivals						45 pax	<i>Tour confirmation was temporarily put on hold as some of the participants were cancelling due to the Covid-19 outbreak, but most of them eventually decided to push through due to the high cancellation fees; Final number of tour participants reduced to 45 pax (originally 53 pax) as 8 pax cancelled.</i>	

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<b>29TH WESTERN PACIFIC NAVAL SYMPOSIUM (WPNS) WORKSHOP</b>									
Philippine Navy is organizing the 29th Western Pacific Naval Symposium (WPNS) Workshop on 28 – 30 January 2020 at the Makati Shangri-La Hotel. It expects to gather some 90 local and 30 foreign participants from 27 member countries. Inaugurated in 1988, the WPNS has grown to be a valuable avenue for navies from member countries in the Western Pacific region to build up mutual understanding and trust as well as to pursue cooperative activities towards ensuring the safety and security of the maritime domain.	1. Philippine Navy 2. 11 - 14 February 2020 3. Makati Shangri-La 4. To build up mutual understanding and trust as well as to pursue cooperative activities towards ensuring the safety and security of the maritime domain 5. The event was able to gather 37 foreign participants which directly contributed to the tourist/MICE arrivals/receipts in the Philippines						43 participants		
<b>ATTENDANCE PROMOTION FOR THE 26TH REGIONAL CONGRESS OF DERMATOLOGY 2022</b>									
The Phil. Dermatological Society will host the 26th Regional Congress of Dermatology (RCD) on 22-25 Feb. 2022 at PICC, The event will be participated by the delegates from the Phils., Thailand, Malaysia, Indonesia and other Southeast Asian Countries. To promote said event as well as the Phils, the PDS Organizing Committee will attend the 24th RCD in Bangkok, Thailand for attendance promo	1. Delegates from Philippines, Thailand, Malaysia, Indonesia and other Southeast Asian countries/ Philippine Dermatological Society 2. 25-28 February 2020 3. Bangkok, Thailand 4. To promote the event and encourage registration 5.								
<b>2nd INTERNATIONAL MELIPONINE CONFERENCE AND ASIAN APICULTURAL ASSOCIATION (AAA) PHILIPPINES SYMPOSIUM ON POLLINATOR CONSERVATION</b>									
The 2nd International Meliponine Conference in the Philippines in 2020 aims to provide a forum for bee researchers, policy makers, farmers, students and beekeepers across the globe to discuss topics related to bees and pollination, and to share their beekeeping best practices and experiences. The scientific sessions of the Conference will cover sections on bee biology and management, pollinator conservation, apitheraphy and applied beekeeping. Their one-day workshop on stingless bee management will be held at Sayonara Bee Farm, Majayjay, Laguna, a farm practicing natural bee farming.	1. Asian Apicultural Association (AAA) Philippines and UP-Los Banos 2. 25-28 February 2020 3. Univeristy of the Philippines - Los Banos, Laguna 4. Aims to provide a forum for bee researchers, policy makers, farmers, students and beekeepers across the globe to discuss topics related to bees and pollination, and to share their beekeeping best practices and experiences 5. The event was able to gather 30 foreign participants which directly contributed to the tourist/MICE arrivals/receipts in the Philippines						300 Total attendees		

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<b>ASEAN PUPPETRY ASSOCIATION SHOWS</b>									
In view of the National Arts Month, the Samahan ng mga Papetir ng Pilipinas (SPP) and ASEAN Puppetry Association conducted a cultural exchange through the art of puppetry. The participating groups performed plays at the Quezon City University on 27 February 2020 and Parks and Wildlife Ampitheater on 28 February 2020. The event was participated by member of the Association from Cambodia, Indonesia, Brunei, Malaysia, Myanmar as well as Singapore. As a token of appreciation, the SPP conducted a City Tour around Manila which invited the support of the Department of Tourism (DOT) and of which the TPB provided giveaways. The tour was attended by 18 foreign and 7 local pax.	1. Department of Tourism 2. 27-28 February 2020 3. Quezon City and Manila 4. To hold shows and conduct a cultural exchange through puppetry 5. The shows brought in foreign arrivals and provided an opportunity for the Philippines to host more events thorough the arts							25 total pax	
<b>ASIA PACIFIC ASSOCIATION OF BANKING INSTITUTES (APABI) MEETING AND CONFERENCE</b>									
The 2020 APABI Biennial Meeting and Conference will be hosted and organized by the Bankers Institute of the Philippines (BAIPHIL). It will gather around 100 foreign and local delegates. The theme of the conference is "Collaboration for Digital Transformation.	1. Bankers Institute of the Philippines 2. 27-29 February 2020 3. Bohol 4. To develop and conduct trainings, workshops and learning sessions to inform, update and upgrade the Filipino bankers and expertise 5. Opportune time to showcase Philippine tourism who could be potential tourists of the Philippines								
<b>FRANCHISE ASIA PHILIPPINES 2020 (FAPHL) - POSTPONED UNTIL FURTHER NOTICE FROM THE ORGANIZERS</b>									
PFA is the voluntary self-regulating governing body for franchising in the Philippines. It is the country's pioneer and largest franchise association. Is a member of two global associations namely, Asia Pacific Franchise Confederation (APFC) and World Franchise Council (WFC). It will gather around 120 intl guests, delegates and exhibitors.	1. Philippine Franchise Association 2. 25-29 March 2020 3. SMX Convention Center 4. To make the Philippines as the "Center for Franchise Development in Asia" by providing a gateway for the entry and export of world class-quality brands, products and services from Asia to the rest of the world and vice versa 5. It creates program that will open opportunities for the expansion of Philippine franchises domestically and overseas								

