

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE  
2ND QUARTER CY 2021

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 2021. 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	
				Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2020 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		
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<b>INTERNATIONAL PROMOTIONS DEPARTMENT</b>									
<b>TRAVEL FAIR</b>									
Marine Diving Fair (MDF)	1. PDOT Tokyo and 7 private sector participants (Atlantis Dive Resorts and Liveboards, Bohol Beach Club, Blue Coral Diving Tours, Emerald Green Diving Center, Gustoaventura Travel and Tours, Merck MLI Travel and Tours, Ticao Island Resort) 2. 02-04 April 2021 3. Sunshine City Convention Center, Ikebukuro, Tokyo, Japan 4. To promote the Philippines as a top diving destination to the Japanese dive clubs and operators, media and consumers; to maintain Philippine presence and visibility in Japan's biggest dive travel show; to introduce the Philippines as the ultimate dive destination for the Japanese; and to provide business opportunities for Philippine dive operators and shops. 5. For the 2nd time, the Philippines received the award for Best Diving Area Overseas. Maintaining the Philippines' presence in the event proves effective in making the Philippines the top of mind destination for Japanese divers and dive clubs/operators.		DOT Foreign Office, Marine Diving Fair Organizers, Philippine dive resorts and dive shops/operators	Private sector participants: 7  Total number of visitors (3 days): 19,154	Private sector participants: 5  Total number of visitors (3 days): 14,622	Philippine booth can accommodate more participants due to the easing of health and safety protocols			
The Great 2021 ASEAN Travel Fest	1. TPB, DOT Regional Offices and TTG Asia Media Pte Ltd; 2. 04-05 May 2021 3. Virtual Platform (Created by TTG) 4. Provide an opportunity for the Philippine private sector to meet and network with their ASEAN counterparts and also to promote business and tourism to the Philippines; Promote the Philippines as a preferred destination for safe and fun travel; Reinforce presence of the Philippines as one of the most preferred tourist destinations for safe, uniquely diverse and fun travel in Asia Pacific; Provide information and educate the attendees on the health protocols and measures being undertaken to ensure the safety of all tourists; Gather insight on consumers' trends and preferences; 5. This project aids in image building and increased awareness on the Philippines new tourism products, health and safety protocols and requirements. Moreover, this will give the DOT ROs an opportunity to directly connect and expand their international database.	N/A	N/A	N/A	N/A	N/A	12	31	
PATA Adventure Travel Conference and Mart	1. TPB (ASPAC and MICE Department), PATA International and PATA Philippine Chapter 2. 26-27 May 2021 3. Hilton Clark Sun Valley Resort, Pampanga (Hybrid Format) 4. Provide an opportunity for the Philippine private sector to meet and network with their foreign counterparts and also to promote business and tourism to the Philippines; Promote the Philippines as a preferred destination for safe and fun travel; Reinforce presence of the Philippines as one of the most preferred tourist destinations for safe, uniquely diverse and fun travel in Asia Pacific; Provide information and educate the attendees on the health protocols and measures being undertaken to ensure the safety of all tourists; Gather insight on consumers' trends and preferences; Generate top-of-mind recall of the Philippines' branding, "It's more fun in the Philippines". 5. The event will establish new and re-establish old connections to ensure conversion to actual travel when borders open.	N/A	N/A	N/A	N/A	N/A	11	50	
Arabian Travel Market 2021	1. DOT/TPB with 25 Philippine Stand Sharers 2-3. Hybrid: In-Person Event held last 16-19 May 2021 at World Trade Centre Dubai; Virtual Event held last 24-26 May 2021; In-person booth size: 60 sqm with Cebu Pacific Air and Philippine Airlines manning the booth 4. > Meet top international buyers in the annual show, especially from the Middle East, generate sales leads and rekindle business relationships. > Gather market intelligence and continue to understand the Middle East for strategic promotional plans in the future. > Maintain Philippine presence in the Middle East region. > Keep abreast with current updates in the global tourism 5. Business meeting opportunities with over a thousand buyers from all four corners of the globe - particularly from the Middle East. > Networking possibilities with about 30,000 travel professionals, media and industry practitioners > Market information gathered onsite and online from the participants, webinars and related fora.	30-minute Destination Brief presented by COO MAVA which tackled the Philippines' pandemic response and programs towards industry recovery, and Sustainable Tourism projects.		The organizers, Reed Exhibitions, are yet to provide data on sponsorship ad campaigns exposures	N/A	N/A			
Asia Dive Expo (ADEX) Pixel Expo 2021	1. TPB, DOT-Dive/PCSSD, Asian Geographic 2. 08-11 June 2021 3. Virtual Platform 4. Promote the Philippines as a preferred dive destination for safe and fun travel; Reinforce presence of the Philippines as one of the most-preferred dive destinations for safe, uniquely diverse and fun travel in Asia Pacific; Provide information and educate the attendees on the health protocols and measures being undertaken to ensure the safety of all tourists. 5. The event will promote 12 dive resorts/operators all over the Philippines in ADEX's global platforms to push for dive tourism when borders open.	1. One of the webinars presented in the event was 'Promoting Blue Recovery' in the dive tourism industry in the Philippines with Bo Mancao, PCSSD Commissioner as the speaker. He talked about initiatives of the government in partnership with local offices to promote the recovery of the dive economy and the marine biodiversity of the Philippines.	N/A	N/A	N/A	N/A	6	6	

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<b>JOINT PROMOTIONS</b>									
Philippine Independence Day in Australia	1. In cooperation with the Philippine Embassy and the Philippine Consulate General in Sydney		Partnership with philippine embassy; showcased philippine cuisine at reception and philippine culture through the virtual concert						
	2. June 2021								
	3. Sydney and Canberra								
	4. Develop socio-cultural linkages and exchanges between the Philippines and Australia; Highlight Bohol as one of the preferred holiday destinations of the Australian market								
	5. This event gained notable attention from the diplomatic community, media, local communities in these major cities, and a good opportunity for the promotions of Philippine tourist destinations to mainstream Australians								
KOL Online Promotion with Mafengwo * charged against 2020 COB for China Market	1. P.DOT Beijing, Mafengwo 2. 15 February-14 May 2021 3. China 4. To create positive image and provide more travel information on the Philippines online and influence potential independent traveler's decision making; 5. The online promotion campaign enabled us to attract more Chinese travelers to add the Philippines in their future travel wish list once the pandemic is over and the borders reopen.		An online promotions campaign was conducted with Mafengwo to further strengthen the impression of Philippine destinations in individual Chinese tourists and encourage independent travel to the Philippines. Mafengwo.com is one of the biggest Online Travel Agents (OTAs) and leading travel journal and travel guide sharing sites in China.	It was participated by 833 active users with 1,582 original posts, and generated a total of 162,179 clicks and 11,936,775 impressions.	N/A	N/A	N/A	N/A	N/A
"Wake Up in the Philippines" Experience Sharing Session in Beijing * charged against 2020 COB for China Market	1. P.DOT Beijing 2. 24 April, 22 May and 30 June 2021 3. Beijing, China 4. To provide travel information on the Philippines online and influence potential independent traveler's decision making 5. The experience sharing sessions enabled us to attract more Chinese travelers to add the Philippines in their future travel wish list once the pandemic is over and the borders reopen.				N/A	N/A	N/A	N/A	N/A
"Wake Up in the Philippines" Experience Sharing Session in Northeast China * charged against 2020 COB for China Market	1. P.DOT Beijing 2. 21-25 June 2021 3. Northeast, China 4. To provide travel information on the Philippines online and influence potential independent traveler's decision making 5. The experience sharing sessions enabled us to attract more Chinese travelers to add the Philippines in their future travel wish list once the pandemic is over and the borders reopen.				N/A	N/A	N/A	N/A	N/A
Joint Promotions with Air Asia and QYER OTA	1. P.DOT Shanghai, Air Asia and QYER (OTA in Southern China) 2. 15 March- 15 May 2021 3. China 4. To re-open six additional flights on charter basis from Hangzhou, Wuhan, Hefei, Kunming, Nanjing and Fuzhou going to Cebu, Davao, Clark and Kalibo. This will bring an additional of 5,040 seats per week or 20,160 seats per month; To heighten awareness of the consumers of these flights as well as tour products being offered to the Philippines in order to get their interest to travel to the country and ensure a high load factor for the flights to continue; 5. To create a positive image of the Philippines as a safe tourist destination in the market; Production of tour product videos : 10 videos Pre-sale of Philippine tourism products : total of 10 unique products offered Co-operation with 10 KOL's : result 1.2M page views Customized market research for Philippines with consumer survey : number of participants : 23,000 Total number of views : 4.3Million		Partnered with Air Asia and QYER to heighten awareness of the consumers of these flights as well as tour products being offered to the Philippines in order to get their interest to travel to the country and ensure a high load factor for the flights to continue						
<b>TACTICAL CAMPAIGN</b>									
Chengdu LED Billboard Advertising with Offline Consumer Promotion * charged against 2020 COB for China Market	1. P.DOT Beijing 2. April 2021 3. Chengdu, China 4. To raise awareness on Philippine destinations in Chengdu and to provide general mall goers the travel package offerings from agents in Chengdu 5. The LED billboards and offline consumer promotion attracted the Chinese travelers to add Philippines in their future travel wish list once pandemic is over and the borders reopen.			The project generated a total of 3,260,000 million exposures	N/A	N/A	N/A	N/A	N/A

