





# SCOPE OF REPORT

**This Report covers the Tourism Promotions Board Philippines' programs, projects, and activities from 01 January to 31 December 2020, highlighting the Corporation's strategies, practices, and accomplishments in fiscal and administrative operations.**





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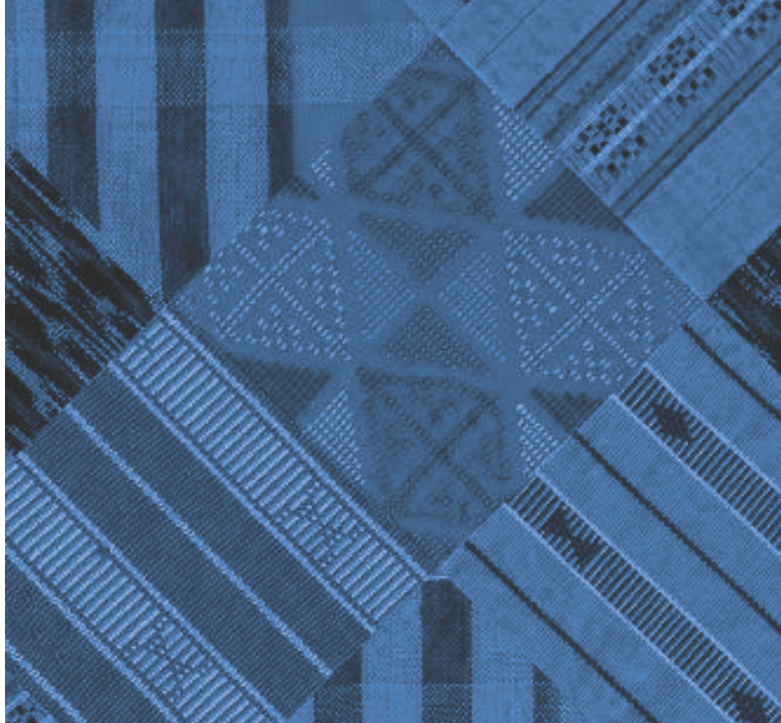


## MESSAGE OF THE TOURISM SECRETARY and TPB CHAIRPERSON

**T**he past year has been a difficult time for tourism as a whole and particularly challenging in terms of marketing and promoting the Philippines as a travel destination. Even as our tourism industry was among the hardest hit in terms of livelihood, employment, and revenue, we also saw the industry rally together to help one another survive, collaborate towards rebound and recovery, and provide encouragement as we courageously navigated numerous uncertainties.

I congratulate and thank the members of the TPB Board of Directors, management and staff for their sustained efforts, starting with refocusing its mandate, and determining the strategies that enabled everyone to step up to attain the goals we have set for the tourism sector last year.

At the forefront of TPB's pivot in 2020 were initiatives to look after the health and safety of all tourists as part of the Tourism Response and



Recovery Plan, providing financial and non-financial assistance to Tourism Regional and Overseas Offices, LGUs and industry stakeholders and exploring digital technologies as platforms for tourism marketing and promotion of products and services.

As we move forward, we will sustain domestic travel for tourism recovery and grow our efforts for sustainable tourism. As we prepare for the easing of international travel restrictions post-pandemic, I am confident that the opportunities ahead of us will allow TPB to continue to adapt seamlessly to the new normal, creating greater value for you, our stakeholders, for the greater benefit of our tourism industry.

The work to rebuild tourism back as a significant growth driver for communities and the Philippine economy has never been more challenging. But with your solid support and unceasing enthusiasm, it has also never been more inspiring and fulfilling.



A handwritten signature in black ink, reading "Bernadette Romulo Puyat". The signature is fluid and stylized, with the first letters of the first and last names being prominent.

**BERNADETTE ROMULO - PUYAT**  
Secretary of Tourism  
Chairperson, TPB Board of Directors

## MESSAGE OF THE TPB CHIEF OPERATING OFFICER

**W**e, at the Tourism Promotions Board, were busy gearing up for new strategies to promote the Philippines as a prime world tourist destination when the Coronavirus struck. Just like everyone else, we were compelled to grapple with a new kind of work-life arrangements that rapidly necessitated a new set of competencies for humankind and societies to thrive. The resilient Filipinos had to reshape, reskill and retool to navigate the uncharted challenges of this pandemic and pave the way to a next normal travel and tourism that is safe, healthy and still fun.

This is the core of the 2020 TPB story: a narrative of our triumph against adversity that we wove together by working creatively, with agility, and an even deeper sense of commitment. With our mandate in mind, we focused on the meaningful journeys of patriotism, adaptation, collaboration, innovation and optimism of the many Filipinos who make our islands a natural paradise and cultural gift to the world.

This Report captures our successful pivot to digital applications, online platforms and relevant ICT as part



of our thrust to foster SMARTourism, not just for the sake of leveraging on these technologies for efficiency but also because their use supported our commitment to promote safer trips with diminished physical contact, and also ensured seamless, fun travels with the launch of our ubiquitous official Travel Philippines App in November 2020, which until now is continuously updated, thanks to our stronger partnership with the regional offices of the Department of Tourism (DOT). Our SMARTourism strategy also carved our spot in the world for having staged the first hybrid Philippine Travel Exchange (PHITEX) in the midst of the pandemic last September 2020.

We likewise cultivated Partnerships as Pathways, by expanding our support to local government units in their efforts on tourism rebranding and refocusing marketing strategies. Equally significant were our initiatives to reach out to our tourism stakeholders, particularly our TPB Members, which ironically grew in number through the pandemic year with our community programs such as the Weekly Members' Chat that served as a platform for best-practice sharing, lifelong learning, fellowship, and retooling.

As we pray and look forward to that COVID-free morning, I wish to thank Tourism Secretary Berna Romulo-Puyat and our colleagues at the DOT, the appointive and ex-officio members of the TPB Board of Directors, the Governance Commission for GOCCs, our partner agencies, especially the Department of Budget and Management, UP-PGH and the Philippine Children's Medical Center, private sector stakeholders and partners led by TCP President Jojo Clemente, our TPB members, and on a personal note, the untiring women and men of the TPB, for the gift of aligned aspirations and the blessing of shared service through this life-changing year.

I invite you to read through the pages of this Report for more details on how we emerged stronger as a team, and a better organization in the service of the country. I hope that these stories will be your bright spots, inspiring you to light the way forward.

**MARIA ANTHONETTE C. VELASCO-ALLONES**  
Chief Operating Officer  
Tourism Promotions Board



# TOURISM PROMOTIONS BOARD PHILIPPINES

The Tourism Promotions Board (TPB) was created by virtue of Republic Act (R.A.) No. 9563, also known as the Tourism Act of 2009.

As an attached agency of the Department of Tourism (DOT), TPB exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country.

