

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
2ND QUARTER CY 2022

AGENCY: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs 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 2022. 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 2022 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2021 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
INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR									
Outdoor Adventure Travel Show (OATS) Vancouver	1 No private sector participants, represented by PDOT-San Francisco 2 05 to 06 March 2022 3 Vancouver, BC, Canada 4 Objectives: - To connect/reconnect with the travel industry stakeholders in North West and Midwest areas of U S and Canada - To observe the changes in market behavior and generate market intelligence and business leads - To provide a venue for business networking meetings with US and Canadian tour operators and wholesalers - To raise level of awareness of the Philippines as a travel and adventure destination - To regain the trust and confidence of the US and Canadian markets in traveling to the Philippines								
Outdoor Adventure Travel Show (OATS) Calgary	1 No private sector participants, represented by PDOT-San Francisco 2 19 to 20 March 2022 3 Calgary, AB, Canada 4 Objectives: - To connect/reconnect with the travel industry stakeholders in North West and Midwest areas of U S and Canada - To observe the changes in market behavior and generate market intelligence and business leads - To provide a venue for business networking meetings with US and Canadian tour operators and wholesalers - To raise level of awareness of the Philippines as a travel and adventure destination - To regain the trust and confidence of the US and Canadian markets in traveling to the Philippines								
Outdoor Adventure Travel Show (OATS) Montreal	1 No private sector participants, represented by PDOT-New York 2 26 to 27 March 2022 3 Montreal, QC, Canada 4 Objectives: - Raise the level of awareness of the Philippines as a preferred holiday and adventure destination among the Canadian outbound market. - Educate the Canadian travel trade/agents about the Philippines, and encourage them to develop and sell Philippine tour programs to their clients. - Provide a venue for business networking with Canadian tour operators and wholesalers, and, - Keep the Philippines as a top-of-mind destination as it gets ready to welcome back tourists to its shores.								
Travel and Adventure Show (TAS) Series 2022 Dallas	1 No private sector participants - represented by PDOT Los Angeles 2 01-02 April 2022 3 Dallas, Texas 4 Objectives: - Sustain Philippine market presence in the U.S. Southwestern States. - Meet and network with travel experts and learn about new U.S. travel developments, - Obtain business leads for future projects - Update the public on entry requirements and inform travelers of the Philippines' current safety and sustainability efforts 5. Expected Benefits						no information on this		
Marine Diving Fair (MDF)	1 Private sector participants are all based in Japan and registration was c/o PDOT Tokyo (Atlantis Dive Resorts & Liveaboards, Cebu Pacific Air, Philippine Airlines, Emerald Green, Friendship Tours, Blue Coral) 2 01 to 03 April 2022 3 Sunshine City, Ikebukuro, Tokyo, Japan 4 Objectives: > To promote the Philippines as a top diving destination to the Japanese dive clubs and operators, media, and consumers > To maintain the Philippine presence and visibility in Japan's biggest dive travel show > To introduce the Philippines as the ultimate dive destination for the Japanese traveling market 5 The projected no. of attendees is 20,000 pax with the assumption that 10% will acquire Philippine dive packages and visit the Philippines. At US\$ 126.09 as the average daily expenditure per Japanese traveler and 5.31 days as the average length of stay of Japanese tourists in the country, the projected total amount that will be generated will reach US\$ 1,339,075.80	Renewed partnership and business of Philippine dive operators with their counterparts in the Kanto region. The recommendation of PDOT Tokyo is to engage directly with Japanese dive associations as they already have strong business connections with the Japanese dive sector.	The projected no. of attendees is 20,000 pax with the assumption that 10% will acquire Philippine dive packages and visit the Philippines. At US\$ 126.09 as the average daily expenditure per Japanese traveler and 5.31 days as the average length of stay of Japanese tourists in the country, the projected total amount that will be generated will reach US\$ 1,339,075.80.	Decrease in the number of private sector participants compared to the number in 2021 (7 companies)	Inbound travel restrictions implemented by the Japanese government resulting to the participation of companies who already have office/staff residing in Japan.	5	1		