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<b>DOMESTIC PROMOTIONS DEPARTMENT</b>										
<b>INDUSTRY RELATIONS AND SERVICES DIVISION</b>										
TPB Membership Program - Membership Campaign	An online campaign was conducted to generate increased membership as a way to reach out and extend support to the private sector during the pandemic.  No. of invitations sent out as of 28 June 2021: 405 No. of members generated during the period: 38 No. of members todate: 446		DOT-accredited establishments				- Waived membership fees until December 2021	N/A	N/A	
TPB Membership Program - Marketing Services and Benefits	Staging of the Weekly Members' Chat - Held every Wednesdays, the meetings serve as a platform for updates, interaction, and best practice-sharing among TPB and its members, particularly during this period of pandemic. The initiative aims to better assist members in recovery efforts and provide the TPB with the opportunity to assess the needs of the industry.  11 meetings held during the period featuring speakers from DOT Foreign/Regional Offices, LGUs, tourism associations, government agencies, member-establishments		TPB Members and other tourism stakeholders including private sector, LGU, DOT Foreign/Regional Offices, academe, and others	N/A	N/A			Based on post-event evaluation responses (11 meetings):	Based on post-event evaluation responses (11 meetings):	
							N/A	34	186	
TPB Membership Program - Seminars on Digital Marketing, Capacity Building and Skills Development	Now Open For Biz! Regaining Business and Customer Engagement Webinar Series is a 2-day event featuring highly-acclaimed speakers in the field to discuss key topics including winning customers back and conducting business in the next normal. The webinar series aims to assist TPB Members and other tourism stakeholders in recovering from the COVID-19 pandemic, in light of the gradual re-opening of business establishments.  Scheduled on 29-30 June 2021 via Zoom Registered attendees as of 27 June: 366		TPB Members and other tourism stakeholders including private sector, LGU, DOT Regional Offices, academe, and others	For implementation 29-30 June 2021	N/A			N/A	N/A	
Support to DOT Regional Offices and LGUs	Proponent: Municipality of Panglao Event: Panglao Dive Festival/ 16-20 June 2021 Amount: Php450,000  Objectives: 1. To develop strong partnerships and shared governance among various government agencies towards the revitalization of the tourism economy; 2. To enrich the knowledge in tourism destination and environmental management of the tourism stakeholders by collaborating and sharing management strategies in discussing ecological issues; 3. To foster partnership in promoting sustainable tourism development; 4. To provide tourism stakeholders with information and new ways of doing business during this pandemic		Municipality of Panglao, Philippine Commission On Sports Scuba Diving							
	Proponent: Dumaguete City Event: Dumaguete Tourism Branding, Website and Promotional Video/ July 2021 to December 2021 Amount: Php538,500  Objectives: a. Target tourists from the region and neighboring regions to have the confidence to visit/revisit Dumaguete City, despite the current health threat. b. Being the province Negros Oriental's tourism service center, they aim to have 80% of their 117 accommodation establishments operational by May 2021. c. With coordination and strict implementation of the minimal health & safety standards by all partners in the tourism industry, confidence in safely moving around Dumaguete and its neighboring towns will return. d. The decline in visitors to Dumaguete City and the closure of many primary tourism establishments have economically affected both the private and government sectors. The LGU Tourism Office has met with the local stakeholders, and they are pushing for re-opening the city to tourists.									

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<b>SALES DIVISION</b>										
Regional Travel Fair Hybrid Edition  Featuring: Eastern Visayas Zamboanga Peninsula	<p>On going coordination and arrangements Partners: DOT Regional Offices and Tourism Stakeholders</p> <p>30 July 2021 - Tourism Webinar 06 August 2021 - Business to Business (B2B) 07-08 August 2021 - Business to Consumer (B2C) Show 29 October 2021 - Tourism Webinar 06 November 2021 - Business to Business (B2B) 07-08 November 2021- Business to Consumer (B2C) Show</p> <p>1. To help rebuild the traveling public's confidence to travel domestically and eventually for the tourism industry to bounce back from the COVID-19 pandemic crisis's negative impact.</p> <p>2. Increase volume of domestic travelers through differentiated packaging for affordable tourism products and services.</p> <p>3. Enhance efforts to combat seasonality and improve the geographic spread of domestic tourism by encouraging year-round travel and more trips outside school holidays and encouraging different travel types at other times of the year (festivals, events, lower rates, etc.)</p> <p>4. Enhance the level of tourism/travel culture among Filipinos by developing and implementing tourism awareness and education programs to increase the understanding of tourism and create an appreciation for tourism and its value.</p>	The TPB, with its efforts in marketing and promoting community-based tourism destinations and products to consumers, will also maximize its promotion by featuring local community artisans to showcase the weaves of the country throughout the duration of the event.	DOT Stakeholders Regional Offices, Airlines, Local Government Units and Tourism	In 2020, 1 RTF Virtual In 2021, 2 RTF Hybrid  Still on going coordination and arrangements	In 2020 Total of 125 Participants  Buyer Exhibitors 69 Tour Operators, Travel Agents and M.I.C.E Suppliers  Seller Exhibitors 42 Hotel, Resorts and Amusement Parks 16 Department of Tourism Regional Offices 1 Airline  In 2021 Target for 2 RTF 200 Buyers 100 Sellers					
	Following the successful implementation of last year's virtual edition of the Regional Travel Fair (RTF), the Tourism Promotions Board (TPB) will stage two separate hybrid Regional Travel Fairs in 2021 featuring Eastern Visayas and the Zamboanga Peninsula regions in June and November, respectively. This is an excellent opportunity for the host regions to showcase their respective tourism offerings in strategic partnership with LGUs and private local industry players.									
	This event will feature a two-day hybrid selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services. RTF will also feature a whole-day hybrid Business-to-Business session (B2B), a platform for the Sellers and Buyers to renew and expand their business network and have opportunities to innovatively develop travel-related business operations aligned with the government's health and safety guidelines and protocols. A webinar on best practices on tourism operation open to all tourism stakeholders is also part of the fair.									
Philippine Motorcycle Tourism	<p>Partners : DOT Regional Offices, Department of Transportation , Tourism Stakeholders and Motorcycle Associations Year Round - On going</p> <p>Last year the Motorcycle Tourism (MOTORISMO) Program was launched virtually even with the rising threat of the pandemic and the public's hesitation in traveling within the country.</p> <p>There are many organizations/associations in the country for motorbike enthusiasts who are up for the challenge of discovering the less traveled Philippine destinations through motorcycle ride. This is to push forward through alternative ways of travelling, highlighting motorcycles as an effective way to help boost and jump-start domestic tourism and the local economy</p> <p>With this in mind, the TPB will continue the MOTORISMO campaign with the following undertakings conducted in 2020.</p> <p>1. Signed Memorandum of Understanding between Philippine Department of Tourism (DOT) and Department of Transportation (DOTR) 2. Motorismo Webinar as marketing effort to entice the public to travel within the Philippine by using motorcycles but with safety and precaution in mind. 3. Support the motorcycle associations by way of giving freebies and RT PCR and other assistance may deem necessary.</p> <p>Other programs still in process : 1. Digital Promotions and On-line Activation in coordination with the TPB Marketing Communication (MARCOM) 2. Micro Ride and Tours in November 2021 in CALABARZON</p>	To instill a culture of tourism and pride of place among the ride and advocate responsible and sustainable tourism.	DOT Regions, Private Sectors, Motorcycle Associations and Tourism Stakeholders	RT-PCR Test January: 81 February: 87 March: 274 April: 10 May: 113 June: 192  TOTAL COUNT OF TESTED PAX: 757						