## TPB BOARD OF DIRECTORS



**MR. HOWARD LANCE A. UYKING**  
Branding and Marketing  
Communications  
Department of Tourism  
TPB Alternate Co-Chairperson



**HON. BERNADETTE ROMULO-PUYAT**  
Secretary, Department of Tourism  
TPB Chairperson



**MR. BENITO C. BENGZON, Jr.**  
Undersecretary  
Tourism Development Planning  
Department of Tourism  
TPB Alternate Chairperson



**ATTY. MARIA ANTHONETTE C. VELASCO-ALLONES**  
Chief Operating Officer, Tourism Promotions Board Philippines  
TPB Vice Chairperson



**HON. TEODORO L. LOCSIN, Jr.**  
Secretary  
Department of Foreign Affairs  
TPB Ex-Officio Member



**HON. RAMON M. LOPEZ**  
Secretary  
Department of Trade and Industry  
TPB Ex-Officio Member



**HON. ARTHUR P. TUGADE**  
Secretary  
Department of Transportation  
TPB Ex-Officio Member



**MR. POCHOLO JOSELITO D. PARAGAS**  
Chief Operating Officer  
Tourism Infrastructure and  
Enterprise Zone Authority  
TPB Ex-Officio Member



**MS. VANESSA L. SUATENGCO**  
General Manager  
Diamond Hotel Philippines  
TPB Board Member  
Representing: Accommodation Enterprises



**MR. EDUARDO F. PELAEZ**  
President - Mapawa Nature Park  
TPB Board Member Representing:  
Other Accredited Tourism  
Enterprises



**MS. LOURDES O. YPARRAGUIRRE**  
Acting Undersecretary  
DFA Office of the International  
Economic Relations  
DFA Alternate Representative to  
the TPB Board



**MS. ROSARIO VIRGINIA C. GAETOS**  
Assistant Secretary  
DTI Trade and Investments  
Promotions Group, and  
DTI Alternate Representative to  
the TPB Board



**ATTY. REINER PAUL R. YEBRA**  
Undersecretary  
DOTr Legal Affairs  
DOTr Alternate Representative to  
the TPB Board



**MR. JETRO NICOLAS F. LOZADA**  
Assistant Chief Operating Officer  
TIEZA Assets Management  
TIEZA Alternate Representative  
to the TPB Board

# A REFRESHED VISION

According to figures by the United Nations, in 2020, the Covid-19 pandemic cost the global tourism sector \$1.3 trillion in lost revenue due to stoppages in travel. It also deemed the past year as “the worst year in tourism history”. Covid-19’s disruption to travel and tourism surpasses the resulting fallouts of the 2001 9/11 attacks, 2003 SARS and 2008 global financial crisis combined.

As a country with high dependence on tourism for its economy and employment, breaking down the numbers on the domestic front paints an even bleaker picture.

Pre-pandemic, 2019 figures show travel and tourism accounting for 12.7% of gross domestic product or roughly \$47.8 billion worth of Philippine goods and services. In the same year, the country welcomed 8.26 million foreign tourists (15.24% increase from 2018 figures) whose spending infused \$11 billion into the economy while domestic tourism generated \$36.6 billion. All these contribute to the direct employment of about 1.3 million Filipinos.

Following the high gains of 2019, 2020 was projected to have been another banner year for Philippine tourism and travel. Everything was thrown into chaos and uncertainty by the advent of the Covid-19 pandemic. Instead of a stellar year, the tourism industry became one among the hardest hit industries in terms of losses. These adverse effects include layoffs and business closures, anxiety and great uncertainty among tourism stakeholders. There had been only 1.3 million foreign tourist visitors to the Philippines in 2020, more than 80 percent lower than 2019 figures. This unprecedented fall in tourist arrivals affected 5.7 million direct and indirect jobs in the tourism sector. Tourism and travel income loss in 2020 is approximated to be about 400 billion pesos.

Two months into the community lockdown, the TPB’s Board of Directors and Management Committee jointly identified and redefined the challenges and opportunities to TPB and the tourism industry in general in a Visioning-Strategic Planning workshop. A revised vision statement and medium-term strategy to market, promote and establish the Philippines as a preferred destination for safe, uniquely-diverse and fun travel by 2025 was formulated, grounded on a changed and improved organizational mission and strategic objectives. On the whole, resulting changes include TPB’s:

## MISSION

**To market and promote the Philippines, in partnership with our stakeholders, as a preferred destination for safe and fun travel**

## VISION

**By 2025, the Philippines shall be the preferred destination for safe, uniquely-diverse and fun travel**

# CORE VALUES

## A.G.I.L.E.



### ADAPTABILITY

We respond effectively to unforeseen challenges and adjust creatively to changing working conditions to meet our objectives.



### GROWTH

We embrace learning and development to improve, expand, and hone all inherent and acquired talents to accomplish things previously thought impossible.



### INTEGRITY

We consistently adhere to strong moral and ethical principles and uphold honesty.



### LEADERSHIP

We influence, direct, unite, and empower people towards the achievement of common welfare, in a regime of service, gratitude, accountability and compassion.



### EXCELLENCE

We are committed to pursue the highest quality in the performance of our duties and in delivering service to our industry stakeholders.

## STRATEGIC DIRECTIONS



#### SMARTourism

Strengthen digital platforms, ensure data-driven planning, and expand other tools for promotions and marketing.



#### Partnerships as Pathways

Cultivate partnerships with stakeholders and customers in jointly conducting promotions and marketing activities.



#### Safe Bangon Turismo

Roll out the Bounce Back PH Tourism Program and re-establish the Philippines as a preferred destination for identified customer interests.

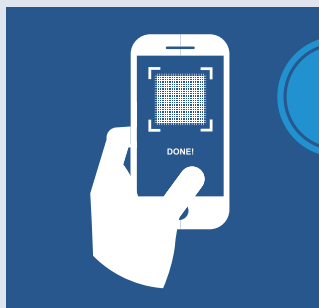
**Organizational Effectiveness and Good Governance**



# REENGINEERED PROGRAM STRATEGIES

As the marketing arm of the Department of Tourism, TPB ensures that its policy and program priorities are aligned with the DOT to facilitate the attainment of strategic objectives towards a robust recovery of the industry.

A key element in TPB's institutional pivot during the pandemic is the reengineering of its key strategies as major components of the Corporation's policy and program pillars. These four (4) major strategies include:



1

## ADOPTING SMARTOURISM

TPB leverages on ICT and digital technology to raise awareness, reach and relevance in the information age; conduct marketing and promotions more efficiently and institutionalize ICT-enabled administrative systems.



2

## CULTIVATING PARTNERSHIPS AS PATHWAYS

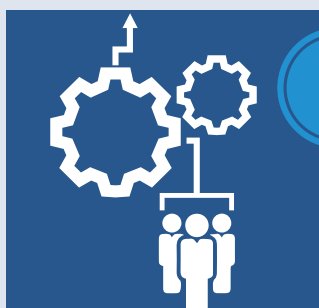
TPB expands and strengthens its collaborative engagements with Local Government Units (LGUs), private sector stakeholders, social partners, the academe and local communities to foster community tourism growth and development placing emphasis on our heritage, culture and inherent character as Filipinos which is a foundation for good and sustainable tourism.



3

## SAFE BANGON TURISMO

A targeted tourism approach catering to niche market interests and opportunities.



4

## ORGANIZATIONAL EFFECTIVENESS AND GOOD GOVERNANCE

Improvements and enhancements to internal processes and to fully comply with the corporate good governance requirements.





# CREATIVE INNOVATIONS: SMARTOURISM-RELATED PROJECTS

Optimizing the use of technology for marketing, promotions and administrative operations

“*Technology is neutral, but it has its huge potential, its positive value, depending on how we harness technology and how customer needs are met should be the common motivation that drives all of us.*”

- TPB COO Velasco-Allones during the Tourism and Technology Forum 2021

The urgency of digital transformation initiatives is hastened by the ongoing Covid-19 pandemic. TPB's response is its SMARTourism Program implementing the government's vision of a Digital Philippines specific to the tourism sector and in conjunction with the DOT.