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<b>MARKETING COMMUNICATIONS DEPARTMENT</b>									
<b>I. STRATEGIC COMMUNICATIONS</b>									
Media Buying and Placement Agency – Development of a TPB Strategic Media Plan (Phase 1)	Development of a media plan for the year 2020 to implement the Philippine tourism brand campaign and uplift the marketing and promotions efforts of the Tourism Promotions Board (TPB) Philippines focusing on selected source markets with declining arrivals while sustaining promotions in select TPB key markets. This year's media plan will complement the Bounce Back PH Tourism Program and re-establish the Philippines as a preferred destination for identified customer interests.	The media plan will feature an extensive digital media campaign that will generally communicate the readiness of the Philippines to receive guests after the COVID19 pandemic  Materials to be used in placements will focus on sustainability and encourage tourists to be responsible travellers.	TPB's relationship with major global media outfits and agencies will be strengthened and the continued exposure of the Philippines through the various media platforms will increase the TPB's influence, buying and negotiating power with various media agencies, vendors/ suppliers.	Volume of placements may be estimated at about 295 paid spots; 26 print insertions; 295 OOH displays; digital; Dynamic Content across all markets, digital banner ads, etc.  Final Volume may change depending on the recommendation and negotiation of the winning Media Agency	In terms of volume of placements, the limited budget for 2020 will be 55% less than that in 2019	2020 Budget is 55% less	N/A	N/A	Ongoing: 1st pre-procurement meeting done last 28 February 2020; applied revisions on TOR as advised by the BAC committee. No additional comments from DOT. Marketing Communications Department to incorporate a campaign that will complement the Recovery Program of the DOT
	Continuing Implementation of Approved Media Plan from 2019 budget	Digital Billboards, Panels and lightboxes were used in OOH placements to avoid printing on tarpaulin or non bio degradable materials  SaveOurSpots campaign materials were used in selected digital placements	Strengthened partnership with CNN, BBC and TLC that encouraged these networks to extend additional TV spots and online marketing content	January to February Performance Report as follows: 8 Print insertions 85 OOH displays 635 TV spots Digital Performance: 176.9M reach 105.5M views 255,000 clicks					Media Plan implementation was paused due to the COVID19 pandemic. Approved Media Plans for China and Hongkong will be reallocated to other markets like India, US, UK and AsiaPacific region. currently coordinating with Klook, Trivago, Expedia for digital content partnership.