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Travel Bingo Challenge	The Travel Bingo Challenge is an interactive game-based tourism marketing platform which offers various benefits for tourism marketing such as increase brand awareness, attract potential customers, and such.  Open to Bingo Enthusiast, Generations X, Y, Z, and the Millennials  The program was officially launched to the public last 24 June 2021 and is currently on its 2nd Episode via the Tourism Promotions Board Philippines Official FB Page.  This aims to jumpstart the Domestic Tourism by enticing the participants to play an interactive game and win travel vouchers								
<b>MARKETING COMMUNICATION DEPARTMENT</b>									
<b>MEDIA RELATIONS AND COMMUNICATIONS DIVISION</b>									
Airport Rebranding Initiatives (from 2020 budget allocation - continuing)	The TPB through its Marketing Communications (MARCOM) Department collaborated with the Manila International Airport Authority (MIAA) and the National Commission on Culture and Arts (NCCA) in the rebranding initiatives of the country's gateway for travelers - the Ninoy Aquino International Airport (NAIA), Iloilo International Airport, Bohol-Panglao International Airport (Bohol) and Francisco Bangoy International Airport (Davao)- with tourism and cultural designs to give local and international visitors alike a genuine sense of arrival at the Philippines. This targeted to be finished by the 4th quarter of 2021.	Promotion of the top destinations and activities in the country through a creative, cost-efficient and sustainable scheme which aligns with DOT's branding directives	MIAA, NCCA, and CAAP (covering the 3 airport hubs in Davao, Panglao, Bohol and Iloilo)	Improvement of 5 airports - NAIA 1 and 3, Iloilo international airport, panglao international airport and francisco bangoy international airport	N/A	N/A	N/A	N/A	N/A
	On-going coordination with NCCA, MIAA and other airport administration offices in securing approval on the identified sites for enhancement. Today, NCCA is currently working on the preparation of MOU with CAAP to cover the regional airports in Davao, Bohol and Iloilo.								
Food Holidays	The rise of culinary travelers has been put on halt by the pandemic. As the battered tourism industry prepares to shine and seduce this niche market, this project aims to support your campaign on Culinary Heritage Tourism.  Aims to produce the following materials for TPB: A. Production of Culinary Destination Videos for Social Media -Omnibus material on Culinary Tourism (1 video) - Culinary Road Trips from Manila (3 videos - Calabarzon, Bulacan, Cordillera) -Food Island Hopping in Visayas (3 videos per cluster - Cebu, Bohol, Dumaguete) -Mindanao: Food and Culture (3 videos - Davao, Soccskargen, Zamboanga)  B. Development of Image Bank for Culinary Tourism C. Curation of images for Social Media D. Production of One Culinary Travel Guide (Print + E-guide)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
TPB Online Media Monitoring	As the marketing and implementing arm of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination.  TPB Media Relations Division monitors tourism-related news and press releases on the Philippines to gauge online media and stakeholder sentiment.  TPB monitored 794 tourism-related news for the month of April, 771 for May and 696 for June.	monitor tourism-related news and press releases	partnership with several media outfits - locally and internationally	Q2 2021 Monitoring of Tourism-related news April- 794 May-771 June- 696	NA	exponential increase of tourism-related news monitoring and pick-ups were caused by the migration from traditional to digital media coverages for the past year due to the COVID-19 pandemic	NA	NA	
TPB PWA (Progressive Web Application) and Native App Project - Travel Philippines	In 2020, TPB partnered with tech venture builder Himo Global Inc., to develop a Progressive Web Application (PWA) with a native application in Google Play and App Store to support current and emerging tourism promotion thrusts and make the Philippines a top-of-mind destination for tourists. Named "Travel Philippines," the app was launched on 30 October 2020 online, led by DOT Secretary Bernadette Romulo-Puyat and TPB COO Maria Anthonette Velasco-Allones together with President of HIMO Global Inc. Mr. Winston Damanillo. The app initially featured six destinations including Palawan, Boracay, Bohol, Baguio, Ilocos Norte, and Metro Manila. To date, it has 12 destinations. Regular updating of information on the Safety Protocols as aligned with the pronouncements of the IATF, DOT and the LGUs of the various tourist destinations.	The PWA has a responsible tourism section on its Help Center. Some articles are also geared toward ensuring that tourist remembers sustainable practices when traveling to a destination.	Partnership with HIMO has concluded last 31 January 2021. Currently exploring the possibility of partnering with Multisys for the upgrading and enhancement of the PWA features	Oct 30, 2020 - Dec 31, 2020 = 248,373 users accessed the app January 1 2021 - March 31 2021 = a total of 408,824 users accessed the app	Increase of 160,451 users	In January of 2021, we had a contest in which users who register will get a chance to win travel items (c/o our partner, Himo Global Inc)			
<b>BRAND MANAGEMENT AND ADVERTISING DIVISION</b>									
2021 Brochure Requirement of DOT Shanghai	Check turned over to DOT Central Office, subject to fund transfer c/o DOT-CO  Despite the global changes in consumer behavior brought about by COVID-19, most markets still remain to be generally traditional as it breaks the digital monotony and tap the physical customer presence. Printed materials are effective tools that complement the various marketing efforts of the DOT and TPB in Shanghai. Moreover, the vaccination program being rolled-out worldwide provides better promotion opportunities, thus the opening of the market is being anticipated.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are: (1) to produce Mandarin language printed promotional materials that will be acceptable to the market, (2) to provide information to the market about Philippine tourists destinations and facilities, and (3) to enhance interest of consumers to visit the Philippines through the materials provided								