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Outdoor Adventure Travel Show (OATS) Toronto	1 No private sector participants, represented by PDOT-New York 2 29 April to 01 May 2022 3 Toronto, ON, Canada 4 Objectives: - Raise the level of awareness of the Philippines as a preferred holiday and adventure destination among the Canadian outbound market, - Educate the Canadian travel trade/agents about the Philippines, and encourage them to develop and sell Philippine tour programs to their clients, - Provide a venue for business networking with Canadian tour operators and wholesalers, and, - Keep the Philippines as a top-of-mind destination as it gets ready to welcome back tourists to the shores.								
Arabian Travel Market 2022 (Live and Virtual)	1 18 Philippine Stakeholders (hotel/resort, tour operators, airlines) 2 Live 09 - 12 May 2022 Virtual 17-18 May 2022 3 Live Dubai World Travel Centre Virtual ATM Platform	Communicated sustainability initiatives of the country through interviews and marketing channels of the event	Renewed partnerships with middle east carriers for the increase in accessibility for the market	Estimate conservative expected returns of PHP 105,678,877 based on the sales and leads generated at the stand.	Decrease in participants compared to 2021 with 22 seller companies	Last minute cancellations for the live event due to election, challenges with visa application and expensive air tickets	9	13	
	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 global tourism								
	5 Business meeting opportunities with about a thousand buyers from all four corners of the globe - particularly from the Middle East, □ Networking possibilities, with approximately 30,000 travel professionals, media and industry practitioners, □ Leads generated, ultimately converting them to sales once global travel resumes/normalizes, □ Market information gathered onsite and online from the participants, webinars and related fora.								
Blue Ocean Diving Fes Kansai	1 No private sector participants - implemented by PDOT Osaka 2 21 to 22 May 2022 3 Osaka, Japan 4 Objectives: - > To promote the Philippines as a top diving destination to the Japanese dive clubs and operators, media, and consumers in the Kinki/Kansai region - > To maintain the Philippine presence and visibility in Japan's second-largest dive travel show - > To introduce the Philippines as the ultimate dive destination for the Japanese traveling market 5 Expected outputs: created awareness of the current state of the Visayas region dive destinations, created awareness of new dive destinations, rebooted retailing of dive tour products for the autumn and winter seasons, particularly for institutional sellers in the market, and established and sustained goodwill relationships between PDOT Osaka and the dive community in West Japan		Renewed partnership and business with the dive operators in the Kinki region.	The consumer fair generates approximately 60 exhibitors. The entrance fee is rather high, however, the event still generates 12,000 visitors over 2 days.					
INVITATIONAL PROGRAMS									
UK Travel Influencers & Media Familiarization Tour	1 PDOT-UK Office, Megaworld Hotel & Resorts, Ten Knots El Nido Resorts, Lihim Resort El Nido and Intas Destinations (as Tour handler), 6 tour participants 2 16 - 25 April 2022 3 Destinations Cordillera (Sagada, Banaue, Kiangan) - Manila - El Nido 4 5						5	4	
UK Travel Trade Familiarization Tour	1 Hostings: Megaworld Hotel & Resorts, Shangri-La Boracay, Discovery Shores 2 20 - 29 April 2022 3 Destinations Manila - Bacolod - Iloilo - Boracay 4 5	Refrained from using single use plastics	Encourage UK travel trade partners to expand their Philippine tourism portfolio and linked them with Philippine stakeholders during the networking lunch.	Forecast production of PHP 61,830,550 50	same as 2019 during the last fam trip	N/A	4	1	
TPB/PDOT Tokyo & PAL Invitational Tour for Agents	1. PDOT Tokyo office, Dusit Thani Mactan Cebu, Shangri-La Mactan, NUSTAR Resort and Casino, Radisson Blu Cebu, Bohol Beach Club, Mithi Resort and Spa, Bluewater Panglao Beach Resort, Hotel Okura Manila, Okada Manila, Sofitel Philippine Plaza Manila, Shangri-La at the Fort, Juan Pasyalan Travel and Tours (as tour operator), 8 Japanese participants 2 21 to 25 May 2022 3 Destinations visited Cebu, Bohol, and Manila	Discussion of sustainability practices of the accommodation properties during the ocular of the facilities.	Renewed partnership of the Philippine stakeholders with the Japanese travel agents in post-pandemic. Updating of the latest health and safety protocols in the Philippines in preparation of the return of Japanese tourists in the country.	The target number of conversions is 3,000 pax (at an average of 300 pax per participating travel agent) At US\$ 126 as the average daily expenditure per Japanese traveler and 4 days as the average length of stay of Japanese tourists in the country, the projected total amount that will be generated will reach PHP 77,051,520 00	N/A	N/A	5	3	
	4 Objectives - > To create awareness regarding the health and safety protocols in the Philippines - > To create travel packages based on the new travel trend - > To exchange information on the needs of the Japanese market and how to adapt towards the new market trends 5 The target number of conversions is 3,000 pax (at an average of 300 pax per participating travel agent) At US\$ 126 as the average daily expenditure per Japanese traveler and 4 days as the average length of stay of Japanese tourists in the country, the projected total amount that will be generated will reach PHP 77,051,520 00 Expected outputs: production of new travel packages for the Philippines and increase in the sales of Philippine travel packages			Expected outputs: production of new travel packages for the Philippines and increase in the sales of Philippine travel packages					

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DOMESTIC PROMOTIONS DEPARTMENT									
INDUSTRY RELATIONS AND SERVICES DIVISION									
TPB Members' Chat	Members' Chat - Held regularly every 3rd Wednesday of the month (or as needed), 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. Three (3) meetings (2 online and 1 hybrid) were held during the period featuring speakers from the LGUs, private sector and member-establishments - 11 May 2022 - 15 June 2022 - 30 June 2022 (Hybrid at Diamond Hotel)		TPB Members and other tourism stakeholders including private sector, LGU, DOT Foreign/Regional Offices, academe, and others	N/A	N/A	N/A	Based on post-event evaluation responses (3 meetings) 6	Based on post-event evaluation responses (3 meetings) 42	
Biyaheng Digiskarte Angat Turismo Serye	Biyaheng Digiskarte Angat Turismo - A multi-partner program with UnionBank of the Philippines and Aboltz Equity Ventures, Inc. features a series of 6 e-learning sessions (in 2 modules) which aim to assist in the revival of tourism by providing capacity building opportunities to TPB members particularly in the area of digital literacy and competencies transformation. Three (3) webinars (1st module) have been completed todate. - 06 April 2022 - 04 May 2022 - 02 June 2022		Multi-partnership among TPB, UnionBank of the Philippines and Aboltz Equity Ventures, Inc. Said organizations are undertaking the program as part of their advocacy/CSR programs.	N/A	N/A	N/A	Based on post-event evaluation responses (3 meetings) 16	Based on post-event evaluation responses (3 meetings) 67	
Marketing Support to DOT Regional Offices, LGUs, BARMM, and attached agencies	Proponent: Duty Free Philippines Corp Event: Development of a Marketing Video Campaign/May to December 2022 Amount: Php 950,000.00 Objectives 1. To increase brand awareness 2. To increase foot traffic (stores) and sales 3. To introduce DFP's new logo and jingle		Strengthened support and partnership with the attached agencies	N/A	N/A	N/A	N/A	N/A	
	Proponent: Department of Tourism 4A (CALABARZON) Event: Provision of Collaterals for the Promotion and Marketing of Pahiyas Festival/10-20 May 2022 Amount: N/A (Provision of Collaterals) Objectives 1. Improve the local economy 2. To allow visitors take a token with them for their visit, ultimately to encourage an opportunity for a return visit 3. To promote the locale to other tourists as a form of word of mouth marketing 4. To continue traditions and culture 5. To give basis information about the preparation and implementation of the festivals 6. To advertise the event and all the line-up activities that will unfold during the festivals 7. To act as a detailed reference of the Pahiyas festival 8. To provide necessary information of direction and signs for maintaining safety		Strengthened support and partnership with regions/LGUs	N/A	N/A	N/A	N/A	N/A	
	Proponent: Department of Tourism Region 2 (Cagayan Valley) Event: Regional Tourism Forum and Awards Night (RTFAN)/31 May 2022 Amount: N/A (Provision of Collaterals) Objectives 1. Promotion of the region as an emerging MICE destination 2. Provide a venue for the region's tourism officers to meet and greet and get abreast about the accomplishments of the industry for the past six years		Strengthened support and partnership with regions/LGUs	N/A	N/A	N/A	N/A	N/A	
Support to Tourism Associations and Stakeholders	Proponent: Trajet International Travel and Leisure Corp Event: Manila City Tour/27 April 2022 Amount: N/A (Provision of Collaterals) Objectives 1. To Promote Philippine destinations and tourism products and services 2. To Reboot Philippine tourism		Strengthened support and partnership with private stakeholders/tourism associations	N/A	N/A	N/A	N/A	N/A	
	Proponent: Cavite Alliance of Independent Tour Operators, Inc. (CAITO) Event: 2nd General Membership Meeting/21 June 2022 Amount: N/A (Provision of Collaterals) Objectives To update the members of the CAITO and reconnect with different tour operators, allied and affiliate partners		Strengthened support and partnership with private stakeholders/tourism associations	N/A	N/A	N/A	N/A	N/A	

