

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
3rd Quarter CY 2020

AGENCY: 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: 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>	Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	If applicable: 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		Others, if applicable
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INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR									
Marine Diving Fair (MDF) 2020 21-23 August 2020 Sunshine City Convention Center, Ikebukuro, Tokyo, Japan	<p>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.</p> <p>MDF 2020 was held last 21-23 August 2020 at the Sunshine City Convention Center. A total of five (5) Philippine dive shops/operators and resorts joined DOT/TPB namely, (1) Atlantis Dive Resort and Liveboards, (2) Hiro's Marine Sport Inc./Blue Coral, (3) Bohol Beach Club, (4) Emerald Green Diving Center and (5) Talisay Beach Resort Inc./Lubi Resort. This year's Philippine participation is a combination of physical and online participation due to the border restrictions brought about by the COVID-19 pandemic. Participants already in Japan were allowed to participate physically in the booth while participants in the Philippines were able to join virtually. The Philippines received the award for Best Diving Area (for Overseas category) based on the votes of the subscribers of the Dive Magazine.</p> <p>The following are the objectives of participation to the event:</p> <ul style="list-style-type: none"> • 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 			A total of 14,622 visitors attended the 3-day event	For MDF 2019, a total of 51,989 visitors attended the event	The COVID-19 pandemic had caused the event to be pushed back from April to August. The event also needed to adhere to the health and safety protocols to mitigate the spread of COVID-19.			
SALES/BUSINESS MISSIONS									
Philippine Showroom in Korea Ground Floor, Suite 102, Hotel President, Euljiro 16, Jung-gu, Seoul, Korea 3rd Quarter 2020	<p>The Philippine Showroom serve as a one-stop-shop for travel information about the Philippines. Through its installed LED window graphic display and window display graphics, it attracts a 193,929 of combined foot and vehicle traffic patrol daily in its very busy and strategic location in Seoul.</p> <p>1. PDOT - Korea to manage the operations</p> <p>2. July - September 2020</p> <p>3. Seoul, South Korea</p> <p>4. The showroom window displays serve as permanent advertisement which provide year-round exposure for the Philippines. This catch the attention of passersby who, out of curiosity, then decide to enter the Philippine Showroom and ask for information about the Philippines.</p> <p>5. Objectives:</p> <ul style="list-style-type: none"> - Year-round exposure of in-house Philippine ads to a 193,929 of combined foot and vehicle traffic patrol daily - Media exposure: Press releases about the Philippines and the marketing activities of the Philippine Showroom. - Projected increase in tourist arrivals from Korea especially leisure travelers during winter and summer breaks and students for studying English in the Philippines. - The database of showroom visitors serves as captive audience of joint promo partner airlines and properties in their online and direct mail promotions. 								