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2021 Brochure Requirement of DOT Taiwan	Ongoing routing of documents  The brochures have been playing a vital role in creating awareness of the Philippines as a must-see destination for the Taiwanese market, thus are one of the best marketing tools of DOT Taiwan. These are as important as the website as the materials provide necessary information such as hotels, destinations, services, visa and health requirements, and tour operators, that help stimulate the market's interest to choose Philippines as the holiday destination. The printed materials will also help contribute to the recovery of the Taiwan outbound to our country post pandemic.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are to heighten the awareness and knowledge of Philippines tourism destinations, and will be a good opportunity to push potential visitors, both Taiwanese and expats, to travel to the Philippines								
2021 Brochure Requirement of DOT Korea	Ongoing routing of documents  The DOT Overseas Offices attended various events that required promotional materials despite the COVID-19 restrictions last year. The printed materials are still preferred by the traveling public and stakeholders as these break the digital monotony. These brochures will have a QR code function that will drive website traffic, generate a strong call-to-action to book, and create excitement among travelers. Moreover, the vaccination program being rolled-out worldwide provides better promotion opportunities, thus offline events and the opening of the market are being anticipated within the year wherein the brochures are needed.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are: (1) to keep up with DOT-Korea's omnichannel marketing strategy as prescribed in its Strategic Marketing Plan/Recovery Plan from the Year 2020 and beyond, (2) to produce tourist information materials that will appeal to the non-tour package type of travelers, (3) to ensure presence in relevant and localized print, catering to consumers and travel trade audiences, (4) to serve as reference for travel information needed by the stakeholders, and (5) to have promotional materials ready when the market reopens.								
2021 Brochure Requirement of DOT New York	Ongoing routing of documents  The brochures will be distributed during sales calls and presentations, and at the travel fairs which the DOT New York will join starting the latter part of the year. The printed materials are not outdated insofar as the US and Canada market, as the DOT New York's markets consist of largely Generation X and Baby Boomers who still largely adhere to brochures and physical destination catalogues. Furthermore, it would be difficult to participate in a travel fair without information and promotional materials, which visitors usually ask for.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are: (1) to heighten destination awareness and interest among mainstream American and Canadian markets as well as migrant Filipinos, (2) to drive bookings to the Philippines and contribute to the increase of tourist arrivals from north America, (3) to serve as reference for travel information needed by the stakeholders, and (4) to have promotional materials ready when the market reopens.								
2021 Brochure Requirement of DOT San Francisco	Check turned over to DOT Central Office, subject to fund transfer c/o DOT-CO  The PDOT requested for fund assistance in relation to the printing of the Philippine Map and 16 regional brochures that will be distributed to five cities / consulates / Honorary Consuls within the area of jurisdiction of PDOT San Francisco to be used for a 12-month period. The brochures will be used for travel fairs, consumer events and DFA-led activities; as part of the assistance given to tour operators and travel agents selling the Philippines.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are: (1) to increase awareness about Philippine tourism products and destinations, (2) to extend support to travel trade stakeholders by providing promotional materials, (3) to enhance interest of consumers to visit the Philippines through the materials provided.								
2021 Brochure Requirement of DOT Los Angeles	Check turned over to DOT Central Office, subject to fund transfer c/o DOT-CO  The PDOT LA covers the whole North American Southwest States, Hawaii and Latin American countries. Under its jurisdiction are the Philippine Consulates General in Los Angeles, Honolulu, and Houston and Philippine Embassies in Argentina, Brazil, Chile, Mexico. These offices provide extended support for the Department of Tourism in promoting Philippine destinations and tourism products in their areas of responsibilities. These offices do not have updated tourism brochures for their public activities and events. Relative to this, the DOT LA is requesting for fund support for the printing and production of brochures	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are to produce brochures and promote Philippine Tourism products and destinations through updated materials to five (5) different countries and three (3) different languages; and to provide language specific materials for dissemination to the travel trade and consumers								
2021 Brochure Requirement of DOT United Kingdom	Check turned over to DOT Central Office, subject to fund transfer c/o DOT-CO  Despite the trend of going digital nowadays, printed materials remain as effective tools that complement the various marketing efforts of the DOT and TPB in London. In addition, DOT UK plan to included the digitization of UK's promotional materials, converting these to flipbooks which can then be embedded onto DOT UK's existing digital platforms.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			

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 2021. 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	
				Volume/ Number for 2021 <i>(Quality also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2020 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
	Objectives: • To maximize use of imagery and content as a means to further gain positive impact of promotional and market development activities geared towards both the travel trade and consumers. • To provide ready materials to various audiences, clients and partners • To provide learning tools for clients and partners during workshops, presentations and travel shows								
	• To ensure that the consumers/audiences take something with them to spur interest to visit the Philippines • To reach out to audiences with specific interests such as diving • To provide a link to DOT UK's digital platforms thru QR codes and/or other conversion tools • To assist various Philippine Missions and organizations within DOT UK's jurisdiction in promoting the Philippines thru the activities they organise • To increase number of followers of all PDOT-London's digital platforms as well as the number likes, visits, shares, downloads, engagement.								
2021 Brochure Requirement of DOT Australia	Ongoing processing of documents  The DOT Sydney requires the production and printing of promotional materials that will support its strategies to increase awareness of the Philippines as an ideal holiday destination. Despite the travel restrictions, the foreign office continues to engage with travel trade partners and consumers so that our country will be the top-of-mind destination when the Australians have the opportunity to travel again. In addition, the budget also includes digitization of Australia's materials for online access by the stakeholders and the market.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	The objectives are: (1) To promote the Philippines as an ideal holiday destination for the Australian market, (2) To promote the various Philippine destinations through promotional materials that the trade partners can use as reference and provide to their clients, (3) To promote travel to the Philippines by providing consumers with informative tactile materials that they can refer to and read at leisure and encourage them to visit the Philippines								
2021 Brochure Requirement of DOT Frankfurt	The DOT Frankfurt is requesting for fund assistance for the production of different brochure materials. These will be used for direct mailing campaigns, which is one of the ways in which the DOT-Frankfurt Office has pivoted its activities in light of the limitations given COVID-19. The print collaterals will also be used for the public activities and events that are being planned for the latter part of 2021, to be disseminated to travel trade and consumers. Printing will be done in Frankfurt to ensure that the language and construction of the brochures adhere to the interest of the market.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	Objectives: • Ensure presence in relevant and localized print, catering to consumers and travel trade audiences • To provide availability of information throughout the TPB's various activities, including live events, hybrid events, direct mailing campaigns, and digital campaigns • Diversify content on the Philippines, to give consumers and travel trade more reasons to keep being interested in traveling to the country • To serve as reference for travel information needed by the stakeholders • To have promotional materials ready when the market reopens								
2021 Brochure Requirement of DOT Tokyo	Ongoing processing of document  The DOT Tokyo requires the printing and production of brochure calendars that will support its strategies to relay the positive image of the Philippines as a sophisticated, safe and fun destination to the Japanese market. These materials will be distributed to the travel trade partners, in order to present travel information on the destinations being marketed in Tokyo in an organized and creative way that can pique the sensibilities of Japanese when the tourists have the opportunity to travel again.	N/A	Cooperation between different DOT Foreign Offices	N/A	N/A	N/A			
	• To relay a positive image of the Philippines as a sophisticated, safe, and fun destination to the Japanese market. • To provide new or fresh information to the Japanese market in a cost-effective means. • To build trust among Japanese travelers since brochure are regarded as an authoritative and reliable source of information • To present travel information in an organized and creative way that can pique the sensibilities of Japanese tourists • To create a personal and credible appeal to the readers and tourists.								
RIDE PH	The engagement with Ride PH through media partnership aims to support revival of domestic tourism and promote the PH Moto Turismo campaign of the TPB through featuring the various tourism destinations as well as informing and educating the audience on the current efforts and safety protocols being taken and adopted by the destinations to help mitigate the effects of the COVID-19 pandemic to the tourism industry. It also intends to highlight the merits and other positive aspects of motorcycles as safe and viable modes of transport. Ultimately, the project will help position the Philippines as a country of safe, fun, and diverse experience.  Finalizing MOA	N/A		N/A	N/A	N/A			