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	Proponent: Philippine Tour Operators Association (PHILTOA) Event: 33rd Philippine Travel Mart Amount: PhP3,500,000.00 Objectives: 1. Refocus stakeholders to the business of tourism 2. Expedite with care the opening of tourism destinations to leisure travel to start the domestic tourism bubble 3. Start operating tour products under the new normal 4. Restart tourism economics and save the business of tourism stakeholders and jobs of other tourism workers 5. Restart Philippine domestic and inbound tourism		Strengthened support and partnership with private stakeholders/tourism associations	N/A	N/A	N/A	N/A	N/A	
SALES DIVISION									
Regional Travel Fair	Date: 28 April to 01 May 2022 Webinar and RTF Opening: 28 April 2022 Total Attendees: 350 B2B and B2C: 28 and 30 April - 01 May 2022 Total Sellers: 49 Total Buyers: 36 Artisans: 6		In collaboration with the Department of Tourism Region V (Bicol), the travel fair was participated in by the local tour operators and travel agencies as sellers in the Bicol Region, Artisans from Albay and Sorsogon showcasing the carpet and textile products, and the participation of all provinces except the provinces of Camarines Sur and Camarines Norte.						
Philippine Motorcycle Tourism									
Philippine Faith and Heritage Tourism	The project aims to jumpstart and strengthen the faith-based tourism in the country. Each circuit developed tapped Jubilee Churches in the Regions/Provinces featured as part of the celebration of the 500th Year of Christianity in the Philippines Circuit 1: Cebu-Bohol, 11-14 May 2022, 1 TPB Member and 1 Media Participant Circuit 2: CALABARZON, 15-17 June 2022, 5 TPB Member Participants Circuit 3: Bulacan-Pampanga, 28-29 June 2022, 5 TPB Member Participants		In partnership with Creative Travel and Tours International and in coordination with Radio Veritas PH		N/A	N/A	4	8	
Philippine Islands Fundemic Caravan	The program is a series of caravan runs showcasing new destinations and product circuits that are resilient, inclusive, sustainable and engaging, highlighting the destination's weaving (habl), wellness (hilom) and culinary (halal). This is the 3rd run of the program in Mindanao through the participation of 11 tour operators and 4 media 04-11 April 2022 (Zamboanga, Isabela de Basilan and Tawi-Tawi)		In coordination with LGUs from Isabela de Basilan, Tawi-Tawi and Zamboanga City				7	8	
Philippine Tourism Influencer Program	The institutional program participated in by media, bloggers, influencers and travel tour operators has the objective to market and promote tourism destinations which have adopted the health and safety protocols under the new normal. Sixteen (16) influencers joined the familiarization tour: 27 April to 02 May 2022 (Albay, Sorsogon & Ticao Island, Masbate)		In coordination with LGUs from Albay, Sorsogon and Masbate				8	8	
Philippine Airlines Inaugural Flight between Cotabato and Tawi-Tawi	The Ministry of Trade, Investment and Tourism - Bangsamoro Autonomous Region in Muslim Mindanao (MTIT-BARMM) sought the assistance of TPB in promoting the Tawi-Tawi (Choose Bangsamoro tagline) through TPB's social media account, by way of inviting media, provision of promotional collaterals, and attendance of 2-3 TPB officials to join the 'maiden' flight. 09 June 2022		In coordination with MTIT-BARMM						
MARKETING COMMUNICATION DEPARTMENT									
MEDIA RELATIONS AND COMMUNICATIONS DIVISION									
Philippine Airlines Destination Rediscoveries	With the easing of travel restrictions, Destination Rediscoveries: Media Familiarization Tour intends to encourage local tourists to revive their passion for traveling. Recognizing everyone's pent up thirst to travel, Tourism Board of the Philippines (TPB) and the Philippines Airlines spearheaded a media fam tour so travel journalists can write about rediscovered destinations and travel experiences. Achieved PR VALUE is at PHP 54,679,431.20 Achieved MEDIA VALUE is at PHP 13,669,857.80	In this media fam tour, PAL proposes to feature key TPB-endorsed tourism products and give TPB the opportunity to interact with the media to promote upcoming tourism plans and programs for each of the destinations.	Strengthened partnership with Philippine Airlines, LGUs and the tourism industry sector	N/A	N/A	N/A	8	11	