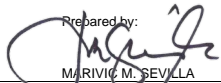
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JOINT PROMOTIONS									
Brochure Support of PDOT Osaka for Osaka, Nagoya and Fukuoka Travel Agencies Period of April – September 2020 Osaka, Nagoya, and Fukuoka, Japan	The Philippine Department of Tourism Osaka has finalized negotiations with nine (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. The Japan travel industry has customarily solicited financial support from National Tourism Organizations (NTO) for the production of brochures that features tour packages that they promote and sell. The Philippine Department of Tourism Osaka have always maintained and supported this gesture for the past fifteen years since the establishment of PDOT for West Japan.	The feature of the Philippines in the travel brochures is an avenue to maintain the country's presence in the Japanese outbound travel market. Once the Japanese are able to travel again post-pandemic, the Philippines will be one of the destinations they will consider visiting. The Brochure Support is also an effective alternative activity to mainstream advertising in promoting the country in Japan. Lastly, the Philippines will be able to maintain a good business relationship with the top tourism wholesalers in West Japan through the Brochure Support.	This is a joint promotional campaign between PDOT Osaka and the nine (9) top tourism wholesalers in West Japan. PDOT Osaka will provide financial support for the production of the travel brochures while the top wholesalers will feature Philippine tour packages in their catalogues. To be featured in the brochures is a manifestation that the Philippines is a preferred destination to be promoted by the wholesaler agents.						
	The list of travel agency recipients and corresponding support amounts in Japanese Yen are as follows: 1. K.I.S. International Co., Ltd. Osaka - 200,880.00 2. International Developers Inc. Osaka - 200,880.00 3. H.I.S. Co., Ltd. Fukuoka - 400,880.00 4. Hankyu Travel International Co., Ltd. Fukuoka - 200,880.00 5. JTB Corp. Nagoya - 500,880.00 6. H.I.S. Co., Ltd. Nagoya - 400,880.00 7. K.I.S International Co., Ltd. Nagoya - 200,880.00 8. Play guide Tours Inc. Nagoya - 200,880.00 9. International Developers Inc. Nagoya - 200,880.00								
SPECIAL INSTITUTIONAL PROGRAM/PROJECTS									
Philippine Travel Exchange 2020 22-25 September 2020 Panglao, Bohol	Philippine Travel Exchange (PHITEX) is the largest government-organized travel trade event in the Philippines. Theme: "PHITEX PIVOTS: Business UNusual" Now on its 19th year, PHITEX is a cost-effective tool to promote the Philippines among qualified international buyers who meet with DOT-accredited Philippine tourism suppliers via one-on-one, table-top business appointment sessions. Invited foreign participants are also given a chance to experience what the country can offer as a tourism destination during pre- and post-event tours featuring key Philippine attractions and destinations. As travel is on a standstill due to the worldwide pandemic and in lieu of having the buyers and sellers meet physically, TPB hosted PHITEX 2020 hybrid edition. A combination of virtual and physical activities wherein B2B appointments were conducted virtually while social events and entertainment were done in Panglao, Bohol and was broadcasted live to our buyers all over the world and sellers all over the country. Data from the virtual platform, later on, revealed that 84,946 engagements were made, 9,155 of which are business to business (B2B) sessions.			122 buyers from 34 countries 345 seller delegates from 161 Philippine companies 230 participants who joined the webinars and watched the RTDs	162 buyers from 28 countries 194 seller delegates from 127 Philippine companies 130 participants attended the Educational Seminar	Given the digital nature of the B2B, more sellers were able to join the event. Further, the waiver of the participation fee also paved way to increase number of seller participants. On the other hand, the decrease in the number of buyers delegate can be attributed to the pandemic.	99 Sellers	246 Sellers	


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	<p>Additional PHITEX Accomplishments:</p> <ul style="list-style-type: none"> - 17 leading players in the tourism industry offered scenarios and solutions through sessions on new strategies, technologies, and marketing innovations projected to shape the sector during this pandemic and post-COVID world. - Production of Old and New Manila Virtual Tour - Update on Sales Lead from Sellers of 07 October 2020, 10:00 am <p>Out of the 161 Seller Companies we received feedback from 127 or 79% of total number of seller companies. Below is the consolidated data:</p> <ul style="list-style-type: none"> a. Contacts Established (new and old) 3,501 (ave. of 28 contacts per seller company) b. Leads generated on-site: 1081 leads. 91 out of the 127 reported securing leads (72% success rate) c. Actual bookings: 65 bookings (9 seller companies out of the 127 reported securing actual bookings on site) d. Total Projected Revenue: P 40,093,410.00 (out of the 127 seller companies, only 50 (39%) reported revenue projection) 								
DOMESTIC PROMOTIONS DEPARTMENT									
Digital Marketing Seminar with Localized B2B 16 & 18 September 2020 Online via Zoom	The Digital Marketing Seminar with localized Business-to-Business (B2B) was held on September 16 and 18, 2020. The plenary session on Day 1 featured digital marketing experts led by Dr. Donald Patrick Lim, DITO CME COO and UDENNA Chief Innovation Officer, Mr. Jonas de los Reyes, Vice President and Head of Digital Marketing and Omnichannel for Metrobank, and Mr. Jason Cruz, Head of Business Development for ADA Asia Pacific. Day 2 was highlighted by familiarization on the conduct of B2B sessions to prepare the participants for the upcoming Philippine Travel Exchange (PHITEX) 2020 Virtual Edition. Implemented by the TPB Membership Program, the event aimed to assist Members and other stakeholders in their recovery efforts by increasing their marketing capabilities and enabling them to come out of the ongoing pandemic with new strategies to explore opportunities and meet the demands of conducting business in the new normal. The event (Day 1) was also livestreamed on Facebook.		The activity strengthened partnership between TPB and its members as well as other tourism stakeholders. It also served as a platform to encourage non-members to join the TPB Membership Program.	347 registered participants - Day 1 238 participants - Day 2 4,700 views on Facebook	345 seller delegates from 161 Philippine companies				
TPB Membership Program - Registration of New Members	The TPB Membership Program welcomed 91 new members in the 3rd quarter, broken down by sector is follows: hotels (20), resorts (10), travel and tour agencies (55), tourist transport operators (1), MICE organizers/facilities (2), Mabuhay accommodation (2), and apartment hotel (1). TPB has waived annual membership fees until Dec 2021, to enable it to extend support to a greater number of private sector enterprises especially during this period of pandemic.	Digital registration process	Forged new partnerships with new members	242 Members (104 paid, 138 waived) as of 31 September 2020	Increase of 177 members (272%) from 65 members as of 31 December 2019	Waived membership fees	99 Male Representatives	143 Female Representatives	
"Bringing Back the Confidence in Travel": Davao Region Communication Recovery Plan	Remittance of P1.585M under financial support to regions. From May to June 2020, the Department of Tourism Region XI (Davao Region) continued to reach out to its stakeholders to listen and draft solutions that are aligned to their sentiments. The decreasing sales, as well as present and future challenges, generated the need for the DOT-XI to create a campaign that will accomplish the objective of "getting back traveler confidence to make sure that when lockdowns are lifted, tourists will feel safe and secure in their travel & tourism-related endeavors".		Strengthened support and partnership with regions/LGUs						
DOT's Assessment on Baguio City's Readiness for the New Normal Post-COVID 19	Reimbursement of P440K under financial support to regions. The DOT, through DOT Secretary Bernadette Romulo-Puyat has pledged to revitalize Baguio tourism. Her visit aimed to find ways to revive the economy and was intended to check on new normal protocols the city has set up for the slow but eventual opening of the tourism industry.		Strengthened support and partnership with regions/LGUs						