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<b>II. DIGITAL</b>										
Social Media and Website Maintenance / Redevelopment and Online Marketing and Promotions For China Market	Support to the maintenance of marketing website/s and social media presence of the Philippines in China	continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platform	N/A	Maintenance of the following online platforms:  CHINA: <a href="http://morefun-philippines.pros.dragontrail.com/">http://morefun-philippines.pros.dragontrail.com/</a> Weibo WeChat	N/A  2020 remittance on hold due to lack of liquidation report  Liquidation report submitted only on April 9  project for implementation	N/A	N/A	N/A	N/A	remittance to be processed by finance once liquidation report is verified
Social Media and Website Maintenance / Redevelopment and Online Marketing and Promotions For Japan Market	Support to the maintenance of marketing website/s and social media presence of the Philippines in Japan	continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platform	N/A	Maintenance of the following online platforms:  <a href="http://www.mottotanoshiipilippines.com/">http://www.mottotanoshiipilippines.com/</a> <a href="https://www.facebook.com/PhilippineTravelJP/">https://www.facebook.com/PhilippineTravelJP/</a> <a href="https://twitter.com/PhilTravelJP">https://twitter.com/PhilTravelJP</a> <a href="https://www.instagram.com/PhilippineTravelJP/">https://www.instagram.com/PhilippineTravelJP/</a>	N/A  Ongoing - CSW submitted on April 6  Waiting for submission of Budget Breakdown  project for implementation	N/A	N/A	N/A	N/A	for preparation of Project Brief Form and Budget Breakdown
Social Media and Website Maintenance / Redevelopment and Online Marketing and Promotions For Korea Market	Support to the maintenance of marketing website/s and social media presence of the Philippines in Korea	continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platform	N/A	Maintenance of the following online platforms:  <a href="https://www.itsmorefuninthephilippines.co.kr/">https://www.itsmorefuninthephilippines.co.kr/</a> <a href="https://www.facebook.com/PHLTOURISM/">https://www.facebook.com/PHLTOURISM/</a> <a href="https://www.instagram.com/phltourism/">https://www.instagram.com/phltourism/</a> <a href="https://www.youtube.com/user/PHILTOURISMSMS">https://www.youtube.com/user/PHILTOURISMSMS</a>	N/A  remittance still on going  project for implementation	N/A	N/A	N/A	N/A	remittance in process; with Finance Department

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PDOT Sydney Website Maintenance and Social Media Management	Support to the maintenance of marketing website/s and social media presence of the Philippines in Sydney	Continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platforms	N/A	Maintenance of the following online platforms: <a href="https://www.tourismphilippines.com.au/">https://www.tourismphilippines.com.au/</a>	N/A MOA for notarization remittance for processing project for implementation	N/A	N/A	N/A	Remittance MOA for notarization
PDOT Taiwan Website Development and Maintenance	Support to the maintenance of marketing website/s and social media presence of the Philippines in Taiwan	Continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platforms	N/A	Development and maintenance of PDOT Taiwan Website  <a href="http://www.itsmorefuninthephilippines.com.tw">www.itsmorefuninthephilippines.com.tw</a>	N/A MOA for notarization remittance for processing project for implementation	N/A	N/A	N/A	Remittance MOA for notarization
PDOT Taiwan Website Development and Maintenance Supplemental Budget Request	Maintenance of marketing website/s and social media presence of the Philippines in Taiwan requires additional funds for full implementation	Continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platforms	N/A	Development and maintenance of PDOT Taiwan Website  <a href="http://www.itsmorefuninthephilippines.com.tw">www.itsmorefuninthephilippines.com.tw</a>	N/A	N/A	N/A	N/A	Memorandum for Project Approval for signature and approval of Acting Department Head
Hosting, Development, and Maintenance of the Philippine Website in North America	Support to the maintenance of marketing website/s and social media presence of the Philippines in North America and development of Philippine website for Canadian Market	Continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platforms	N/A	Hosting, Development and Maintenance of the Philippine Website in North America  <a href="http://www.philippinetourismusa.com">www.philippinetourismusa.com</a>	N/A Awaiting signed MOA from DOT-San Francisco	N/A	N/A	N/A	contract finalization
Integrated Digital Marketing Management – UK Market 2020	Support to the maintenance of marketing website, social media, app and e-newsletter of PDOT-UK	Continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platforms	N/A	Website and app upgrade, development, maintenance, and management  Website: <a href="https://itsmorefuninthephilippines.co.uk/">https://itsmorefuninthephilippines.co.uk/</a>	Awaiting signed BBF from Finance Department				Project Brief Form and Budget Breakdown for route