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Services of a Marketing Services Agency for TPB's digital marketing and influencer campaign project.	This is a Php13.7M contract with two parts: 1) Digital Marketing Management, and 2) Influencer Campaign. Upon completion, the total estimated media value returns is at Php69.8M and a tremendous increase in following at 200% on each social media account of TPB. Breakdown is as follows: Part 1: Digital Marketing Management total estimated digital marketing media value Php40.5M Part 2: Influencer Campaign total estimated influencer media value is Php29.3M. 1. Procurement via Public Bidding, the contract is awarded to MMPI Corp. 2. The contract covers the months of November 2021 to April 2022. 3. TPB social media accounts (Facebook, Instagram, Twitter, YouTube). 4. Digital Marketing Management To increase online visibility and social media engagement through digital campaigns/activities highlighting the Philippines as a safe and fun travel destination and TPB as the marketing and promotions arm of the Department of Tourism (DOT). Influencer Campaign This campaign is anchored on DOT's It's More Fun With You campaign and aims to encourage domestic travel by collaborating with influencers from different tiers, to feature reopened destinations with new/emerging tourism products in Luzon, Visayas, and Mindanao.	Maximized utilization of marketing strategies on the digital platform. Sustainable tourism is also a key factor on the itineraries covered under the campaign.	MMPI Corp., influencers with various reach (from nano, micro, to macro level), LGUs, and provincial tourism offices/stakeholders.	N/A	N/A	N/A	N/A	N/A	
Maintenance, Enhancement, Marketing and Promotion of the Travel Philippines Application	The Maintenance, Enhancement, Marketing and Promotion of the Travel Philippines Application project was awarded to Tribal DDB Inc. The contract started on 31 Dec 2021 and after two approved addendum requests, the project is scheduled to finish on 15 December 2022. The app aims to provide real-time tourism information about the Philippines and promote and market the Philippines digitally, encourage potential tourists to travel domestically or foreign tourists to consider the Philippines as a top-of-mind travel destination in the future, and also provide support to tourism stakeholders by allowing them to offer their services digitally.	The app will be promoting DOT-accredited establishments, approved itineraries and destinations. It is expected, therefore, that sustainable practices will be considered by these DOT-approved / accredited entities.	Collaboration with Philippine Federation of Professional Tour Guide Associations (TGFED) - TGFED to provide assistance in gathering information for the Tour Guide Directory that will be incorporated into the app.	n/a	n/a	n/a			
BRAND MANAGEMENT AND ADVERTISING DIVISION									
WTTC Media Pre-Tours	1. Partners: DOT Foreign Offices (Seoul, Shanghai, Sydney); Market Reps (Melissa Ong, Charles Leong, San Jest); Shangri-La The Fort, Shangri-La Boracay, El Nido Resorts	Included in the itineraries (for both Boracay and Palawan) are CSR activities such as the coastal clean-up and mangrove planting - to instill in the minds of the participants the value of being a responsible tourist, anywhere they go.	After the two-year industry halt, the government (through TPB) and private entities (Shangri-La Hotel/Resort and El Nido Resort) have collaborated to come up with an itinerary that will leave a memorable experience for the participants.	na	na	na	18	12	
	2. April 17 - 20, 2022								
	3. Manila-Boracay and Manila-Palawan								
	4. To garner a positive editorial publicity on the Philippines for media invitees, and for the foreign delegates to stimulate a yearning for them to come back in the future.								
	5. The hosting of pre or post event tours is a way for the country to showcase its diverse tourism products and its world-renowned Filipino hospitality. With the country's reopening of borders to foreign tourists, hosting the 21st WTTC Global Summit in Manila was timely as it paved the way to bigger opportunities for Philippine tourism to rebound back ending the two-year hiatus due to the COVID-19 pandemic. Invited media participants to the media fam trip published free articles on the Philippines as host to the 21st WTTC Summit as well as showcased the diversity of country as a destination for business, leisure, and adventure seekers.								
Local Media Placement (Budget from 2021 COB)	1. Partner: Touch XDA (winning bidder)	OOH placements focused mostly on digital screens to avoid the use of tarpaulin.	In implementing the approved media plan, TPB, through Touch XDA, was able to build a good working relationship with local media vendors such as GMA7, CNN Philippines, AXN, ANC, renew relationship with print broadsheets (Philippine Daily Inquirer, Philippine Star, Manila Bulletin, Business World and Daily Tribune) and various digital platforms.						
	2. Duration of the Plan: December 2021 to May 31, 2022								
	3. Nationwide (local)								
	4. Objectives are as follows: - Strengthen domestic tourism promotions through the digital platforms, sustain awareness through traditional and other media platforms (TV, radio, OOH) featuring the safety and welcome back campaign (It's More Fun with You). - Inspire future travel to jumpstart local travel demand and increase the number of local travelers to reopened destinations. - Boost the promotional efforts in rebuilding the tourism industry in regions and communities severely affected by the pandemic and help restore jobs and livelihood.								
	5. The media plan and placements are expected to help rebuild trust and confidence in travel, aid tourism stakeholders and local communities to bounce back, and to re-establish the Philippines as a destination for safe and fun experiences.								