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MARKETING COMMUNICATION DEPARTMENT									
MEDIA RELATIONS AND COMMUNICATIONS DIVISION									
Philippine Tourism Progressive Web Application (PWA)	The Progressive Web Application (PWA) will be the official digital "one-stop" shop for tourists traveling the Philippines. It will also provide tourists free and accessible offline information and a personalized experience on the Philippines.	The PWA will feature sustainable tourism information that can aid users as they travel the Philippines.	Possible partnerships with private sectors - hotels, establishments, booking sites, etc.	The PWA will be published as a web application with a future native application counterpart to be available in Google Play and App Store of Apple	NA	NA	NA	NA	PWA is currently being developed and is scheduled for launch on 14 October 2020 as an informational application for now
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. *** note that for the 2nd Quarter, there was no onboard PR Agency for TPB due to failure of bidding. Reported pick-ups is based on internal monitoring of MARCOM	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	2020 Monthly pick-up: July - 34 pick-ups August – 26 pick-ups September – 64 pick-ups	2019 Monthly pick-up: July - 38 pick-ups August – 28 pick-ups September – 26 pick-ups	More news and information updates due to the COVID-19 pandemic	N/A	N/A	PR Agency, Mediasense Inc., on board on 12 August 2020
Social Media and Website Maintenance / Redevelopment and Online Marketing and Promotions For Foreign Offices	Support to the maintenance of marketing website/s and social media presence of the Philippines in top Markets	continuous promotions of DOT and TPB sustainable tourism efforts, plans and programs across all digital platform	strong partnership and collaboration with PDOT foreign offices	www.premium-philippines.com www.itsmorefuninthephilippines.co.kr www.morefun-philippines.pros.dragontrail.com www.itsmorefuninthephilippines.com.tw www.tourismphilippines.au www.philippinetourismusa.com www.itsmorefuninthephilippines.co.uk www.itsmorefuninthephilippines.de www.itsmorefuninthephilippines.ph 9 existing and updated / 8 websites Japan – FB, IG, TW; Korea – FB, IG, YT; China – WB, WC; Australia – FB, YT; North America – FB, IG, LN, TW; UK – FB, IG, TW, LN, RD, P, G+; Germany – FB, YT; Philippines – FB, IG, TW 26 existing DOT - TPB social media accounts	www.premium-philippines.com www.itsmorefuninthephilippines.co.kr www.morefun-philippines.pros.dragontrail.com www.itsmorefuninthephilippines.com.tw www.tourismphilippines.au www.philippinetourismusa.com www.itsmorefuninthephilippines.co.uk www.itsmorefuninthephilippines.de www.itsmorefuninthephilippines.ph 9 existing and updated / 8 websites Japan – FB, IG, TW; Korea – FB, IG, YT; China – WB, WC; Australia – FB, YT; North America – FB, IG, LN, TW; UK – FB, IG, TW, LN, RD, P, G+; Germany – FB, YT; Philippines – FB, IG, TW 26 existing DOT - TPB social media accounts	NA	NA	NA	PDOT Korea - remitted 12 May PDOT Shanghai - remitted 30 July PDOT Tokyo - remitted 30 July PDOT Australia - remitted 15 May PDOT Taiwan - remitted 28 May and 06 August PDOT SFO - remitted 19 May PDOT UK - pending remittance due to partial liquidation