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							Male	Female		
It's More Fun in the Philippines Mobile App	The mobile app will reinforce the "It's More Fun in the Philippines" brand, strengthen engagement with tourists / consumers, and increase visibility, leading to customer loyalty; provide free and accessible offline and online information about the Philippines to generate interest and encourage potential tourists to visit the country; and provide a personalized experience for users / consumers to fully enjoy the Philippine experience.	The mobile app will feature sustainable community-based tourism sites with information that aims to entice users to visit and take part in environmental conservation	Possible partnerships with private sectors - hotels, establishments, booking sites, etc	One application to be published in Google Play and App Store of Apple	N/A  No mobile application project in 2019	N/A	N/A	N/A	N/A	Revised TOR supposedly for presentation to the Board during the BM in Boracay but was cancelled; waiting for DICT's approval of TPB's ISSP prior proceeding with the bidding
MICE Website or Microsite 2020	The TPB MICE Marketing Website will be an integral platform to promote the Philippines as a preferred MICE destination among international and domestic stakeholders; create awareness on the Philippine government's support to MICE organizers and serve as a repository of Philippine and global MICE data and statistics for information to be easily disseminated to local and international MICE participants	Will hold information on Mice programs that promote sustainability	Possible partnerships with local and international MICE stakeholders	N/A as project is still for implementation	N/A  No MICE website in 2019	N/A	N/A	N/A	N/A	TOR finalized for submission to GSD; awaiting for DICT's approval of TPB's ISSP prior to proceeding with the bidding

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2019 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Total Number of Participants		
							Male	Female	
<b>III. MEDIA RELATIONS</b>									
PR Agency for TPB 2020	The services of a PR agency is essential for TPB, who will work closely with the Marketing Communications Department for PR and media relations for 8 months from the date the contract of services have been signed.  The primary objective of this project is to contract the services of a Communication / Public Relations Agency needed to design and implement communication / public relations strategies and plan in order to positively highlight TPB as a corporation and the Philippines as a travel destination.	Topics focusing on sustainable tourism campaign were highlighted and prioritize such as Boracay rehabilitation efforts, sustainable community-based tourism (SCBT) project of TPB, CSR activities and others.	TPB will strengthen its partnership with major national and regional media outfits and bloggers/vloggers alike. At the same time, TPB will renew affiliation with other PR practitioners who have been supporting the projects of TPB and DOT.	January – 30 pick-ups February – 13  Total advertising values = Php 1,632,875.00 Total PR Values = Php 2,850,925.00	376 published releases for 2019 under TPB PR Agency	Delay in procurement and awarding of supplier due to ECQ	N/A	N/A	Public Bidding on hold due to ECQ
Discover the Philippines Bloggers Trip	Increase international awareness about the Philippines; showcase the various destinations and attractions in the Philippines through the platforms owned by the participating media influencers; Strengthen ties with digital media influencers and encourage more travelers to visit the Philippines in 2020 onwards; produce a positive word-of-mouth recommendations on the Philippines with an impact that may be gradual but can last a lifetime;To promote the country through the influencers' social media and websites.	Promotions of the Philippines through the destination while being a responsible tourist.	Invitation of bloggers from the differenr parts of the world who participated in the Travel Bloggers Exchange (TBEX) in Israel and Ireland.	N/A as project is still for implementation	N/A	One major factor that may affect the implemetation of the project and decrease in participants is the health risk associated with COVID-19.	N/A	N/A	Project implementation moved to 3rd - 4th Quarter

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
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<b>IV. PRINTING AND PRODUCTION</b>									
Production of Giveaways: Leather Business Card holder w/ 7 assorted weave cloth	Production of giveaways to be given away in different corporate and marketing events locally and internationally in order to promote and maintain awareness of the It's More Fun in the Philippines brand.	Lessened the use of plastic packaging for the giveaways. Use of Philippine textile incorporated in the material	TPB initiated the relationship of community-based weavers from Luzon, Visayas and Mindanao with suppliers who bided out the production of giveaways	N/A	N/A	N/A	N/A	N/A	Ongoing procurement, Quantity: 10,000  PR date: Jan. 10, 2020, Pre-procure done on Feb. 19, 2020, 2:00pm. Pre-bid conference supposedly on March 17, 2020. Opening supposedly on March 30, 2020; Procurement put on hold due to Enhanced Community Quarantine  Timeline: 3.5 months production, upon served of NTP and approval of complete set of samples.