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MICE DEPARTMENT									
Asia Pacific Incentives and Meetings Event (AIME) 2022	1 TPB, DOT and 19 MICE stakeholders 2 21 - 23 March 2022 (physical) and 28 March - 1 April 2022 (virtual) 3 Melbourne Convention and Exhibition Centre (MCEC) 4 To raise awareness on the Philippine MICE brand, communicate New Normal safety guidelines in MICE destinations, support private sector participants to promote the country to the Asia-Pacific market, and present a strong MICE industry through partnerships with stakeholders 5 Generating leads, partnerships, events, RFPs and actual bookings						8	26	
Philippine-Korean Youth Forum (PKYF) 2022	1 University of the Philippines (UP) - Anrang, 120 delegates from both the Philippines & Korea 2 16 April - 24 May 2022 3 Online/Virtual 4 To connect and encourage collaboration between Filipino & Korean youth through a variety of educational & cultural activities designed to be a medium wherein these communities can exchange ideas regarding issues relevant to both the Philippines & Korea, thereby strengthening & solidifying their bonds, it can also provide an opportunity for its delegates to broaden their network 5 Assistance to virtual booked event is in line with the TPB's mandate and provides the opportunity to promote the Philippines as a safe and fun destination for MICE events, and strengthening of TPB's database of MICE market/clients								
Asian Defense and Security (ADAS), Crisis and Disaster Management Exhibition and Conference	1 APAC Expo Pte. Ltd. 2 27 - 29 April 2022 3 World Trade Center Manila 4 To support the modernization and upgrading programs of the defense and security organizations of the Philippines 5 Assistance to this booked event is in line with the TPB's mandate and provides the opportunity to promote the Philippines as a safe and fun destination for MICE events, as well as to provide continuing support to, and/or stronger collaboration with, local associations, academe and private sector stakeholders, and the strengthening of TPB's database of domestic MICE market/clients						8,137		
AFP Finance Center Multi-Purpose Cooperative Incentive Trip	1 AFP Multi-purpose cooperative employees 2 30 April - 2 May 2022 3 Henann Park Boracay 4 to provide incentive trip to AFP Multi-purpose cooperative employees 5 Assistance to incentive trip is in line with the TPB's mandate to promote the Philippines as a MICE destination and to attract more local and international MICE / Corporate groups to conduct their incentive trip in the Philippines								
Association of Administrators in Hotel & Restaurant Management Educational Institutions (AAHRMEI) Annual General Membership Meeting 2022	1 AAHRMEI in close coordination with the Technical Education & Skills Development Authority (TESDA) and Commission on Higher Education (CHED) 2 05 May 2022 3 Online/Virtual 4 To foster quality and excellence in education, with the end goal of producing graduates that would meet the demands of the industry 5 Assistance to this virtual booked event is in line with the TPB's mandate and provides the opportunity to promote the Philippines as a safe and fun destination for MICE events, as well as to provide continuing support to, and/or stronger collaboration with, local associations, academe and private sector stakeholders, and the strengthening of TPB's database of domestic MICE market/clients								
COMELEC 2022 International Election Observation Program (IEOP) / AAEA 2022 General Assembly and Executive Board Meeting	1 Commission on Elections (COMELEC) and Association of Asian Election Authorities (AAEA) 2 06-11 May 2022 3 Marriott Hotel Manila 4 To promote open and transparent elections through exchange of experiences and information relating to election law and procedure, technology, administrative practices, and voter education 5 Assistance to this event is in line with the TPB's mandate to promote the Philippines as a MICE and leisure destination, and to attract more international MICE visitors to visit the country, this is also consistent with the TPB's continuing efforts to provide support to and/or collaborate with other government offices and associations								
To. Rismo Miss Mo Ba Ako (Understanding the Present Face of Tourism and Its Sector, An Event for a Cause)	1 Jose Rizal College, College of Hospitality and Tourism Management 2 07 May 2022 3 JRU Auditorium (Virtual) 4 Provide information on the current status, issues and events in the hospitality industry, impart knowledge and insights about the MICE industry and other topics in the hospitality and tourism industry 5 TPB's objective is to provide assistance to tourism schools to hone talents for the future of tourism								
AXA Philippines Incentive Trip	1 Travel Warehouse Inc. 2 14-16 May 2022 3 Bohol 4 to provide incentive trip to AXA Philippines employees 5 Assistance to incentive trip is in line with the TPB's mandate to promote the Philippines as a MICE destination and to attract more local and international MICE / Corporate groups to conduct their incentive trip in the Philippines								