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BRAND MANAGEMENT AND ADVERTISING DIVISION									
Creative Agency to develop the Domestic Tourism Welcome Back Campaign	The domestic tourism promotional campaign aims to assure and encourage local tourists that it is safe to travel domestically. Also, to position the Philippines as a viable destination among the local tourists with safety and fun as the main pillars. This campaign is expected to be a bounce back and recovery initiative to mitigate the impact of economic losses incurred brought about by the COVID-19 pandemic to the tourism industry.			N/A	N/A	N/A	N/A	N/A	Winning bidder has been determined, awaiting for the issuance of the Notice of Award
Creative Agency to develop the New Normal Safety Protocols Campaign	The safety campaign aims to highlight the new standard health and safety protocols adopted by the tourism industry during the "new normal"; to target and reach all local tourists/travelling public and give them the confidence and assurance that it is safe to travel again within the country. This campaign aims to support the domestic tourism promotions through creating awareness and educating both tourists and stakeholders on new safety and health protocols adopted by the Philippines Tourism industry as we transition to the new normal.			N/A	N/A	N/A	N/A	N/A	Winning bidder has been determined, awaiting for the issuance of the Notice of Award
Printing of Brochures and Production of Giveaways	TPB Marcom remitted support to DOT Taiwan (PHP 1,506,206.52) and DOT Korea (PHP P973,207.80) for the printing and production of 2020 destination brochures		Support for our DOT Foreign Office in order to produce the different marketing collaterals	N/A	N/A	N/A	N/A	N/A	
	Delivery of the following brochures / giveaways: New Boracay Brochure 65,000 pcs		Coordination with DOT - Boracay on the vetting of info on the "New Boracay"	N/A	N/A	N/A			Delivered September 2020
	Procurement of the following: 1) 15,000 sets of Accommodation Establishments Protocols Posters The objective of this project is to help the different Accommodation Establishments alleviate the cost in producing protocols posters for the guests' reference, to remind them of the guidelines to be followed, and to ensure them that their safety is the priority of the tourism industry.		Coordination with DOT on vetting the Accommodation Protocols Posters layout and in getting the list of accredited establishments nationwide, where these will be distributed	N/A	N/A	N/A			NTP served to printer. For sample proof prior to mass production
	3) PhilCare Kits (12,500 sets + 2,500 additional face masks) The TOURIST PhilCare KIT will be given to tourists as part of promoting the new normal and safe way of travelling.	This is an initiative to mitigate the impact of losses from the crisis by supporting different Philippine-owned companies and local villages/communities.	Collaboration with different local communities	N/A	N/A	N/A			Ongoing production of other approved samples, other items still for final sampling. (scarf packaging and face masks from Baguio community)
		This will also serve as a promotion of local products by having different items in the Kit, such as washable face masks using assorted weave textiles from Luzon to Mindanao products, hand towel (using Inabel), items such as natural hand sanitizer, tissue paper							
		travel pack, wet tissue made by Filipino-owned companies, together with bamboo toothbrush with bamboo tube case, unisex cotton scarf, and reusable kit bag with tinalak print pattern. 12,500 sets of kits and additional 2,500 pcs face masks will be produced for this project.							
MICE DEPARTMENT									
Virtual Incentive Travel and Convention Meetings China (IT&CM) China 3 - 5 August 2020	TPB and DOT-Shanghai Office participated in the event (no private sector co-exhibitors) Objectives: a. Maintain the Philippines' presence in the China MICE Market b. Determine the readiness of Chinese buyers to hold events / send incentive groups to target destinations, to include the Philippines, during the pandemic c. Impart to the Chinese market our resiliency and the safety protocols being implemented by the Philippine Government to diminish the uncertainties of event planners in holding events in the Philippines d. Foster individual partnerships between Chinese MICE agents / tour operators/associations and the TPB Philippines e. Generate business leads for the Philippines in the next 2-3 years f. Enhance virtual meeting knowledge and expertise and identify best practices during the event that can be applied in organizing / implementing TPB's future virtual events Generated 22 business leads			There were 383 Buyers from 38 countries and 242 exhibitors from 26 countries/territories 71% of the Buyers were from China; 22% from Asia and the Pacific; 7% from Europe, Americas and South Africa	1,300 MICE professionals; around 528 buyers (82% China and 18% other regions)	The COVID-19 pandemic led to the holding of this event virtually which is also the reason for the big decrease in the number of participants			