To maximize technology for marketing, promotions, and administrative operations, TPB initiated the following creative innovations anchored on the digital transformation of the tourism industry including the launch of a Travel Philippines App and continued participation in Trade and Travel Fairs where even if the generation of business leads is not as before the Philippines is still retained as a Top of Mind Destination among the international Travel and Tourism industries (e.g. PHITEX). Local trade and travel fair initiatives likewise build up stakeholders' capacities to cope during the pandemic including how to pivot their business through the conduct of several education and training seminars within the program (e.g. MICECONline).





The DOT co-launched with TPB, the “Travel Philippines” App, helping potential tourists to get to know local places in new and better ways before even arriving at their dream Philippine destination. The app provides updated information on the safety protocols and travel requirements of different locales alongside an updated listing of DOT Accredited accommodations allowed to operate and accept tourists. This helps to ensure that travel is as safe and secure as possible under the pandemic situation. It even gives personalized travel tips for any and all potential travelers allowing them to create and plan their own itineraries based on one’s own travel comfort level. A great feature of the app beyond exclusive offers is the secure storage of digital copies of one’s travel documents making any Philippine visitor truly travel ready. This Progressive Web App (PWA) is designed to run in all types of devices and internet browsers and still works offline even when devices are not connected to the Internet.



Download the  
Travel Philippines app



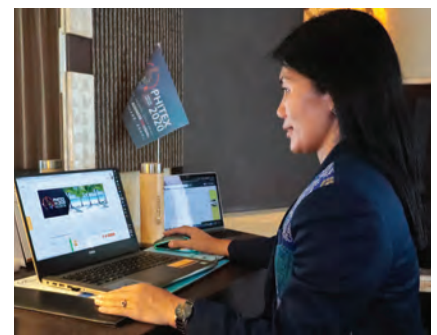




PHITEX is the country's biggest government-organized travel trade event, which hosts qualified buyers from all over the world to participate in tabletop business appointments with Philippine sellers and experience Philippine tourism destinations through pre/post tours with an end-goal of increasing tourist arrivals and receipts in the country. It has become a major annual marketing event that further strengthens the country's brand image and encourages participants to promote affordable and competitive tourism packages.

TPB successfully pivoted PHITEX into a hybrid event maintaining its role as the country's biggest travel trade event amidst the pandemic. Conducted online and onsite at Panglao, Bohol, PHITEX 2020's virtual platform gathered 122 international buyers from 34 countries, with 345 Philippine seller delegates from 161 companies in various tourism industry subsectors. The platform recorded 84,946 engagements, including 9,155 business-to-business (B2B) sessions.

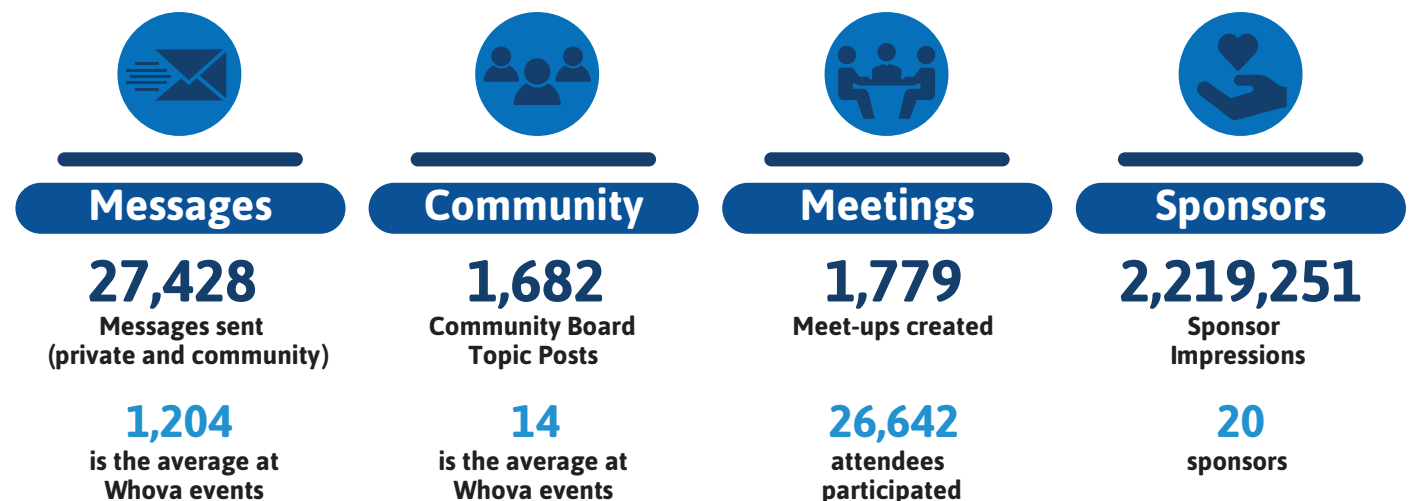
Moreover, 3,956 contacts were established, averaging 28 contacts per seller, and 1,205 leads were generated, with a 70% success rate that is even higher than the lead generation success rate of 67% during PHITEX 2019. The 76 bookings secured onsite generated a total projected revenue valued at over PhP42.1M. The delegates who went to Bohol had the opportunity to benchmark with properties and experience Bohol's new normal tourism products recalibrated under Governor Arthur Yap's leadership.





The Philippine MICE Conference (MICECON), the country's premier gathering of professionals in the meetings, incentive travel, conventions, and exhibitions (MICE) industry, was conducted virtually from 26-30 October 2020. On its 7th edition, the new MICECONline, "Future-ready MICE: Renew, Reboot, Revitalize," was offered free-of-charge to industry professionals within the private and public sectors and members of the academe. Topics focused on professional development, sustainability, tourism recovery, and the New Normal, presented by local and global industry experts.

Using Whova, a Virtual and Hybrids Events platform, MICECONline saw high interactive traffic amongst its participants as against averages posted for Whova events.



## Participation in MICECONline tracked:





# CONVERGENCE AND CULTIVATING COLLABORATIVE PARTNERSHIPS

**Strengthening stakeholder partnerships towards cohesive promotions and marketing efforts**

*“Our government cannot do this alone; neither can the private sector or the stakeholders. I think in the age of social distancing, we have heightened the communication lines across and within the government, and with our stakeholders and partners.”*

– TPB COO Allones during the WTTC webinar: “The Path to Recovery”, 16 July 2020.

Stronger collaboration was forged with partners from the national government, local government units (LGUs), and the private sector, leveraging on their collective strengths to promote and market the Philippines.

To make TPB more relevant to the industry, TPB’s COO Maria Anthonette Velasco-Allones broadened communication lines with stakeholders through the Weekly Members Chat. Through this, members are being updated with the latest travel and tourism trends, study findings, opened destinations and its respective travel requirements, and updates on relevant IATF Resolutions. Two guest presenters weekly share their in-place regulations and/or best practices adopted by the DOT Region Offices, LGUs, and/or private establishments.

TPB also embarked on a scientific approach to cascaded information and data on traveler sentiments based on conducted surveys and market studies. The results help in the decisions, designs, and conduct of projects and initiatives with the DOT, including overseas and regional offices, LGUs, and the private sector.

## **Conduct of Four (4) Philippine Tourism Destination Inventory (CAR, Bohol, Samar/Leyte, Pampanga/Tarlac) joined by 69 participants**

To strengthen stakeholder partnerships towards cohesive promotions and marketing efforts, TPB, in partnership with PHILTOA, rolled out the 2nd Phase of the Philippine Tourism Destination Inventory (PTDI) as it continuously consults and collaborates with various tourism associations and LGUs.