PROGRAM/ACTIVITY/ PROJECT (Include here PAs that are INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. 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 (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.)	Partnerships Developed/Forged/ Established (Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)	If applicable:					Others, if applicable	
				Volume/ Number for 2021 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2020 data)	Factors for Increase/ Decrease (Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)	Total Number of Participants			
							Male	Female		
<b>MICE DEPARTMENT</b>										
Philippines' Virtual Attendance Promotion Campaign at the World Travel and Tourism Council (WTTTC) Global Summit in Cancun, Mexico	1.) Department of Tourism 2.) 25 - 27 April 2021 3.) The Summit was conducted in Cancun, Mexico but the DOT and TPB attended virtually. 4.) Philippines' attendance promotion aims the following: - Increasing awareness on the Philippines as next host destination of the WTTTC Summit in 2021 - Encouraging attendance in the Philippine edition of the WTTTC Summit in October 2021 5.) Attendees of the Summit are considered as the movers and shakers of the global tourism industry. They deliberate and contribute to the formulation of global tourism policies and agenda, as well as in shaping the future of travel and tourism in regions and destinations.	n/a	n/a	n/a	n/a	n/a	6	9		
Virtual Incentive Travel & Conventions, Meetings (IT&CM) China 2021	1.) Philippine Private Sectors: (Waterfront Hotels & Casinos; Shangri-La's Boracay Resort and Spa; Okada Manila; City of Dreams; Crimson Resort & Spa Boracay; Bluewater Resorts; Movenpick Resort & Spa Boracay; The Lind Boracay; Crimson Resort and Spa Mactan; CTPH Tour (CTPH Lifestyle & Travel Services); Evasion Tropicale Travel & Tours; Paradise Garden Boracay Resort Hotel & Convention Center; 365 Wonders Booking Reservations Service; Gladex Travel and Tours; Mooncake Educational Travel and Tours; Flyeast Philippines; Ark Travel Express, Inc.; Radisson Blu Cebu; Discovery Shores Boracay; and Club Paradise Palawan)  2.) 22 - 24 June 2021 3.) It was conducted virtually 4.) The participation of the TPB MICE Department in the IT&CM China is geared towards the achievement of the following objectives: <ul style="list-style-type: none"><li>To maintain our presence in the China MICE Market</li><li>To foster individual partnerships between Chinese MICE agents/tour operators/associations and the TPB Philippines</li><li>To position the Philippines as a safe and fun destination for MICE events</li></ul> 5.) Maintaining our presence in IT&CM China will enable us to continue our business relations with Chinese buyers. It is likewise an opportunity to firm up previously gathered business leads and provide our target clients with updates on the situation of the MICE business in the country which international buyers are now mainly looking at.	n/a	n/a	n/a	TPB MICE Departments Participation in the Virtual IT&CM China 2020 does not involved Philippine Private Sectors.  For the Virtual IT&CM China 2021, we have twenty (20) Philippine Co-Exhibitors.	We have enjoined partners from the private sectors to maximize our participation in said event, to generate more potential business leads for the Philippines and at the same time, to help the recovery of the MICE businesses in the Philippines.	10	25		
PATA Adventure Travel Conference and Mart 2021	1.) Department of Tourism / DOT Regional Office III / PATA Secretariat 2.) 26-27 May 2021 3.) Hilton Clark Sun Valley Resort, Clark Freeport Zone, Pampanga 4.) The ATCM is being hosted in the Philippines in consideration of the following: <ul style="list-style-type: none"><li>The event will help in the Department's recovery initiatives to jumpstart the MICE industry</li><li>The event will provide a platform for promoting the country's adventure products and destinations. Adventure travel is considered as one of the fastest growing segments of tourism;</li><li>The event will provide branding opportunities for the Philippines that go beyond visually-striking images, but the unique and diverse features of the country.</li></ul> 5.) The expected benefits are as follows: <ul style="list-style-type: none"><li>Improved knowledge and understanding of the adventure travel sector;</li><li>Collective ideas and inputs that can help in planning and enhancing current and future projects relative to the promotion of adventure travel in the country;</li><li>Continued enhancement of relevant businesses;</li><li>Strengthened collaboration between public and private stakeholders with special interests in adventure travel.</li></ul>	n/a	n/a	n/a	n/a	n/a	Conference Participants: 39  Sellers (35 companies): 13  Media: 4  Total: 56	Conference Participants: 66  Sellers (35 companies): 50  Media: 4  Total: 120		
<b>ADMINISTRATIVE DEPARTMENT</b>										
<b>PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION</b>										
<b>LEARNING AND DEVELOPMENT</b>	To promote continuous learning during the Community Quarantine due to the COVID-19, the TPB Personnel and Human Resources and Development Division (PHRDD) implemented a Learn from Home Program (LFH) as an alternative platform for Learning and Development to address the learning needs that includes in virtual house learning interventions and participation to public learning sessions.									
<b>A. INHOUSE INTERVENTIONS</b>										
Virtual Effective Writing Workshop in-house training conducted by iLeap Consulting 09-11 June 2021, via Zoom	1. Attended by 31 TPB Personnel 2. 09-11 June 2021 3. Zoom 4. in-house training conducted to address the following objectives: a. provide an understanding of the role and purpose of written documents such as memoranda, executive briefs/summary, reports, proposals, minutes of the meeting, progress reports, and the likes; b. have awareness on the framework, key principles and guidelines, and techniques for organizing contents for effective written business communication; and c. develop skills to write technical information clearly and concisely and make complex data and detailed information meaningful to the non-technical reader.	N/A	N/A	N/A	N/A	N/A	5	26		




PROGRAM/ACTIVITY/ PROJECT (Include here PAs that are INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. 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 (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.)	Partnerships Developed/Forged/ Established (Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)	If applicable:					Others, if applicable
				Volume/ Number for 2021 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2020 data)	Factors for Increase/ Decrease (Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)	Total Number of Participants		
							Male	Female	
<b>B. VIRTUAL PUBLIC SEMINARS</b> Gender, Diversity and Social Inclusion Facilitated by Civil Service Institute (CSI)	Objectives Appreciate the relevance and significance of managing diversity and fostering inclusiveness in the workplace; 1. Identify diversity and inclusion issues; 2. Discuss and explore the role of the leaders in managing diversity and fostering inclusion; 3. Identify approaches and strategies for social inclusion; 4. Classify and navigate gender-related differences in the workplace; 5. Develop and commit to Action Plans in managing diversity and promoting social inclusion in the workplace by identifying and addressing specific diversity issues in own workplace.	N/A	N/A	N/A	N/A	N/A	2	4	
	12-22 April 2021, via Zoom 1. Atty. Gregory A. Nuega 2. Ryvet P. Cruz 3. Teresita D. Landan 4. Jasmin B. Parra 5. Ma. Nedalin L. Miranda 6. Jaime A. Sy								
Developmental Conversation for Leaders Facilitated by Civil Service Institute (CSI)	Participants shall be able to effectively conduct developmental conversations with others using a structured approach grounded on generally accepted principles, processes and practices related to mentoring and coaching.	N/A	N/A	N/A	N/A	N/A	5	14	
	4-28 May 2021, via Zoom Atty. Venancio C. Manuel III Gemma Aileen S. Isic Marvic M. Sevilla Micaela B. Ochoa Wilson R. Suba Sherdell Anne D. Bayona Emmanuel A. Zarate Jasmin Parra Susana J. Del Mundo Ma. Nedalin L. Miranda Christie N. Navarro Ma. Febbie R. Alacapa Jaime A. Sy Marlito D. Rodriguez Ma. Dolores R. Aparejado Janet W. Canoy Micka Anjella D. Calzado Eloisa A. Romero Jaimee Lyn C. Descallar								
Workshop on Service Design for Business Growth and Improvement, Virtual Session Facilitated by Development Academy of the Philippines (DAP) with the Asian Productivity Organization (APO)	1-3 June 2021, via Zoom	N/A	N/A	N/A	N/A	N/A	0	1	
	Marvic M. Sevilla								
Remote Auditing in the Public Sector Facilitated by Association of Government Internal Auditors, Inc. (AGIA)	1-4 June 2021, via Zoom	N/A	N/A	N/A	N/A	N/A	2	0	
	1. Jerson C. Tomoling 2. Jerome C. Velasco								
Philippine Quality Award Application Development Course Facilitated by Development Academy of the Philippines (DAP)	Objectives 1. IMPROVE QUALITY - Help encourage organizations to improve quality, productivity and competitiveness 2. ASSESSMENT - Establish guidelines and criteria for evaluating quality improvements efforts 3. RECOGNITION - Recognize the achievements of those organizations that improve quality 4. INFORMATION TRANSFER - Share best practices for changing cultures and achieving excellence	N/A	N/A	N/A	N/A	N/A	1	2	
	07-11 June 2021, via Zoom 1. Bolante, Estefania Julieta F. 2. Soriano, Evelyn D. 3. Suba, Wilson R.								