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
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							Male	Female	
Production of Giveaways: Corporate Tote bag w/ 7 assorted weave cloth	Production of giveaways to be given away in different corporate and marketing events locally and internationally in order to promote and maintain awareness of the It's More Fun in the Philippines brand.	Lessened the use of plastic packaging for the giveaways. Use of Philippine textile incorporated in the material	TPB initiated the relationship of community-based weavers from Luzon, Visayas and Mindanao with suppliers who bided out the production of giveaways	N/A	N/A	N/A	N/A	N/A	Ongoing procurement, Quantity: 10,000 pcs  PR date: Jan. 10, 2020, Pre-procure done on Feb. 19, 2020. Pre-bid conference done on March 5, 2020. Bid bulletin emailed to GSD on Mar. 11, 2020. Opening supposedly on March 17, 2020. Procurement put on-hold due to Enhanced Community Quarantine.  Timeline: 3 months productions upon receipt of NTP & approval of complete samples.
Printing and production of Brochures: DOT Shanghai  -Philippine Map -Manila -Boracay -Cebu and Bohol -Palawan -Dream Vacation Islands  20,000 pcs each	Support the printing of various destination brochures to provide information in the market about diverse Philippine destinations and products. Printing will be done in China to ensure that the language and construction of the brochures adhere to the interest of the market	Support the printing of various destination brochures to provide information in the market about diverse Philippine destinations and products. Printing will be done in China to ensure that the language and construction of the brochures adhere to the interest of the market		N/A	N/A	N/A	N/A	N/A	Remittance documents ongoing

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <b>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</b> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format.)</i>	If applicable:					Others, if applicable
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Printing and production of Brochures: DOT Tokyo  -Travel Guide to the Philippines -Travel Guide to Cebu/Bohol and Visayas -Map Guide - Manila & General Information -Map Guide -Cebu/Bohol & General Information	Support the printing of various destination brochures to provide information in the market about diverse Philippine destinations and products. Printing will be done in Japan to ensure that the language and construction of the brochures adhere to the interest of the market	Support the printing of various destination brochures to provide information in the market about diverse Philippine destinations and products. Printing will be done in Japan to ensure that the language and construction of the brochures adhere to the interest of the market		N/A	N/A	N/A	N/A	N/A	MOA for signature of TPB during ECQ

Prepared by:

(Signed)  
**MARIVIC M. SEVILLA**  
 Acting Head, Corporate Planning & Business Development Department  
 Signature over Printed Name of Personnel

Vetted by:

(Signed)  
**MARIA ANTHONETTE C. VELASCO-ALLONES**  
 TPB Chief Operating Officer

Date: 16 April 2020

**DOT ACCOMPLISHMENT REPORT TEMPLATE**  
1st Quarter CY 2020

OFFICE: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:				Others, if applicable	
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<b>DOMESTIC PROMOTIONS DEPARTMENT</b>									
<b>Islands Philippine Caravan " Tara Na Biyahe Tayo" featuring the Northern Luzon</b>									
<p>This is a TPB partnership with PHILTOA embarking on the latter's official event, "Islands Philippines Fun Caravan" to carry our domestic tourism campaign "Tara Na Biyahe Tayo". TPB recognizes that the success of the caravan program depends on the strong cooperation and partnership among the government agencies and private sector.</p> <p>The original schedule was 6-11 December 2019 and has been moved to 23-29 January 2020. The decision for the postponement was made by PHILTOA last 02 December 2019, in view of the typhoon advisory issued by PAGASA and NDRRMC. This is putting the safety and security of the participants as the primordial concern of the organizers.</p> <p>This program involves an organized tour for the purpose of increasing knowledge of new tourism destinations, creating awareness, expanding Philippine tour offerings, and promoting travel to Northern Luzon.</p>	<p>Date of Event: 23-29 January 2020</p> <p>It was a successful tour experience covering the Northern Luzon: Leg 1: Gapan, Nueva Ecija/General Tinio, Nueva Ecija/Cabanatuan City Baler, Aurora/Quirino (Cabarroguis)Ramon/Penablanca/Tuguegarao Leg 2: Pagudpud/Laoag/Vigan/La Union</p> <p>1. To provide an effective platform in the promotion of different tourist offerings in the Philippines. 2. To encourage Filipinos to travel within the country 3. To promote and instill among participants and host communities the culture of tourism and "Pride of Place." 4. To generate local travel through selling of caravan tour packages, thus increasing domestic tourist arrivals and eventually provide circular economy to the community chain 5. To provide participants with authentic quality of travel experiences that could eventually build on interest, narratives and stories to tell through word-of-mouth and social media. 6. For media participants to generate media mileage via various media platforms that could bring interest towards our food/gastronomy, artisanship and other unique selling point. 7. For tour operator participants to be updated on the new tour offerings to be included in their future tour programs to be offered to both domestic and international tourists. For them also to gain business network and goodwill with the community, LGUs and other local tourism stakeholders</p>	<p>Visited the Gapan , Nueva Ecija to feature environmental awareness, conservation and sustainable use of natural resources.</p>	<p>Joint Promotions with Philippine Tour Operators Association</p>			<p>TPB Participants 5 TPB Member tour operators 2 media invitees 2 TPB MARCOM (photographer and PR Officer) 2 Domestic Promotions Department</p> <p>Invited by the PHILTOA 17 Tour Operators 10 Consumers 4 Media invitees</p>			