This was in anticipation of the domestic tourism industry’s reopening in concurrence with the local LGUs’ easing travel restrictions as more places around the country transitioned into a modified general community quarantine (MGCQ). Covered in the destination assessment and inventory are new normal health and safety guidelines on the following: DOT– Accredited Restaurants and accommodation and MICE facilities - Recreations, special interest activities, and other leisure activities - Tourist mode of transportation.

# REGIONAL TRAVEL FAIR: VIRTUAL EDITION



TPB hosted for the first time a Virtual Edition of the Regional Travel Fair. This online event provided opportunities and innovative ways of developing new business connections and updated local industry partners with the latest Philippine tourism offerings. The 6th RTF conducted in December 2020 was a four (4) day event with three (3) major components namely: a half day webinar, a one and half-day business exchange (B2B), and four (4) days of business to consumer sessions (B2C).



This well attended event had 69 buyers (tour operators, travel agents and MICE suppliers), 59 Sellers (hotels, resorts, amusement parks, airlines and DOR Regional Offices) and 1,404 visitors across four (4) days of the RTF based on total unique log-ins. Opening and closing receptions, virtual tours, videos on demand, surveys, entertainment breaks, and many other online activities helped to keep engagement levels up for all the RTF participants.

## TPB WEEKLY VIRTUAL MEMBERSHIP CHAT

The TPB Weekly Members' Chat had its kick-off in November 2020. By the end of the year, six (6) membership weekly chats were held with a total of 491 participants. The weekly meetings provide a virtual platform for insights, updates, interactions, and best practice sharing among the agency and its members. Reception has been positive with 101 representatives from the 321 TPB member-establishments in attendance at the inaugural Weekly Members' Chat.





# PHILIPPINE MOTORCYCLE TOURISM

The Philippine Motorcycle Tourism is a campaign of TPB in collaboration and partnership with the Philippine Department of Tourism (DOT), Department of Transportation (DOTr), RidePH, and various motorcycle rider clubs and associations in the Philippines. It is part of the government's marketing effort to entice the public to travel within the Philippines by using motorcycles and with safety and precaution in mind.



## OTHER COLLABORATION PROJECTS

1

Four (4) Destinations Validated with TPB Involvement (Ilocos Region, Batangas, Siargao and Boracay)

2

Conduct of Site validation with the National Commission for Indigenous Peoples (NCIP) in Pampanga, Tarlac and Zambales

3

Assistance to DOT Regional Offices for Tourism Recovery and Rebranding Efforts (NCR, Region 2, 3, 4B, 7, 8, 9, 10, 11)

4

Assistance to LGUs of Bohol, Baguio, Boracay, and Iloilo for Tourism Recovery and Destination Re-opening Efforts

5

Assistance to four (4) Tourism Associations (HSMA, ATOP, PHILTOA and PCAAE)

6

Seven (7) legs of Sales Presentations in Taiwan and Operation of Two Philippine Showrooms (Korea and New York)

7

Implementation of two (2) Tactical Campaigns in Singapore and Taiwan

# CAPACITY DEVELOPMENT

## INTERNAL PROCESS IMPROVEMENTS AND CORPORATE GOVERNANCE COMPLIANCE

TPB continues to sustain a culture of organizational engagement that fosters effective performance, lifelong learning and growth through the implementation of programs on learning and development, employee engagement, service excellence and corporate social responsibility.



### BUDGET UTILIZATION

From March to April 2020, while the enhanced community quarantine was in place, the Management reviewed and re-evaluated TPB's Fiscal Year (2020) Corporate Operating Budget resulting into a more practicable and responsive Reprogrammed FY 2020 COB taking into account new programs, projects and activities that were more suited to emerging tourism needs given the pandemic.

TPB was able to achieve an overall utilization rate of ninety-two percent (92%) surpassing its set target of 90% efficient utilization of the COB.



### CAPACITY DEVELOPMENT

By virtue of Board Resolution 282, TPB's Competency Based Framework for TPB Positions was approved in November of 2020. The Competency Based Framework outlines the defined core, organizational, leadership and technical competencies of TPB plantilla positions, as well as target proficiencies for the different levels of positions.

To strengthen organizational capability, the TPB Management rolled out its recruitment and hiring plan, opening all vacant positions and filling up 117 out of the 162 plantilla positions by year-end 2020, including nine (9) external hires as a result of the expanded search and selection process.



### EMPLOYEE ENGAGEMENT AND SUPPORT PROGRAMS

TPB took advantage of the pandemic as a pause button. It took stock of the current workforce competency to develop interventions intended to improve and further enhance the capacity, competency and morale of the teams within the Corporation.

The Management also acknowledged new stressors resulting from the alternative work programs and provided administrative and financial support such as internet defrayment expense, additional laptops or desktop set-up at home, and ensuring that salaries were timely released for all personnel. Mental health programs, along with upskilling topics and collaboration tools to help employees cope with new normal conditions were also provided.



Other support mechanisms were likewise provided to ensure personnel safety and COVID-19 mitigation in the workplace, including the following:



Provision of Carekits to TPB personnel, security guards and janitors



Provision of shuttle service for skeleton force



Administration of Anti-Flu Vaccines



More than ONE HUNDRED FORTY TWO (142) combined lifelong learning sessions were conducted as part of TPB's commitment to grow its personnel competence, including the following major learning/training activities held in CY 2020:

1. Six (6) In-house Learning Sessions on Strategic Thinking, Planning & Execution, Innovation, Written Communications, Research & Analysis, and MS Excel;
2. Seventeen (17) Think Talk E-Learning Sessions;
3. Attendance of identified TPB Personnel in 19 Paid Webinars; and
4. Provision of links to more than 100 Free Webinars.

Regular Employee Engagement activities were likewise pursued to foster camaraderie and maintain fellowship through the monthly Town hall Meetings, Bible Study, annual Taunang Parangal sa Bayaning Pilipino, and special events like the Halloween Masquerade and TPB's Year-end Activity.

## PRAISE

TPB's Program on Awards and Incentives for Service Excellence (PRAISE) System was approved by the Civil Service Commission (CSC) on 22 September 2020, establishing the framework and mechanisms for recognition of exemplary performance and the grant of performance-based incentives and rewards.

# IMPROVED INTERNAL PROCESSES and Systems and Corporate Governance Compliance

In December 2020, TPB successfully maintained its ISO 9001:2015 Certification, validating TPB's continuing commitment to improve the Corporation's quality management systems. This is the third consistent recognition of TPB's commitment to institutionalize Quality Management System (QMS) under ISO 9001:2015 covering the design, development and provision of Philippine tourism marketing and promotion services.

A lead innovation under organizational effectiveness and good governance in 2020 was the creation of the Financial Liquidation Task Force to review and facilitate the liquidation of overdue remitted funds from DOT Overseas Tourism Offices and DOT Regional Offices as far back as 2013. By the end of 2020, the Financial Liquidation Task Force succeeded in reducing the existing unliquidated funds by 50% covering the years 2013-2019.

Other continuing process improvements resulted in the Legal Department reducing transaction times on its document review from an average turn-around time of five (5) working days in 2019 to only four (4) days in 2020 upon receipt of complete supporting documents. The review of procurement contracts was also significantly reduced by half from fifteen (15) working days in 2019 to only seven (7) days in 2020.