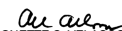
PROGRAM/ACTIVITY/ PROJECT (Include here PAs that are INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the 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 (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.)	Partnerships Developed/Forged/ Established (Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)	If applicable:					Others, if applicable
				Volume/ Number for 2021 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2020 data)	Factors for Increase/ Decrease (Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)	Total Number of Participants		
							Male	Female	
Electronic Records Management Policy (ERMP) Rollout for NCR Facilitated by NAP and PCOO	Objectives  The NAP under R.A. 9470 is mandated to establish policies and guidelines for electronic records for all government agencies. The newly created ERMP, which was developed in partnership with the PCOO, provides the government sector guidance for the shift from traditional paper records management to an electronic regime. Moreover, this new protocol complies with the President's instruction to embrace electronic governance and take advantage of the advances in technology to enhance service delivery to the public.	N/A	N/A	N/A	N/A	N/A	1	1	
	09 June 2021, via Zoom 1. Paula Jesusa C. Granale 2. Jose Teodoro B. Delos Reyes								
Internal Control System for Property and Supply Management (Appraisal and Disposal) Facilitated by AGIA	Course Objective: 1. Understand the control measures in the appraisal and disposal of government properties 2. Learn the systems and procedures in the management of supplies and properties of the government 3. Apply the laws, rules and regulations in the handling, recording and inspecting of supplies and properties in government	N/A	N/A	N/A	N/A	N/A	1	0	
	15-17 June 2021, via Zoom Jerome C. Velasco								
Designing and Developing Mental Health Programs in the Workplace Facilitate by PVP	Objective: 1. Provide a rationale for and evidence-based workplace mental health programs 2. Develop basic competencies in program development 3. Develop steps in establishing a mental health crisis response 4. Identify ways to prevent and manage workplace stress 5. Design positive workplace environments	N/A	N/A	N/A	N/A	N/A	0	2	
	15-17 June 2021, via Zoom 1. Janet W. Canoy 2. Karen A. Padolina								
Course on Public Diplomacy and Social Media Facilitate by FSI	The course objectives include:  • It was designed to gather the various stakeholders involved in the promotion of the Philippines which encompasses culture, products, and destinations for international public. • Engage the participants in a learning discussion to reflect, analyze, and effectively build up, manage, and communicate the Philippines's images and strategic message	N/A	N/A	N/A	N/A	N/A	0	3	
	15-30 June 2021, via Zoom 1. Rose Ann Cruz 2. April Enerio 3. Pauline Sarah Mancita								
42nd Annual National Convention & Webinar Facilitated by Government Association of Certified Public Accountants (GACPA)	Objectives  With this year's theme "Filipino CPAs RISING in Solidarity Amidst Challenging Times", the GACPA Board of Directors has prepared technical sessions on topics related to COA Settlement of Accounts, Pag-IBIG Updates, GAD Updates, CSC Updates, and Updates from the Board of Accountancy. Likewise, topics on Mental Health Improvement and the Cyber Security will highlight the technical sessions of the annual convention.	N/A	N/A	N/A	N/A	N/A	5	2	
	24-25 June 2021, via Zoom 1. Jerson C. Tomoling 2. Jerome C. Velasco 3. Prescila D. Sevilla 4. Emmanuel A. Zarate 5. Jennifer A. Alor 6. Jomar D. Tagao 7. Marlito D. Rodriguez								

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 2021. 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	
				Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2020 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
C. GENDER AND DEVELOPMENT GAD Focal Point System and Technical Working Group Members 2nd Quarter Meeting 16 April 2021 via Zoom	1. TPB GAD Focal Point System, Techcal Working Group Members, and Secretariat 2. 16 April 2021 3. Zoom 4. To comply with Philippine Commission on Women letter dated 11 March 2021 in accomplishing the GFPS Assessment Tool.	N/A	N/A	N/A	N/A	N/A	4	17	

Prepared by:

  
 MARIVIG M. SEVILLA  
 Signature over Printed Name of Focal Person

Vetted by:

  
 MARIA ANTHONETTE C. VELASCO-ALLONES  
 Head of Agency

Date: 02 July 2021

**DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE**  
2ND QUARTER CY 2021

AGENCY: **TOURISM PROMOTIONS BOARD**

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs 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 2021. 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>	Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	If applicable: Increase/ Decrease <i>(Comparison with 2020 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
							Male	Female	
<b>INTERNATIONAL PROMOTIONS DEPARTMENT</b>									
<b>TRAVEL FAIR</b>									
China (Beijing) International Leisure Industry Expo (CILIE) 2021 * charged against savings/unutilized funds of PDOT Beijing	1. PDOT Beijing 2. 16-18 April 2021 3. Beijing China 4. To educate and update the Chinese agents and mass audience on the Philippines' recovery plans and to further develop the market for the Philippines in China and maximize the potential of the top tourist source cities where we have direct air access 5. Participation in this trade fair will help restart outbound travel from China to the Philippines once pandemic is over and the borders reopen.			No private sector participation	N/A	N/A	N/A	N/A	N/A
<b>JOINT PROMOTIONS</b>									
ASEAN FOOD FESTIVAL *charged against DOT Shanghai's savings from PR Agency for China Market	1. PDOT Shanghai 2. 30 April - 09 May 2021 3. Guangzhou, China 4. To introduce cuisine and tourism destinations to the market; To be able to capture the interest of attendees on Philippine cuisine and destinations; To create a good number of publicity in the market on Philippine cuisine and products 5. Philippine cuisine will be introduced to the Chinese market; a total of 5,844 guests had dine in at the SE Asia Kitchen and Bar Lounge; The event was featured in various online media including a 1 minute feature in Guangdong News TV. Estimated media exposure around Php 11.3 million		Collaborated with the Philippine Consulate General Office in Guangzhou, China and Shangri-la Guangzhou.						
Joint Promotion with Hard Rock Cafe and Tony Roma's *charged against the cancelled Tokyo Business Meetings and Travel Festa	1. PDOT Tokyo, Hard Rock Cafe, Tony Roma's, Cebu Pacific Airlines 2. April 2021 3. Tokyo, Japan 4. To introduce and mainstream Philippine food in Japan through partnership with well-known international restaurant brands; to generate PR and media publicity for Philippine tourism through food; to generate followers for the social media official platforms of the Department of Tourism Japan through the marketing campaign that will be launched in conjunction with this project; and to sustain the visibility and presence of Philippine tourism in Japan through food. 5.								
<b>TACTICAL CAMPAIGN</b>									
PAP charged under 2020 COB TPB/DOT Korea – Tactical Media Placements and Advertising Opportunities with Marketing Partners via Naver And OTA	1. Marketing Partner : Cebu Pacific 2. Date of Implementation : Batch 1: 1-8 April / Batch 2: 23-30 April 2021 3. Seoul, Korea 4. The marketing objective was to recover the lost tourist arrivals from Korea to the Philippines due to the effects of COVID-19 pandemic and further increase and grow the number of visitors from Korea. So the Philippines becomes the TOM (Top-of-Mind) destination brand by communicating about Philippine travel with target Korean segment who plan for Southeast Asia travel for the 2nd half of the year, when the international travel restrictions have been lifted; To maximize the effects of our online advertising and generate actual airticket sales at the same time, we also partnered with Cebu Pacific.		Partnered with Cebu Pacific, Naver and its advertising channels and influential newspapers and magazines in Korea						The branding campaign entailed online placement for one (1) month last April 2021 thru diverse Naver advertising channels and mainstream media both in PC and mobile platforms. About 98% or 37,155 of the total traffic (37,945) to CEB booking engine were new users. Cebu Pacific's total ticket sales of 108 during said period can possibly be attributable to the Naver AD of DOT/TPB. The 108 ticket sales are for Incheon-Manila Incheon (ICN<->MNL) Through this campaign, we have reached 21,351,773 impressions, even excluding the exposures via newspapers and magazine, for one (1) month (between 1-30 April 2021). This figure is equivalent to or has at least similar economic effect as selling 214 Philippine travel packages, which is amounting to PHP 6,800,540.00
<b>SPECIAL EVENT</b>									
FIESTA FILIPINAS-KAIN NA *charged against DOT Shanghai's various savings	1. PDOT Shanghai 2. 13 June 2021 3. Shanghai, China 4. To introduce cuisine and tourism destinations to the market; To be able to capture the interest of attendees on Philippine cuisine and destinations; To create a good number of publicity in the market on Philippine cuisine and products 5. Philippine cuisine will be introduced to the Chinese market; Live online broadcast generated more than 11 Million viewers, 2,813 comments and 1M likes. Registered for the offline event : 837 guests (Filipinos, Chinese and expats)		Partnered with Philippine Consulate General In Shanghai-Trade Office to invite participants and promote the said event.						

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 2021. 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 2021 <i>(Qualify also what the quantitative figure represent)</i>	If applicable:		Total Number of Participants		Others, if applicable
					Increase/ Decrease <i>(Comparison with 2020 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>	Male	Female	
<b>DOMESTIC PROMOTIONS DEPARTMENT</b>									
Assessment and Calibration of Tour Packages in CALABARZON Region	The Department of Tourism (DOT) CALABARZON Regional Office, in coordination with the Office of the Product and Management Development (OPMD) and partnership with the Philippine Tour Operators Association (PHILTOA) has conducted the assessment and calibration of tour packages focusing on culinary/gastronomy tourism product of the region last 05-09 June 2021.  The said activity is one of the essential steps to jumpstart the re-opening of the tourism industry of CALABARZON Region, taking into account the specific measures of readiness and quality of tourism products that will be promoted and marketed as part of the tourism recovery and response under the new normal.  TPB provided the requested promotional materials (tour kits) for the participants of the said event.		Strengthened support and partnership with private stakeholders						
Request for RT-PCR Test Subsidy	IRSD prepares the transmittal memo and draft confirmation letter for approval of the COO for requests received from the industry stakeholders  Objective: Strengthened collaboration in bringing back the confidence to travel and the Philippine tourism industry's recovery  Proponent: NAITAS Project: Familiarization Tour in Boracay Date: May 3-6, 2021  Proponent: ITATOA Project: Familiarization Tour in Boracay Date: April 23-26, 2021  Proponent: LGU Panglao Project: Panglao Dive Festival Date: June 16-20, 2021  Proponent: Air Asia Project: a- Access Launch in Cebu, Bohol, and Boracay Date: June 2021  Proponent: Air Asia Project: Panglao Dive Festival Date: June 16-20, 2021								
<b>MARKETING COMMUNICATION DEPARTMENT</b>									
<b>MEDIA RELATIONS AND COMMUNICATIONS DIVISION</b>									
TPB Quarterly Social Media Report	There is a significant increase in the audience and organic post reach of TPB's social media accounts, particularly Facebook, mainly due to organic efforts and initiating a monthly social media content plan; Creation of the PH Moto Turismo (Motourismo PH) official Facebook and Instagram account.	Through publishing/sharing of TPB's latest news and engagements, online platforms remain to be the best, cost-effective and timely vehicle to deliver information aligned with DOT's thrust on sustainable tourism. Through being active in posting organic and timely original posts, engagements increased that leads to increased no. of likes	Creation of the official Social Media accounts of PH Moto Turismo (from Motourismo PH) - an initiative spearheaded by the TPB to promote domestic motorcycle tourism	As of Q2 2021  FB-51, 071 TW-1,879 IG-2, 075 YT-253	As of Q4 2020  FB-39,511 TW-1,834 IG-1,417 YT-68*	Organic engagement to boost relevant social media ads contributed to a higher page and post reach. At least minimum of 3x original post/repost promoting tourist sites/informative content cross post. Increased responsive through direct messaging addressing concerns of the public particularly in the RT PCR subsidy assistance	42% - (as of June 28, 2021)	57% - as of June 28 2021	
SPOTLIGHT Newsletter	This is a quarterly digital production of TPB newsletter hosted on the website and distributed via email list to members and media  2020 4th Quarter Issue released last 15 January 2021	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach.	Collaboration with TPB members/stakeholders by giving them a spot to feature their best practices	To release four (4) issues of Spotlight digitally: Q1 2021 - Released 2nd week of April Q2 2021 - In production, to be released on the 2nd week of July	Released four (4) issues in 2020	N/A	N/A	N/A	
e-Bulletin	This is a monthly digital production of TPB hosted on the website and distributed via email list to DOT and its attached agencies and members  April 2021 issue released last 04 May 2021 and May 2021 issue was released 05 June 2021	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach.	Collaboration with TPB stakeholders to continue and to deepen swift members' and audiences' engagements. To retain and to gain more TPB members	To release monthly issues of Spotlight e-Bulletin. April 2021 issue was released 04 May 2021; May 2021 issue released on 05 June 2021	N/A	N/A	N/A	N/A	