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs 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 2022. 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 2022 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2021 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
113th Philippine Dental Association (PDA) Annual Convention and Scientific Sessions	1. Dental professionals and students 2. 15-20 May 2022 3. SMX Convention Center Metro Manila 4. It aims to inspire oral health care professionals to maintain excellence and integrity in their practice by always aspiring for growth, embody an ethical practice for social responsibility and collaborate with government and private health care institutions and allied medical professionals for the delivery of oral health care services 5. Assistance to booked events is in line with the TPB's mandate to promote the Philippines as a MICE destination and to attract more international events to the country								
IMEX Frankfurt	1. TPB, DOT Frankfurt & MICE Stakeholders (Atmosphere Resort & Spa & Blue Horizons Travel & Tours) 2. 31 May - 02 June 2022 3. Messe Frankfurt, Germany 4. Continue to introduce and showcase the Philippines' capabilities and MICE offerings to the European markets, Generate leads and learn from the European buyers on how they determine the destinations of their next business events 5. Increasing the number of global (regional and international) MICE events in the country will greatly contribute to the Philippine economy								
Global Women Empowerment Summit (GWES)	Event was cancelled by the organizers, Prodigy Bureau UAE and Afro Asian World Events (Manila, 02-04 June 2022, Cebu, 07-09 June 2022, Davao, 13-15 June 2022)								
Littman Drug Corporation - Incentive Travel Group	1. Littman Drug Corp. and Arfel Travel & Tours 2. 12-14 June 2022 3. Henann Alona Resort, Panglao, Bohol 4. This incentive trip for all the officers and staff of Littman Drug Corp. aims to build a more harmonious relationship amongst the employees, for more productive outputs 5. Assistance to this incentive travel group is in line with the TPB's mandate to promote the Philippines as a MICE and leisure destination, and a good opportunity for the recovery of domestic tourism, promotion of destinations that are now open/accepting MICE domestic groups, improvement of current health and safety protocols being enforced in local destinations, stronger collaborations with the private sector, and the strengthening of TPB's database of domestic MICE market/clients								
ASEAN Regional Forum (ARF) Table-Top Exercise (TTX) on Response Capabilities to Chemical, Biological, Radiological and Nuclear (CBRN) Incidents	1. Government agencies 2. 13-15 June 2022 3. Conrad Hotel 4. The event aims to enhance inter-operability and coordination among government agencies and the international community on how to prepare for and respond to CBRN incidents 5. Assistance to booked events is in line with the TPB's mandate to promote the Philippines as a MICE destination and to attract more local and international organizers to host their MICE events in the Philippines								
International Critical Care Nursing Congress	1. Critical Care Nurses 2. 16-18 June 2022 3. Makati Residences 4. The convention aims to share evidence-based nursing practices for best patient outcome 5. Assistance to booked events is in line with the TPB's mandate to promote the Philippines as a MICE destination and to attract more international events to the country.								
Philippine Orthopaedic Association (POA) 73rd Annual Convention	1. Philippine Orthopaedic Association (POA), Cebu Advertising Services and Promotions, Inc. 2. 16-18 June 2022 3. Online/Virtual 4. To understand the principles and importance of adhering to the concepts in the management of orthopedic problems, and to learn effective novel procedures (non-surgical included) as an offshoot in overcoming the restrictions of the pandemic 5. Assistance to this virtual booked event is in line with the TPB's mandate and provides a good opportunity to promote the Philippines as a safe and fun destination for MICE events, as well as to provide continuing support to, and/or stronger collaboration with local associations private sector stakeholders, and the strengthening of TPB's database of domestic MICE market/clients								
Ring Central Inc. Manila Winners Circle Incentive Travel Group	1. Local and some intl employees of the company, ground handler is U-Travel Services 2. 23-25 April 2022 3. The Crimson Boracay Resort & Spa 4. To reward the top performers or "Winners" of the company's organized sales programs, and to discuss the previous performance and plans of the company 5. A good opportunity for recovery of domestic tourism, promotion of destination that are now open/accepting MICE domestic groups, improvement of current health and safety protocols being enforced in local destinations, stronger collaborations between the DOT, TPB, LGU and private sector, strengthening of TPB's database of domestic MICE market/clients								
Full Circle Lab Philippines Training	1. Local & Intl media who are handling film making and film producing, ground handler is Bluewater Maribago Beach Resort 2. 24 April - 01 May 2022 3. Bluewater Maribago Beach Resort, Mactan, Cebu 4. Providing assistance to incentive trip helps our objective to increase MICE arrivals and receipts because it encourages MICE organizers to bring events to the Philippines								

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs 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 2022. 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 2022 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2021 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	
	5. A good opportunity for recovery of domestic tourism, promotion of destination that are now open/accepting MICE domestic groups, improvement of current health and safety protocols being enforced in local destinations, stronger collaborations between the DOT, TPB, LGU and private sector, strengthening of TPB's database of domestic MICE market/clients							
Pascual Laboratories Inc. SCM Appreciation Tour	1. Employees of the company. ground handler is Executive Resources, Inc. 2. 28 April - 01 May 2022 3. Astoria, Puerto Princessa, Palawan 4. Providing assistance to incentive trip helps our objective to increase MICE arrivals and receipts because it encourages MICE organizers to bring events to the Philippines							
	5. A good opportunity for recovery of domestic tourism, promotion of destination that are now open/accepting MICE domestic groups, improvement of current health and safety protocols being enforced in local destinations, stronger collaborations between the DOT, TPB, LGU and private sector, strengthening of TPB's database of domestic MICE market/clients							
EPSON Philippines Corp. Inctive Travel Group	1. Local employees of the company. ground handler is U-Travel Services 2. 21-23 May 2022 3. The Lind Boracay 4. Providing assistance to incentive trip helps our objective to increase MICE arrivals and receipts because it encourages MICE organizers to bring events to the Philippines							
	5. A good opportunity for recovery of domestic tourism, promotion of destination that are now open/accepting MICE domestic groups, improvement of current health and safety protocols being enforced in local destinations, stronger collaborations between the DOT, TPB, LGU and private sector, strengthening of TPB's database of domestic MICE market/clients							
10th ASEAN Quiz National Competition	1. Local students, coaches, and other Deped officers, organized by People's Television Network, Inc. 2. 17-20 May 2022 3. People's Television Network, Visayas Ave., Diliman, Quezon City 4. It aims to elicit the spirit of healthy competition among the ASEAN youth in a friendly quiz game to promote knowledge and understanding of the roles and functions of ASEAN particularly in achieving and maintaining regional peace, solidarity and prosperity, foster friendship, promote awareness among the general public and encourage participation of the private sector in the event 5. Assistance to PTNI is aligned with the TPB mandate to help tourism industry stakeholders, academe and other government agencies in facilitating, and servicing large and small scale international and local events							
Philippine Association of School Superintendents (PASS) National Convention	1. Local participants, organized by Philippine Association of School Superintendents, Inc. 2. 01-03 June 2022 3. Teacher's Camp, Baguio City 4. It aims to provide an avenue for strategic conversations on the challenges in managing basic education and collectively draw a way forward to make the Philippine education system responsive to the call to make education the pathway for a better country							
IHG Hotels and Resorts Incentive Trip	5. A platform to foster a wider engagement with the private sector stakeholders and strengthen collaboration with community social partners 1. Local Company Managers. ground handler is Executive Resources, Inc. 2. 7-9 June 2022 3. Pico Sands Hotel, Nasugbu, Batangas 4. Providing assistance to incentive trip helps our objective to increase MICE arrivals and receipts because it encourages MICE organizers to bring events to the Philippines							
	5. A good opportunity for recovery of domestic tourism, promotion of destination that are now open/accepting MICE domestic groups, improvement of current health and safety protocols being enforced in local destinations, stronger collaborations between the DOT, TPB, LGU and private sector, strengthening of TPB's database of domestic MICE market/clients							
Sixth Spanish-Filipino Scientific Congress: Modernizing Criminal Law and Private Law "EuroAsia Vision 2022"	1. Foreign and local participants, Organized by UP College of Law/UP Law Center 2. 10-11 June 2022 3. UP College of Law, Malcolm Hall 4. It aims at enhancing the research capacity of Philippine Law schools and addressing the following concerns in scholarly advancement vis-a-vis policy formulation: academic expertise and research output, modernization of legal codes, human rights awareness and regard for the rule of law, and interest and skill in foreign languages as it impacts cross border legal education and mobility. 5. The event will contribute to modernize Filipino law and its effective policy making, improved multi-lingual research capacity of higher education institutions by encouraging in the Spanish language							
International Virtual Research Conference: Creating 2.0 Research Convergence, Innovation, and Resilience among Discipline in the Tourism and Hospitality Industry	1. Students from International schools and universities, as well as international tourism and hospitality professionals and industry practitioners, organized by PWU 2. 18 and 25 June 2022 3. Virtual Event 4. Enabling the youth to acquire lifelong learning and ensuring that graduates have the necessary competencies to work amidst the continuous challenges of the workplace brought about by the society's needs today: globalization and technology. 5. Assistance to this virtual event is aligned with TPB's strategic directions on partnership as pathways to help tourism industry stakeholders, academe and other government agencies in facilitating, and servicing large and small scale international and local events							