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1st Virtual Union of International Associations (UIA) Roundtable Asia Pacific 17-18 September 2020	1. TPB as delegate 2. 17-18 September 2020 3. Seoul Korea 4 Participating in the UIA Asia Pacific Round Table will provide the TPB the following opportunities: <ul style="list-style-type: none"> • Learning and generation of updated information on international associations / organizations and the challenges they currently face specifically in planning future conventions and meetings; • Promotion of the Philippine brand in international associations through networking activities and discussions; • Establishment of the Philippines' presence in the radar of destinations to be considered for future association meetings and conventions; • Generation of potential events and business leads from participating international associations 5. <ul style="list-style-type: none"> • Develop a better understanding of the association/organization management • Gain practical skills and tools that will enhance association/organization management • Establish new business connections during the sessions 								

Prepared by:

 MARIVIC M. SEVILLA
 Signature Over Printed Name of Focal Person
 Date: 07 October 2020

Vetted by:

 Jocelyn Patricia L. Deco
 Head of Agency / TPB Officer-in-Charge
 Date: 12 October 2020

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3rd Quarter CY 2020

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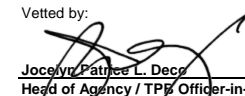
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DOMESTIC PROMOTIONS DEPARTMENT									
TPB Membership Bulletin Issues 9 and 10	Two TPB Membership Bulletins were issued on 29 July (with supplement) and 15 Sep. The monthly publications are aimed at providing TPB members with timely information updates as a way of extending support to them during this crisis.	Digital publication	Strengthened support of TPB to its members	2 issues	N/A				
MARKETING COMMUNICATION DEPARTMENT									
MEDIA RELATIONS AND COMMUNICATIONS DIVISION									
TPB's Quarter Newsletter: Features the TPB's initiatives and accomplishments for FY 2020	TPB published the first quarter issue of its official newsletter for this year. The layout and content of the materials used in the publication of the newsletter aim to keep audience abreast of TPB's marketing and promotions initiatives; to reach a wider audience globally and increase its shareability through distribution in multiple digital platforms; to adapt a flexible and cost-effective production and dissemination of information, and; to reduce carbon footprint by moving to digital format. Nationwide: Publication of the 1st quarter official newsletter issued on 06 May 2020 Publication of the 2nd quarter official newsletter issued on 17 July 2020 Publication of the 3rd quarter official newsletter is scheduled on 16 October 2020	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	2 issues	HEADLINES was handled by CPBD in 2019	N/A	N/A	N/A	
BRAND MANAGEMENT AND ADVERTISING DIVISION									
Resumption of Implementation of the Remaining (2019) Global Media Placements	The resumption of the implementation of the proposed media plan for TPB that were halted on 11 March 2020 due to the COVID-19 outbreak, was resumed from 01-15 July 2020. Department of Tourism's #WakeUpInThePhilippines campaign was the ad used for the remaining global media placement that were originally intended to promote the IMFITP campaign. The objective of the WUITP campaign is to inspire the traveling public and bring excitement to their future travels as well as to maintain recall of the Philippines as a top-of-mind tourism destination.		TPB established partnership with major global media outfits and agencies with Philippine-based offices that covers the top 12 tourism arrivals' source markets. Furthermore, TPB re-built its relationship with the various media agencies and third party suppliers. The expertise of the Media Agency in negotiating for better rates and greater value for money (in terms of ROI) has been an advantage of TPB as well.			Return on Marketing Investment for the implemented placements from 01-15 July 2020: CNN(TV)- 22% NorthStar Media- 68% OOH- 25% Facebook- 11% YouTube- 18% Programmatic Video- 377% Programmatic Display- 504%			

Prepared by:


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Date: 07 October 2020

Vetted by:


Jocelyn Patricia L. Deco
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Date: 12 October 2020