The Corporate Planning and Business Development (CPBD) Department

continued to provide the Board of Directors and Management Committee information on TPB's progress in terms of meeting set performance targets through regular monitoring and reporting on the status of the Corporation's Performance Evaluation Scorecard (PES) on monthly, quarterly and annual intervals. These practices serve to enhance personnel awareness of the overall agency performance thereby enhancing TPB's spirit of teamwork.

CPBD likewise timely maintained its production of internal Market Brief Reports covering the Philippine's Top thirteen (13) international markets that helps in sharing valuable insights to the various Departments and Divisions of the Marketing and Promotions sector in crafting their respective marketing plans and activities.

Reportorial compliance with the DOT, Governance Commission for GOCCs (GCG) and other regulatory and statutory bodies was observed by the various Line and Support Departments in 2020. These include the requirements of oversight offices/committees such as the Philippine Government Electronic Procurement System (PhilGEPs), Anti-Red Tape Authority (ARTA), Government Procurement Policy Board (GPPB) for submission of Annual Procurement Plan and Agency Procurement Compliance and Performance Indicator System (APCPI), Commission on Audit, and CSC among others.

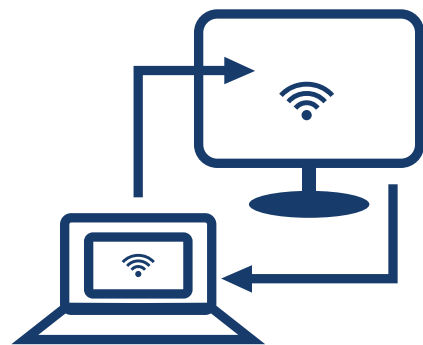


# ENHANCED ICT Support

**W**ith the limitations in the movement of people and documents because of the health and safety protocols imposed due to COVID-19, the need for ICT equipment and facilities became urgent. Through TPB's Management Information Systems Department, ICT support and resources were optimized with the following initiatives:

1

Installation of the Remote Desktop System to ensure online accessibility of desktops and laptops stationed in the office;



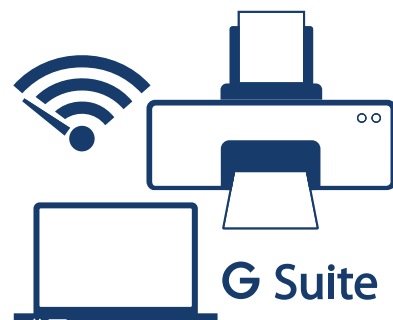
2



Procurement of the Video Conference Application and equipment that became the platform for all meetings, as well as virtual webinars, trainings and workshops; and

3

Procurement of laptops, printers, Fiber Optic Bandwidth subscriptions, Firewall and Forti Analyzer licenses, Newsletter and Email System, Online Form Creator and renewal of and additional G-Suite Email accounts



# COMMUNITY PASSION (COMMPASSION): COVID-19 RELATED PROJECTS

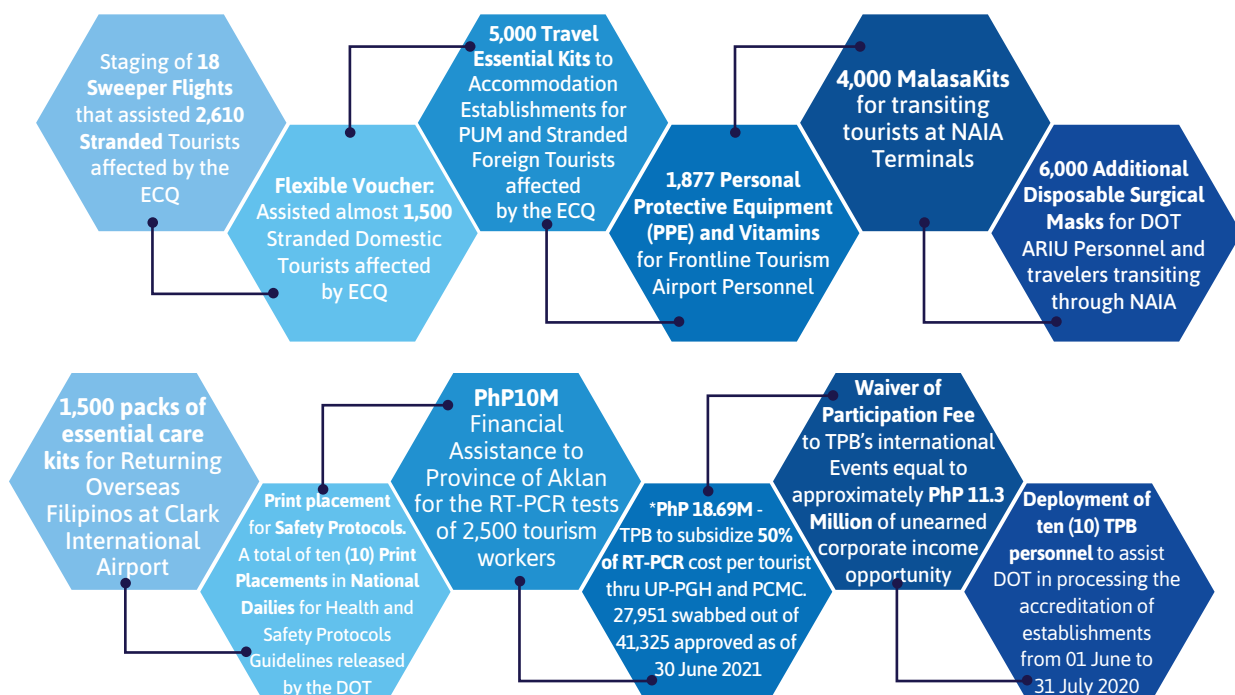
## Supporting the effective implementation of the Tourism Response and Recovery Program

**“I would like to dwell on how the tourism industry worked together to provide genuine care and hospitality to stranded tourists, frontliners and balikbayans at the height of the pandemic.”**

– Talavera, Catherine. “Bayanihan spirit lives on in tourism.” Interview with Tourism Secretary Bernadette Romulo-Puyat. *The Philippine Star*. 1 January 2021.

In support of effectively implementing the Tourism Response and Recovery Program, and in line with the legislative intent of the Tourism Act of 2009, the TPB fully utilized for the first time its Special Contingency Fund (SCF). Eighty-Six Million One Hundred Ninety-Eight Thousand Six Hundred Twenty-Six Pesos and 86/100 (PhP86,198,626.86) was spent to immediately respond to the needs of stranded tourists and supporting accommodation establishments that were used as quarantine facilities for returning Overseas Filipino Workers (OFWs).

Various types of assistance were also extended to tourism front liners and stakeholders towards the recovery of the industry under the new normal, including the funding for sweeper flights that assisted 2,610 stranded international and domestic tourists; provision of Personal Protective Equipment (PPE) and supplements for frontline tourism airport personnel, MalasaKits for transitting tourists at NAIA terminals, surgical masks for DOT ARIU personnel, and essential care kits shared by accommodation establishments for returning OFWs at Clark International Airport.



\*Continuing beyond 2020



In a bid to provide affordable Real-Time Reverse Transcription Polymerase Chain Reaction (RT-PCR) tests for qualified domestic tourists, the DOT and TPB rolled out its RT-PCR Financial Subsidy Programs by inking an agreement with two (2) major hospitals. This partnership subsidizes 50% of the testing cost to benefit more than 22,000 local tourists. Part of the requirement is to stay only at DOT Accredited Establishments which are certified compliant to established safety protocols and so are given approval to operate.