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs 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 2022. 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
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							Male	Female	
ADMINISTRATIVE DEPARTMENT									
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION									
LEARNING AND DEVELOPMENT	To promote continuous learning, 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.								
A. IN-HOUSE INTERVENTIONS									
Public Service Ethics and Accountability Batches 1-3 In-House training conducted by DCOO Jocelyn Patrice L. Deco 21, 22 and 27 April 2022, TPB Pantry	1. Attended by 53 TPB Personnel 2. 21, 22 and 27 April 2022 3. TPB Pantry 4. in-house training conducted to address the following objectives: At the end of the session, participants would be able to: a. Gain public trust by knowing proper office decorum and work ethics in government b. Develop a keen sense of values to ensure accountability at work c. Determine and organize the self, based on topic-centered structure d. Perform and discharge dutes with the highest degree of professionalism e. Exemplify the norms of conduct and ethical behavior of public servants f. Display and re-execute love for public service by exhibiting appropriate model values	N/A	N/A	N/A	N/A	N/A	24	29	
B. VIRTUAL LEARNING SESSIONS: E-Learning Sessions via Zoom									
Can You Take The Challenge? A Test of Adaptability with Dr. Allan B. Amparo of People Dynamics 04 April 2022	1. All TPB Personnel 2. 04 April 2022 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			
Open-Minded Ka Ba? Check Your Growth Mindset with Dr. Allan B. Amparo of People Dynamics 02 May 2022	1. All TPB Personnel 2. 02 May 2022 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			
Mainis Ka Ba? Integrity is the Best Policy with Dr. Allan B. Amparo of People Dynamics 06 June 2022	1. All TPB Personnel 2. 06 June 2022 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			
C. VIRTUAL PUBLIC SEMINARS									
Statesmen's Summit II: Gathering of Nobles organized by CRFV	Objective The events' theme "Statesmanship Make Things Happen: Our New Normal" will redefine our roles as leaders in this season of pandemic towards the new normal and beyond. It is designed to present and sow a new set of tools and competencies that will activate our front-line leadership potentials 27-29 April 2022, via Zoom	N/A	N/A	N/A	N/A	N/A	1	1	
	1. Atty. Jemmah Nissi Tiambeng 2. Atty. Gregory Nueva								
BOSH SO2 for Government Workers organized by Synerquest Management Consultancy Services, Inc.	Objective Aims to promote the safety & health of workers in the government service 4-6 April 2022, via Zoom	N/A	N/A	N/A	N/A	N/A	0	1	
	1. Paula Jesusa Granale								
Regional Launch of Capacity Building Programme on ICT for Climate Resilient Development organized by Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP)	Objective The programme aims to raise awareness on the role of ICT practitioners in addressing the global challenge of climate change, enhance understanding on the key concepts of climate resilient development and the applications of ICTs in climate resilient development, adaptation and mitigation, and strengthen collaborative partnerships between ICT and climate change professionals to achieve climate resilient outcomes 11-13 April 2022, via Zoom	N/A	N/A	N/A	N/A	N/A	4	1	
	1. JT Delos Reyes 2. Marian Sarah Garate 3. Arturo Gatus 4. Edison Genelazo 5. Ian Carlo Santos								