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<b>BOOKED EVENTS</b>										
National Surfing Summit  The Department of Tourism (DOT) through the Office of Tourism Standards and Regulation supported the National Surfing Summit with the theme "Surf's Up Philippines: Professionalizing the Philippine Surfing Industry".  The National Surfing Summit is a platform to promote the standardization of the surfing industry in consonance with the primary objective of the National Accreditation Standards for Surfing Camps and Filipino Surfing Instructors.	1. Local surfing instructors and other team players engaged in surfing-related activities, DOT-OTSR 2. 16-18 April 2020 3. San Antonio, Zambales 4. Aims to improve the quality of service of surfing camp operators, surfing instructors and other players engaged in the surfing industry. It will provide a venue for the promotion of the surfing industry in the Philippines and brand exposure and visibility for "It's More Fun in the Philippines"through the provision of collateral materials. 5. Through the promotion of standardization and professionalization of Philippines' surfing industry, it will improve the service quality of its teamplayers including the operators,s surfing camps, instructors and even resorts. This development in the surfing industry conceptualize opportunities to enhance tourist sites and products including its services.			200 dry bags for the participants						
Tourism Enterprise Innovation and Self-Reinvention Techniques with Filipino Brand of Service Excellence Seminar for NAIA Retailers  The Department of Tourism -Airport Reception and Information Unit (DOT-ARIU) continues to provide assistance and improve quality of service of NAIA retailers to arriving visitors. Likewise, DOT-ARIU is tasked to provide information to tourists coming to the Philippines to suggest beautiful sites, tourists spots and destinations to the tourists who wants to explore the country.	1.NAIA store retailers 2.19-21 February 2020 3. MIAA Administration Building, Pasay 4. The seminar for store retailers in NAIA aims to enhance the knowledge of the participants on how to effectively run stores, how merchandise should be displayed and how their business should be conducted in order to achieve excellent customers' experience and satisfaction. Brand exposure and visibility for "It's More Fun in the Philippines"through the provision of collateral materials. 5. In effect, the seminar aims to improve and/or achieve excellent customers' experience and satisfaction of visitors arriving the Philippines.			20 sets of non woven pouch with ballpoint pens, round neck black tshirt (IMFITP print),tpb notebook and luggage tag						
Celebration of College Day of the Hospitality Management of Centro Escolar University (CEU) -Malolos Campus  The annual celebration of the college week consists of co-circular activities. Activities as such play a vital role as they are able to apply what they strive for a common goal and to ultimately develop a sense of responsibility. Activities will include tour guiding, tour packaging, inflight demo, quiz bee, market basket. cupcake wars, hospitality relay and food village.	1. CEU students, tourism professionals and academe professors 2. 5-6 March 2020 3. CEU, Malolos 4. Brand exposure and visibility for "It's More Fun in the Philippines"through the provision of collateral materials. 5. Annual celebration of CHM's college week ignite students'passion on tourism and hospitality industry.			30 corporate tote bag, 75 non woven bag, 25 foldable back pack, 100 luggage tag, 100 ballpoint pen for 200 participants						
Gerardo Francisco's Ibong Adarna Ballet Manila National Tour 2020  Preparations are now being undertaken by Ballet Manila Inc. for Gerardo Francisco's Ibong Adarna National Tour 2020 in August and September 2020 as part of its 25th anniversary celebration this year.	To be held nationwide, the performances celebrate the best of Philippine culture through ballet and contemporary dance, bringing out the growing relationship between tourism and culture and the way in which they have together become major drivers of destination attractiveness and competitiveness.		DOT Regional Offices to provide Ballet Manila, Inc. technical assistance, particularly in terms of identifying performance venues and other logistic requirements within their respective regions							