On 15 December 2020, TPB signed a Memorandum of Agreement with the University of the Philippines-Philippine General Hospital (UP-PGH) to subsidize 50 percent of the hospital's RT-PCR testing cost of PhP 1,800 for about 11,000 qualified domestic tourists.

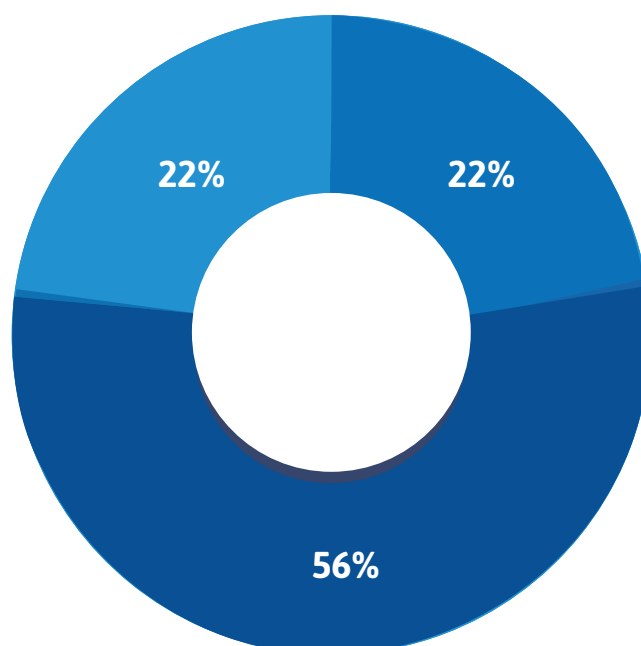
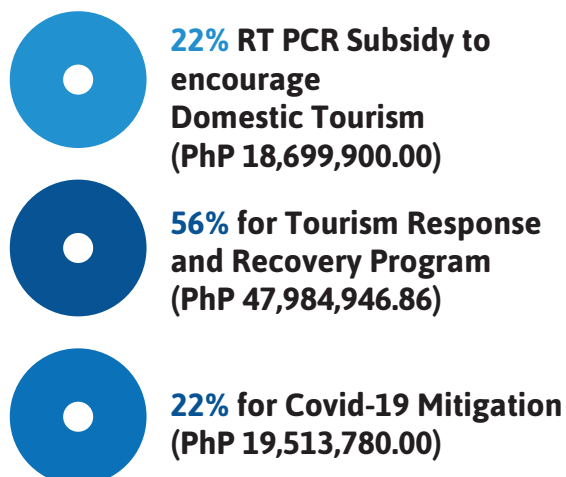
To further expand access to affordable RT-PCR test in time for New Year's domestic travels, TPB inked another Memorandum of Agreement with the Philippine Children's Medical Center (PCMC) on 28 December 2020.

The combined PhP 18,699,900.00 financial subsidy program with the UP-PGH and PCMC aims to address an identified financial barrier to travel and further encourage the traveling public to rediscover places that have been declared open and safe by the Inter-Agency Task Force Emerging Infectious Disease (IATF-EID) and local government units. Among these destinations are Manila, Boracay, Palawan, Cebu, Bohol, Baguio, and Ilocos Norte. This is also a strategic step in continuously marketing and promoting the country as a safe tourism destination.

## 2020 SPECIAL CONTINGENCY FUND (SCF) UTILIZATION BREAKDOWN

TPB allocated its 2020 Special Contingency Fund to support various Tourism Recovery, Travel Subsidy and COVID-19 Mitigation efforts and achieved a 99.04% SCF Utilization Rate by year-end, with PhP 86,198,626.86 being fully utilized out of the PhP 87,033,995.56 SCF allocation for the year.

**General funds allocation are as follows:**





## CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS

The influx of domestic and foreign travelers to different tourist destinations has raised sustainability as a primary goal and concern. Under the previous normal environment, TPB's CSR programs focused on advocating and supporting environmental protection and conservation hand in hand with community assistance and rehabilitation.

TPB maintained its Corporate Social Responsibility Programs in 2020, prioritizing the aspect of Community Assistance, noting that tourism recovery can only be realized under safe health and environmental conditions, and as a fitting tribute to the primary role played by communities in developing sustainable tourism.

The first leg of CSR activities gave back to medical front-line workers of the Philippine General Hospital in view of their hard work, sacrifice and the high-risk nature of their jobs while the second and third CSR Programs were launched in November 2020, benefitting communities in Guinobatan, Albay, and Baggao and Enrile in the Cagayan Valley Region that were adversely affected by Typhoons Rolly and Ulysses.

WHAT	WHO	WHEN	WHERE	HOW
1ST LEG	Philippine General Hospital (PGH) Health Care Workers	June 2020	UP-PGH c/o "Panatag na Kanlungan: A Safe Haven of Philippine General Hospital Health Care Workers."	Purchase, repacking and donation of 500 Hygiene Kits, 10 Dust Bins, and 10 Gallons of Isopropyl Alcohol and 30 Boxes of Surgical Masks
2nd LEG	Communities devastated by Typhoon Rolly	November 2020	Guinobatan, Albay c/o DOT-RO V	Purchase, repacking and donation of 700 relief bags and hygiene kits with four (4) boxes of personal donations
3rd LEG	Communities devastated by Typhoon Ulysses	November 2020	Baggao and Enrile, Cagayan Valley Region c/o DOT-RO II	Purchase, repacking and donation of 1,000 food packs and hygiene kits and five boxes of personal donations from TPB personnel



**TOURISM PROMOTIONS BOARD PHILIPPINES**  
**COMPARATIVE DETAILED STATEMENT OF FINANCIAL POSITION**  
*(audited by COA)*  
*As of 31 December 2020 and 2019*