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					Increase/ Decrease <i>(Comparison with 2020 data)</i>					
						Male		Female		
<b>ADMINISTRATIVE DEPARTMENT</b>										
<b>PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION</b>										
<b>LEARNING AND DEVELOPMENT</b>										
A. VIRTUAL LEARNING SESSIONS E-Learning Sessions via Zoom	To promote continuous learning during the Community Quarantine due to the COVID-19, the TPB Personnel and Human Resources and Development Division (PHRDD) implemented a Learn from Home Program (LFH) as an alternative platform for Learning and Development to address the learning needs that includes in virtual house learning interventions and participation to public learning sessions.									
Pag-IBIG Fund Sales and Marketing MS. SITTE ASERON NORENN A. MIPUKUR MARKETING SPECIALIST OFFICER IV Marketing and Sales Division Pag- IBIG Fund Pasay Branch	1. All TPB Personnel 2. 05 April 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
Webinar on Legal Aspects of Drug Abuse with ATTY. PHILIP JOSEF T. VERA CRUZ Chief, Legal Affairs Division Dangerous Drugs Board	1. All TPB Personnel 2. 12 April 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
Introduction to Occupational Health and Safety with MS. ELOISA A. ROMERO, Administrative Officer V, Procurement and General Services Division	1. All TPB Personnel 2. 19 April 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
Review of Ethical Standards and Disciplinary Actions with MS. EVELYN D. SORIANO Human Resource Management Officer V Personnel and Human Resources Development Division	1. All TPB Personnel 2. 26 April 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
M.I.C.E. in 40mins: A Brief Intro on M.I.C.E. and the M.I.C.E. Plus Program with MS. JOCELYN C. CASIANO Acting Head Events Marketing and Services Division	1. All TPB Personnel 2. 03 May 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
Updates on the U.S.A. Market with MS. Christie A. Navarro Acting Head The Americas Division	1. All TPB Personnel 2. 10 May 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
REPUBLIC ACT NO. 9262 "Anti-Violence Against Women and their Children Act of 2004" Salient Features and Relevant Jurisprudence with Atty. Jemimah Nissi M. Tiambeng Attorney II, Legal Department	1. All TPB Personnel 2. 17 May 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
The Strategies Behind PH Tourism Success in Korea with MS. MARIA DOLORES R. APAREJADO Acting Head North Asia Division	1. All TPB Personnel 2. 24 May 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				


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FAM TOUR The Basics for Tourism Businesses With MR. CESAR R. VILLANUEVA Acting Division Head Sales Division, Domestic Promotions Department	1. All TPB Personnel 2. 31 May 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
MASTERING EFFECTIVE PRESENTATION with COO Maria Anthonette C. Velasco-Alloones Tourism Promotions Board	1. All TPB Personnel 2. 07 June 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
Lead: The Essence of Leadership and Influence	1. All TPB Personnel 2. 14 June 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
Sexual Orientation, Gender Identity, Expression and Sex Characteristic (SOGIESC) with FIRE SIA, Co-Founder Side B Philippines	1. All TPB Personnel 2. 21 June 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
At-Home Self Care: Mindful Movement with Ms. Lace Ang, People Ignite	1. All TPB Personnel 2. 28 June 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies , Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A				
<b>B. FREE PUBLIC ONLINE LEARNING SESSIONS</b>										
<b>HR-Related: 1</b>										
Webinar Orientation on CSC Policy on Expanded Maternity Leave, Paternity Leave and Adoption Leave (CSC Resolution No. 2100020 dated January 7, 2021) facilitated by DOT	1. TPB Personnel 2. 29 April 2021	N/A	N/A	N/A	N/A	N/A				
<b>Tourism-Related: 1</b>										
International Conference on Responsible Tourism and Hospitality 2021 (ICRTH2021) - Theme: "Rebuilding Tourism for the Future through Sustainable Development" facilitated by Ministry of Tourism, Arts and Culture (MTAC) Sarawak; Faculty of Hospitality and Tourism Management (FHTM); UCSI University; Sarawak Research Society (SRS) and Emerald Publishing	1. TPB Personnel 2. 27-28 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
<b>Health Related: 4</b>										
What to Do when COVID Hits Home: Solutions for the Current Surge facilitated by PGH Ministry / Anna Lisa T. Ong-Lim, MD	1. TPB Personnel 2. 10 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Anger and Stress Management facilitated by DOT	1. TPB Personnel 2. 15 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Webinar Series in the New Normal: Hypertension Awareness facilitated by DOT	1. TPB Personnel 2. 28 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Living in the New Normal: Dealing with Your Inner Turmoil facilitated by Leader Impact-QC; CCF-The Workplace	1. TPB Personnel 2. 29 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

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Leadership: 3										
Empowering Managers on Mental Health facilitated by InTouch Community Services	1. TPB Personnel 2. 12 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Remote Leadership Series: Managing Your Team's Mental Wellness, Part 4 facilitated by Jonathan Yabut	1. TPB Personnel 2. 18 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ICD Masterclass facilitated by ICD	1. TPB Personnel 2. 23 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Technical: 3										
LESS TEXT, MORE VISUALS: HOW TO OPTIMIZE YOUR PRESENTATIONS, PART 2 facilitated by Jonathan Yabut	1. TPB Personnel 2. 13 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Module 1: Using Facebook to Connect with your Communities facilitated by Facebook Philippines Government Summit 2021	1. TPB Personnel 2. 18 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Module 2: Instagram for Government facilitated by Facebook Philippines Government Summit 2021	1. TPB Personnel 2. 27 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Personal and Lifestyle: 8										
#UNBREAKABLETuesdays : A PLDT Virtual Workshop Series facilitated by DTI Philippines	1. TPB Personnel 2. 01 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Facebook Wednesdays Primetime: Financial Services, Digital Technology, and Crisis Management facilitated by DTI Philippines	1. TPB Personnel 2. 02 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Module 3: Introduction to Ads facilitated by Facebook Philippines Government Summit 2021	1. TPB Personnel 2. 02 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Shopee Thursdays: Attract Buyers with Powerful Product Listings facilitated by DTI Philippines	1. TPB Personnel 2. 03 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Globe and GCash Fridays : Getting Started on APIs facilitated by DTI Philippines	1. TPB Personnel 2. 04 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Module 4: Advanced Ads facilitated by Facebook Philippines Government Summit 2021	1. TPB Personnel 2. 17 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Module 5: Building Communities and Managing Them facilitated by Facebook Philippines Government Summit 2021	1. TPB Personnel 2. 30 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SHOW ME TEACH ME Session 4 - Debt Management facilitated by DTI Philippine Trade Training Center	1. TPB Personnel 2. 25 June 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Marketing: 5										
Google MSME Caravan Mondays - Session 7: Special Sessions focused on eCommerce facilitated by DTI Philippines	1. TPB Personnel 2. 19 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
PLDT #UNBREAKABLEEnterprise Tuesdays - Session 1: #UNBREAKABLEEnterprise facilitated by DTI Philippines	1. TPB Personnel 2. 20 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Facebook Wednesdays Primetime: Business Mo, Bida Rito! - Session 1: Scale your Advertising with Ads Manager facilitated by DTI Philippines	1. TPB Personnel 2. 21 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Alibaba GDT Thursdays - Session 3: Failure-Proofing your ECommerce Business through Simulation facilitated by DTI Philippines	1. TPB Personnel 2. 22 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
GG (Globe & GCash) Fridays - Session 2: Tech for Restaurants: Adapting to Changing Customer Behavior facilitated by DTI Philippines	1. TPB Personnel 2. 23 April 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
GAD-Related: 1										
Women's Economic Empower Series Webinar No. 7: "Sustaining Gender-Responsive Governance: New and Emerging Tools for GAD Advocates"	1. TPB Personnel 2. 21 May 2021	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A




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C. GENDER AND DEVELOPMENT Orientation on Sexual Orientation, Gender Identity, Expression, and Sex Characteristics 21 June 2021 via Zoom	1. All TPB Personnel 2. 21 June 2021 3. Zoom 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and to have a deeper understanding about sexual orientation, gender identity, gender expression and sex characteristics (SOGIESC); and to identify issues and create awareness on the rights of the Lesbian, Gay, Bisexual, Transgender, and Intersex (LGBTI) community.	N/A	N/A	N/A	N/A	N/A	66	102	

Prepared by:

  
 MARIVIC M. SEVILA  
 Signature over Printed Name of Focal Person

Vetted by:

  
 MARIA ANTHONETTE C. VELASCO-ALLONES  
 Head of Agency

Date: 02 July 2021