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:				Others, if applicable	
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<b>MARKETING COMMUNICATIONS</b>									
<b>Headlines Newsletter</b>	This is a quarterly digital production of TPB newsletter hosted on the website and distributed via email list to members and media.	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and reaches a wider reach.	Possible collaboration with TPB members/stakeholders by giving them a spot to feature their best practices.	to release 4 issues of Headlines digitally	Headlines in 2019 were handled by CPBD	N/A	N/A	N/A	
<b>TPB Quarterly Social Media Report</b>	There is a significant increase in the audience reach of TPB's social media accounts mainly done through organic efforts	Through publishing/sharing of TPB's latest news and engagements, online platforms remains to be the best cost-effective and timely vehicle to deliver information aligned with DOT's thrust on sustainable tourism.	Collaboration with a third party provider (GLIMSOL) for digital media engagement which included production of five (5) organic videos and implemented social media plans to boost reach and engagement.	As of Q1: FB-29,885 TW-1,815 IG-868	vs YE2019 FB-28,125 TW-362 IG-729	Digital media engagement with a third party provider delivered significant boost in audience following.	45%	55%	
<b>Advertising materials (Print Ads, Digital Ads, OOH)</b>	1st Quarter 2020 Assisted the different TPB Departments (International Promotions, Domestic Promotions, and MICE), and DOT Overseas Offices in preparing the layouts for their Print, Digital, and Out-Of-Home advertising requirements.		Coordination with TPB International Promotions, Domestic Promotions, MICE Department, and DOT Overseas Offices	Q1: 15 Advertising materials (Print Ads, Digital Ads, OOH)					Note: Verifying if layout for Perth Airport Bus Ad and Arabian Travel Mart 2020 Floor Ad have been put on-hold due to COVID.
<b>Booth Graphics</b>	1st Quarter 2020 Assisted the different TPB Departments (International Promotions, Domestic Promotions, MICE, Corplan), DOT Overseas Offices and DFA in preparing the booth graphics for their events		Coordination with TPB International Promotions, Domestic Promotions, MICE Department, Corplan, DOT Overseas Offices, and DFA	Q1: 6 Events - Booth Graphics					Note: ITB Berlin cancelled

Prepared by:

Vetted by:

(Signed)

**MARIVIC M. SEVILLA**

Acting Head, Corporate Planning & Business Development Department  
Signature over Printed Name of Personnel

(Signed)

**MARIA ANTHONETTE C. VELASCO-ALLONES**  
TPB Chief Operating Officer

Date: 16 April 2020

**DOT ACCOMPLISHMENT REPORT TEMPLATE**  
1st Quarter CY 2020

OFFICE: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:				Others, if applicable	
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<b>PROJECTS CHARGED UNDER TPB SPECIAL CONTINGENCY FUND (SCF) FOR COVID-19 EFFORTS</b>									
Contribution to the Bayanihan Act in compliance to Section 4 (v)(w)(x)(y) of R.A. No. 11469	TPB offered to the Department of Finance/Department of Budget and Management its remittance amounting to ₱186,474,478.74 as its contribution to the Bayanihan Act pool of funds to finance the national government's stimulus package and social amelioration program. This 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 promotions campaigns early this year, and shares from the net income of Duty Free Philippines that were not obligated under the 2020 TPB Reprogrammed COB.								₱ 41,409,831.19
Staging of Eight (8) Sweeper Flights for Stranded Foreign Tourists Affected by the ECQ through the release of TPB Special Contingency Fund (SCF) as requested by the DOT  The target beneficiaries are the foreign tourists that have been stranded in different parts of the country, in view of the implementation of the Enhanced Community Quarantine due to the spread of the COVID-19.	- Puerto Princesa (520 pax) - Davao (520 pax) - Cagayan de Oro (152 pax) - Tacloban (57 pax)  TOTAL: 1,249 Stranded foreign Tourists have been assisted		- DOT - TRCRG - DOT Regional Office involved	1,249 Stranded foreign Tourists have been assisted					₱ 5,974,480.00
Provision of Travel Essential Kits to accommodation establishments tapped to host Persons Under Monitoring affected by the ECQ as requested by the DOT	A total of 5,000 travel essential kits are to be distributed to accommodation establishments in Metro Manila tapped to host Persons Under Monitoring affected by the ECQ as requested by the Department of Tourism.  The kit will contain basic essentials such as shampoo, soap, toothbrush, toothpaste, wet wipes, alcohol, sanitizer and bath towel. The main objective is to prevent further spread of the disease through proper hygiene and provide assistance to the other agencies and private sector partners in fighting against CoVid-19. These will be packed in boxes according to the list of hotels and number of PUMs billeted as provided by DOT and will be delivered through a courier.			5,000 travel essential kits					₱ 2,630,000.00
Financial assistance to DOT Regional Offices to augment efforts for Stranded Domestic Tourists Affected by the ECQ	As instructed by Secretary Bernadette Romulo-Puyat in its DOT EXECOM Meeting, the COVID-19 Tourist Care Plan (Caring for Our Domestic Tourists in Distress) will be devised to respond to the health risks of stranded domestic tourists, in coordination with the concerned DOT Regional Offices. TPB was recommended to provide assistance to defray expenses for food, accommodation, transfer arrangements and other support that can be extended to the stranded tourists in different regions of the country. there are an estimated total of 1,500 domestic tourists stranded in different Philippine Regions as of 01 April 2020.			1,500 domestic tourists stranded					₱3,000,000.00