	2020	2019(RESTATED)		2020	2019(RESTATED)
<b>ASSETS</b>					
<b>CURRENT ASSETS</b>					
Cash and Cash Equivalents	1,567,924,602	1,707,934,596	Net Value	2,451,604	3,482,176
Cash On Hand	120,000	95,000	Information and Communication Technology Equipment	43,763,168	38,594,631
Petty Cash Fund	120,000	95,000	Less: Accumulated Depreciation - IT Equipment	(27,396,573)	(23,248,254)
Treasury/Agency Cash Accounts	-	-	Net Value	16,366,595	15,346,377
Cash-Modified Disbursement Sysytem (MDS), Regular	-	-	Other Machinery and Equipment	494,889	494,889
Cash In Bank - Local Currency	1,494,937,197	1,653,895,116	Less: Accumulated Depreciation - Other Machinery and Equipment	(412,419)	(394,747)
Cash in Bank - Current Account	1,494,937,197	1,653,895,116	Net Value	82,470	100,142
Cash in Bank - High-Yield Savings Account	-	-	Furniture, Fixture and Books	1,324,677	1,325,126
Cash In Bank - Foreign Currency	72,867,405	53,944,480	Furniture & Fixtures	2,011,841	1,891,841
Cash In Bank - Savings Dollar Account	72,867,405	53,944,480	Less: Accumulated Depreciation - Furniture & Fixtures	(693,609)	(573,160)
Investments	-	4,903,121	Net Value	1,318,232	1,318,681
Investments in Time Deposit	-	14,903,121	Books	64,450	64,450
Investments in Time Deposit	-	-	Less: Accumulated Depreciation - Books	(58,005)	(58,005)
Local Currency	-	14,903,121	Net Value	6,445	6,445
Receivables	413,143,481	196,275,633	Transportation Equipment	7,927,494	9,288,993
Loans and Receivable Accounts	-	61,249	Motor Vehicles	16,895,852	16,895,852
Interest Receivables	-	61,249	Less: Accumulated Depreciation - Motor Vehicles	(8,968,358)	(7,606,859)
Inter-Agency Receivables	437,060,194	205,069,921	Net Value	7,927,494	9,288,993
Due from National Government Agencies	327,436,492	200,612,737	Intangible Assets	2,748,275	2,278,275
Due from Local Government Unit	94,790,672	2,324,153	Computer Software	2,748,275	2,278,275
Due from Government Owned/Controlled Corp.	14,833,030	2,133,031	Other Non-Current Assets	877,585,277	190,572,404
Intra-Agency Receivables	-	-	Other Assets	877,585,277	190,572,404
Due from Other Funds	-	-	Restricted Fund	877,585,277	190,572,404
Other Receivables	903,457	903,457	Other Assets	-	-
Due from Officers and Employees	176,056	176,056			
Due from Non-Government Organizations /People's Organizations	-	-	<b>TOTAL NONCURRENT ASSETS</b>	<b>922,497,251</b>	<b>236,815,371</b>
Other Receivables	727,401	727,401			
Less: Allowance for Impairment-Accounts Receivable	(24,820,170)	(9,758,994)	<b>TOTAL ASSETS</b>	<b>2,988,581,575</b>	<b>2,205,877,799</b>
Inventories	71,320,387	39,997,929			
Office Supplies Inventory	3,454,473	2,168,058	<b>LIABILITIES</b>		
Other Supplies and Materials Inventory	67,865,914	37,829,871	Financial Liabilities	242,065,350	573,030,800
Semi-Expendable Information & Communication	-	-	Payables	241,779,706	572,862,485
Other Current Assets	13,695,854	9,951,149	Accounts Payable	236,483,469	567,164,061
Advances	1,276,814	2,413,684	Due to Officers & Employees	5,296,237	5,698,424
Advances to Officers & Employees	1,276,814	2,413,684	Tax Refunds Payable	285,644	168,315
Prepayments	9,427,187	4,545,612	Tax Refunds Payable	285,644	168,315
Prepaid Rent	-	28,722	Inter-Agency Payables	234,719,795	229,145,073
Prepaid Insurance	39,028	16,015	Due to BIR	16,026,614	10,039,609
Other Prepaid Expenses	9,388,159	4,500,875	Due to GSIS	903,199	527,524
Deposits	2,991,853	2,991,853	Due to PAG-IBIG	947,113	1,823,920
Guaranty Deposits	2,991,853	2,991,853	Due to PHILHEALTH	119,118	30,269
			Due to Other NGAs	211,895,120	211,895,120
			Due to Other GOCC	4,828,631	4,828,631
			Intra-Agency Payables	-	-
			Due to Other Funds	-	-
			Trust Liabilities	33,576,520	33,678,254
			Guaranty / Security Deposits Payable	33,576,520	33,678,254
<b>TOTAL CURRENT ASSETS</b>	<b>2,066,084,324</b>	<b>1,969,062,428</b>	Other Payables	6,679,002	2,084,943
			Undistributed Collections	3,997,216	-
<b>NONCURRENT ASSETS</b>			Other Payables	2,681,786	2,084,943
Investments	123,600	123,600			
Investments in Stocks	123,600	123,600	<b>TOTAL CURRENT LIABILITIES</b>	<b>517,040,667</b>	<b>837,939,070</b>
Other Investments	-	-			
Property, Plant and Equipment	42,040,099	43,841,092	Trust Liabilities	877,585,277	-
Buildings and Other Structures	13,887,259	14,298,278	Trust Liabilities	877,585,277	-
Buildings	24,004,753	24,004,753			
Less: Accumulated Depreciation - Buildings	(10,163,744)	(9,706,475)	<b>TOTAL NONCURRENT LIABILITIES</b>	<b>877,585,277</b>	<b>-</b>
Net Value	13,841,009	14,298,278	<b>TOTAL LIABILITIES</b>	<b>1,394,625,944</b>	<b>837,939,070</b>
Other Structures	50,000	-	<b>NET ASSETS/EQUITY</b>	<b>1,593,955,631</b>	<b>1,367,938,729</b>
Less: Accum. Depreciation - Other Structures	(3,750)	-			
Net Value	46,250	-	Accumulated Surplus/ Deficit	1,343,955,631	1,117,938,729
Machinery and Equipment	18,900,669	18,928,695	Government Equity	250,000,000	250,000,000
Office Equipment	6,815,613	7,677,650			
Less: Accumulated Depreciation - Office Equipment	(4,364,009)	(4,195,474)	<b>TOTAL NET ASSETS/EQUITY</b>	<b>1,593,955,631</b>	<b>1,367,938,729</b>
			<b>TOTAL LIABILITIES AND EQUITY</b>	<b>2,988,581,575</b>	<b>2,205,877,799</b>

	2020	2019(RESTATED)
<b>REVENUES</b>		
Service and Business Income	3,258,322	31,598,391
Service Income	1,616,652	21,183,234
Registration Fees	1,616,652	21,183,234
Total Service Income	1,616,652	21,183,234
Business Income	1,641,670	10,415,157
Interest Income	1,382,051	8,139,518
Share in the Profit/Revenue from Joint Venture	-	-
Other Business Income	244,500	2,215,892
Fines and Penalties	15,119	59,747
Total Business Income	1,641,670	10,415,157
Total Service and Business Income	3,258,322	31,598,391
Other Non-Operating Income	5,703	2,202
Miscellaneous Income	5,703	2,202
Total Other Non-Operating Income	5,703	2,202
<b>TOTAL REVENUES</b>	<b>3,264,025</b>	<b>31,600,593</b>

#### LESS: CURRENT OPERATING EXPENSES

<b>PERSONNEL SERVICES</b>		
Salaries and Wages	54,618,429	48,142,322
Salaries & Wages - Regular	54,618,429	48,142,322
Total Salaries and Wages	54,618,429	48,142,322
Other Compensation	33,641,913	27,343,272
Personnel Economic Relief Allowance	2,591,000	2,081,697
Representation Allowance	1,980,352	1,775,980
Transportation Allowance	1,859,602	1,087,500
Clothing Allowance	660,000	588,000
Productivity Incentive Allowance	532,500	507,000
Hazard Duty Pay - Civilian	135,500	
Overtime and Night Pay	344,417	3,128,066
Cash Gift	531,000	498,000
Year End Bonus	4,787,558	4,055,841
Mid-Year Bonus	4,375,729	3,685,669
Other Bonuses and Allowances	15,844,255	9,935,519
Total Other Compensation	33,641,913	27,343,272
Personnel Benefit Contributions	8,317,935	5,885,657
Life & Retirement Insurance Contribution	7,279,316	5,181,169
PAG-IBIG Contributions	139,700	114,900
PHILHEALTH Contributions	759,619	484,788
Employees Compensation Insurance Premiums	139,300	104,800
Total Personnel Benefit Contributions	8,317,935	5,885,657
Other Personnel Benefits	9,448,794	11,172,172
Terminal Leave Benefits	6,670,791	3,416,325
Other Personnel Benefits	2,721,003	7,755,847
Incentive and Loyalty Award	30,000	-
Retirement Gratuity	27,000	
Total Other Personnel Benefits	9,448,794	11,172,172
<b>TOTAL PERSONNEL EXPENSES</b>	<b>106,027,071</b>	<b>92,543,423</b>

#### MAINTENANCE AND OTHER OPERATING COSTS

Marketing and Promotional Expenses	411,732,650	1,229,184,076
Advertising, Promotional and Marketing Expenses	411,732,650	1,229,184,076
Total Marketing and Promotional Expenses	411,732,650	1,229,184,076
Travelling Expenses	8,692,499	36,100,733
Travelling Expenses - Local	5,727,362	6,711,212
Travelling Expenses - Foreign	2,965,137	29,389,521
Total Travelling Expenses	8,692,499	36,100,733
Training Expenses	6,494,152	10,254,895
Training Expenses	6,494,152	10,254,895
Utility Expenses	1,737,505	2,359,599
Water Expenses	16,928	31,992
Electricity Expenses	1,720,577	2,327,607
Total Utility Expenses	1,737,505	2,359,599
Supplies and Materials Expenses	4,890,951	9,027,495
Office Supplies Expenses	1,919,094	4,949,500
Drug and Medicines Expenses		20,805
Fuel, Oil & Lubricants Expenses	823,679	1,225,876
Semi-Expendable Office Equipment Expense		116,542
Semi-Expendable Information and Communications Technology Equipment Expenses		454,120
Semi-Expendable Other Machinery & Equipment Expenses	4,600	206,401
Semi-Expendable Furniture and Fixtures	55,050	447,900

	2020	2019(RESTATED)
Semi-Expendable Books		11,510
Other Supplies Expenses	2,088,528	1,594,841
Total Supplies and Material Expenses	4,890,951	9,027,495
Communication Expenses	3,224,880	3,882,912
Telephone Expenses	1,667,556	1,710,240
Internet Expenses	1,557,324	2,172,672
Total Communication Expenses	3,224,880	3,882,912
Professional Services	26,013,733	24,596,077
Legal Services	3,000,000	
Auditing Services	1,720,638	2,618,114
Consultancy Services	1,879,703	2,588,202
Other Professional Services	19,413,392	19,389,761
Total Professional Services	26,013,733	24,596,077
General Services	9,349,298	9,671,299
Janitorial Services	3,458,330	3,780,448
Security Services	5,890,968	5,890,851
Total General Services	9,349,298	9,671,299
Repairs & Maintenance	1,108,161	2,502,836
Repairs & Maintenance - Buildings and Other Structures	202,013	580,054
Repairs & Maintenance - Machinery and Equipment	164,712	334,625
Repairs & Maintenance - Land Transportation Equipment	687,136	1,536,206
Repairs & Maintenance - Furniture and Fixtures	54,300	51,951
Total Repairs and Maintenance	1,108,161	2,502,836
Confidential, Intelligence and Extraordinary Expenses	532,284	355,987
Extraordinary and Miscellaneous Expenses	532,284	355,987
Total Confidential, Intelligence and Extraordinary Expenses	532,284	355,987
Taxes, Duties and Licenses	2,628,622	3,682,007
Taxes, Duties & Licenses	430,996	1,798,913
Fidelity Bond Premium	335,631	387,906
Insurance Expenses	1,861,995	1,495,188
Total Taxes, Duties and Licenses	2,628,622	3,682,007
Other Maintenance and Operating Expenses	22,452,083	18,662,175
Printing and Binding Expenses	0	1,128
Representation Expenses	358,696	2,461,150
Transportation and Delivery Expense	1,353,935	1,873,517
Rent Expenses	10,817,148	7,544,453
Membership Dues & Contribution to Organizations	1,874,944	2,348,178
Postage and Courier Services	3,897,770	1,011,977
Subscription Expenses	3,244,720	2,030,830
Donations	2,284	-
Board Members/Directors Allowances & Other Benefits	340,710	426,300
Other Maintenance and Operating Expenses	561,876	964,642
Total Other Maintenance and Operating Expenses	22,452,083	18,662,175
<b>TOTAL MAINTENANCE AND OTHER OPERATING COSTS</b>	<b>498,856,818</b>	<b>1,350,280,091</b>

<b>FINANCIAL EXPENSES</b>	<b>1,073,442</b>	<b>1,825,281</b>
Bank Charges	1,073,442	1,825,281
Total Financial Expenses	1,073,442	1,825,281
<b>NON-CASH EXPENSES</b>	<b>26,884,531</b>	<b>10,235,102</b>

Depreciation Expense - Building & Structures	461,019	456,931
Depreciation Expense - Machinery and Equipment	5,815,377	6,247,631
Depreciation Expense - Furniture, Fixtures & Books	1,361,499	1,405,284
Depreciation Expense - Land Transport Eqpt.	120,449	185,304
Depreciation Expense - Other PPE	-	59,534
Impairment Loss - Loans and Receivables		15,061,176
Loss on Foreign Exchange	3,937,030	1,694,034
Gain on Foreign Exchange	208	-
Loss on Sale of Property, Plant and Equipment	128,189	186,384
Total Non-Cash Expenses	26,884,531	10,235,102
<b>TOTAL CURRENT OPERATING COSTS</b>	<b>632,841,862</b>	<b>54,883,897</b>
<b>PROFIT/LOSS</b>	<b>-629,577,837</b>	<b>-1,423,283,304</b>

<b>FINANCIAL ASSISTANCE/SUBSIDY</b>		
Subsidy Income from National Government	1,090,198,827	1,819,234,541
Subsidy from Other National Government Agencies	155,300,059	-
Total Assistance and Subsidy	1,245,498,886	1,819,234,541
<b>NET INCOME/ (LOSS)</b>	<b>615,921,049</b>	<b>395,951,237</b>



Acknowledgement

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**NARJAY R. CALINAO**

(for the photos)



**4F LEGASPI TOWERS 300**

**ROXAS BOULEVARD**

**MANILA, PHILIPPINES 1004**

**TEL NOS: +63 2 85259318 TO 27**

**EMAIL: INFO@TPB.GOV.PH**

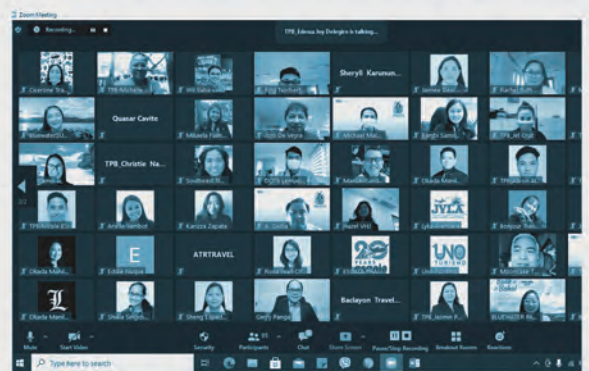
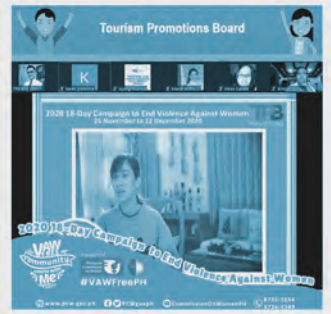
**WEBSITE: WWW.TPB.GOV.PH**

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# TPB AT WORK...









**TOURISM PROMOTIONS BOARD (TPB) PHILIPPINES**

4th Floor, Legaspi Towers 300, Roxas Boulevard, Malate, Manila

Tel: +63 2 8525 9318 to 27 / 8525 1153 • Fax No. +63 2 8525 6110

Email: [info@tpb.gov.ph](mailto:info@tpb.gov.ph) • Website: [tpb.gov.ph](http://tpb.gov.ph)