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Provision of Personal Protective Equipment (PPE) and Vitamins for Frontline Tourism Airport Personnel	Ninoy Aquino International Airport (NAIA) continues to operate to service OFWs and repatriated Filipinos coming from other countries and to also assist departing foreign passengers. It is imperative that the frontline tourism airport personnel working at the airports be at the peak of health to be able to effectively assist travelers transiting through the airport. With this, the Department of Tourism is requested the assistance of the TPB in procuring masks, gloves and vitamins for the protection of the frontline tourism airport personnel to ensure prevention of the spread of the virus in one of the most vital gateways in the country.			1,877 Frontline Tourism Airport Personnel + 123 contingency supplies						₱531,980.00
Provision of Additional Disposable Surgical Masks to be Disseminated to the Department of Tourism - Airport Reception and Information Unit (DOT-ARIU) personnel and travelers transiting through NAIA	DOT-NCR is requested the assistance of the TPB in procuring 6,000 pieces of additional disposable surgical masks for the protection of the DOT-ARIU personnel and travelers transiting through NAIA			1,944 airport personnel (3 pcs. of surgical masks per personnel)						₱ 183,000.00
Waiver of Participation Fees for Private Sector joining International Trade, M.I.C.E and Consumer Fairs and Business Missions to be implemented or participated in by TPB for FY 2020-2021	As an effect of the advent of the 2019 Novel Coronavirus and the subsequent implementation of the Luzon-wide Enhanced Community Quarantine, the industry is experiencing drastic decline in tourist arrivals. This development has been negatively affecting the private stakeholders economically considering the temporary closure of many tourism establishments such as, but not limited to, hotels, resorts, tour operators and other tourism-related establishments.  To convey the TPB's support to the private sector who would be participating in the identified marketing initiatives of the TPB for 2020, the TPB is implementing the waiver of the participation fee of private sector participants to help them sustain their participation in the upcoming TPB projects overseas and locally.									₱11,299,080.00.
<b>OTHERS</b>										
Weekly TPB Membership Bulletin (COVID-19)	The weekly bulletin is digitally prepared and published by TPB's Domestic Promotions Department to disseminate relevant information and updates on COVID-19. Information includes resources/strategies on how the tourism industry can cope.			Two bulletins issued on 27 March and 01 April 2020						
Marketing Communications Department's Posts regarding Efforts of DOT Regional Offices	In line with the tourism industry's efforts in addressing the pressing issues and concerns brought about by the current threat of the Corona Virus Disease (COVID – 19), the TPB would like to highlight efforts and best practices being undertaken at regional level to ensure that all tourist destinations in the country remain viable despite the ongoing health crisis.									

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:				Others, if applicable	
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2019 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Total Number of Participants		
							Male		Female
Posting of COVID19 relevant content in TPB Social Media Accounts	the Tourism Industry. At the same time, through regular social media posting of various activities that can be done while on ECQ, we are able to inspire the readers to be more productive, pro-active in learning new things, and consider this time to reflect; reconnect with family, friends and inner self; renew our spiritual relationship with God, among others.								
Virtual Tours Launched	<p>The virtual tours is an initiative of the MARCOM Media Relations &amp; Communications Division as one way to promote the country while we are on quarantine. The TPB MARCOM will be posting photos of beautiful sites of the Philippines twice a week to allow viewers to take "Virtual Trips" and encourage them to visit these spots once the pandemic is over.</p> <p>The first post (March 29) focused on the National Week of Prayer; while the second post (April 1) featured Pampanga's well-known pilgrimage sites and churches, in preparation for the Holy Week; the succeeding posts will guide the viewers in their virtual spiritual journey and inspire them to reflect on the cornerstones of the Lenten season: prayer, fasting and almsgiving.</p>			5 Spiritual Virtual Tours					

Prepared by:

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 Signature over Printed Name of Personnel

(Signed)  
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 TPB Chief Operating Officer

Date: 16 April 2020