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 2022. 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>	Initiatives/ on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:					Others, if applicable
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							Male	Female	
AD World Online Marketing Conference 2022 organized by AD World	Objective The Ad World Conference is one of the largest online events for digital marketers endorsed by IAB. 11+ Digital Advertising Tracks will be streamed consisting of hyper-focused speeches, panels and live Q&A sessions to help take the business to the next level.	N/A	N/A	N/A	N/A	N/A	0	6	
	2-3 May 2022, via Zoom								
	1. Nedaling Miranda 2. Pauline Mancita 3. Kazumi Policarpio 4. Febbie Alacapa 5. Rose Anne Cruz 6. April Enenra								
ICT Resource Acquisition-Project Terms of Reference organized by ICT Literacy and Competency Development Bureau - DICT	Objective - Understand the ISSP, e-Government Policies and plans; - Define Organizational Strategy and its components, - Determine the Information Systems Strategy, it's purpose and the design, conceptual framework, and investment requirements, - Understand the IT Performance Metrics, Implementation Strategy, and Resource requirements, and - Use a certain type of ICT scheduling projects and information systems.	N/A	N/A	N/A	N/A	N/A	1	0	
	2-6 May 2022, via Zoom								
	1. Emmanuel A. Zarate								
Internal Audit Quality Assessment Workshop organized by The Institute of Internal Auditors Philippines	Objective This course is designed to help participants learn how to perform a periodic Internal Quality Assessment (IQA), following the methodology of an External Quality Assessment (EQA).	N/A	N/A	N/A	N/A	N/A	1	0	
	22-25 June 2022, via Zoom								
	1. Jerson Tomoling								
D. GENDER AND DEVELOPMENT									
GAD Focal Point System and Technical Working Group Member 2nd Quarter Meeting 26 May 2022, TPB BAC Room	Objective To discuss the following agenda • Proposed Revision of MPRO ISO Form • Proposed deletion of SEX section in the TPB Official forms • Upcoming Programs, Activities, and Projects for FY 2022 • 18-Day Campaign to End VAW IEC Materials.	N/A	N/A	N/A	N/A	N/A	7	13	
	26 May 2022, TPB BAC Room								
	TPB GAD Focal Point System Technical Working Group and Secretariat 1. Charles Aames M. Bautista 2. Leah Marie C. Sy 3. Wilson R. Suba 4. Atty. Jemimah Nissi M. Tiambeng 5. Atty. Gregory A. Nuega 6. Estefania Julietta F. Bolante 7. Edison S. Genelazo 8. Sheryl Ann D. Karunungan 9. Thyriste Dhence S. Juan 10. Ramon Julian S. De Veyra Jr. 11. Grace L. La Rosa 12. Jemary Lizbeth D. Cangco 13. Wilfredo B. Quero III 14. Paula Jesusa C. Granale 15. Evelyn D. Sonano 16. Prescila D. Sevilla 17. Karen A. Padolina 18. Diana B. Rosima 19. Billy John N. Casabuena								
E. Health and Wellness									
Mental Health First Aid for TPB HUGGERS In-House training conducted by PVP 09 June 2022, TPB Pantry	Objective a. Differentiate the different crisis reactions and know how to act on such b. Understand the nature of stress and coping during the time of pandemic and other crisis situations c. Demonstrate the skills for rapport building and supportive communication d. Conduct PFA using the RAPID model (Reflective listening, Assessment of needs, Prioritization, Intervention, and Disposition) e. Identify self-care strategies for managing stress and supporting others.	N/A	N/A	N/A	N/A	N/A	4	18	
	09 June 2022, TPB Pantry								
	Attended by 22 TPB Personnel								
Wellness Seminars for TPB Employees' Batches 1 and 2 In-house training conducted by PVP 14 June 2022	Objective Create awareness, change mindsets and build practical skills that will help TPB employees in relation to Mental Health wellness.	N/A	N/A	N/A	N/A	N/A	25	33	
	14 June 2022, via Zoom								
	Attended by 58 TPB Personnel								

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAFs 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 2022. 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 2022 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2021 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	
Health Forum entitled DIET: A lifestyle or a life Span 15 June 2022 conducted by Dra. Marie Ann Lam, TPB Pantry	Objective 1 To guide you on how to eat healthy for your age 2 To guide you on what to eat more and what to eat less of 3 To give sample diets to guide you on your daily living 15 June 2022, via Zoom Attended by 39 TPB Personnel	N/A	N/A	N/A	N/A	N/A	12	27	
PROCUREMENT AND GENERAL SERVICES DIVISION									
Personal protective equipment/items (PPE) for TPB personnel against COVID19	Provide personal protective equipment/items for TPB personnel who are 100% physically reporting in the TPB office, for the first and second quarter 2022	N.A.	N.A.	200	Same as 2021 data	N.A.	98	102	626150.00

Prepared by:


WILSON R. SUBA

Signature over Printed Name of Focal Person

Vetted by:


MARIA ANTHONETTE C. VELASCO-ALLONES

Head of Agency

Date:
09/04/22

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
2ND QUARTER CY 2022

AGENCY: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism industry in 2022. 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>	Initiatives 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 2022 <i>(Qualify also what the quantitative figure represent)</i>	If applicable: Increase/ Decrease <i>(Comparison with 2022 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	
INTERNATIONAL PROMOTIONS DEPARTMENT									
JOINT PROMOTION									
Official Visit of H.E. Secretary Bernadette Romulo-Puyat to South Korea	1 DOT and PDOT Korea, Philippine Embassy in Seoul, Aview PR Agency, 43 Media Representatives (ABROAD, Acrofan, Aju Economic Daily, Arena Korea, Biz World, Chosun Daily (Digital Chosun), Daehan Ilbo, Discovery News, DongAh Ilbo, E-Daily, Elle Korea, Financial News, FN News, Global Travel News, Gukje News, JoongAng Ilbo, Korea Consumer Economy, Korea JoongAng Daily, Korea Travel Times, KyungHyang Daily, Maeil Business Newspaper Tour Plus, Mirae Ilbo, National Geographic Traveler, NBN News, News Korea, Newsis, Pitch by Magazine, Seoul Economic Network, Seoul News Agency, The Joongdo Daily News, Tour Korea, Travel Daily, Travel Information Times, Travellesure+, Travelpress, TRAVIE, TTL News, With Cast, Women Chosun, Yonhap News, Your Vibes) 2 28 March to 03 April 2022 3 Seoul, South Korea		The interviews, briefing, and meetings served as good platforms to give updates and provide better understanding on the current situation in the Philippines and to inform them of the It's More Fun With You campaign which showcases the preparations that the DOT has been carrying out while tourism has been put on hold because of the pandemic. Moreover, these activities provided a good opportunity to invite them as attendees for the World Travel and Tourism Council (WTTC) Summit in Manila in April 2022.						
	4 Objectives: -Communicate to key Korean media and members of the travel trade the tourism situation in the Philippines in the mid of the pandemic and update them on the various initiatives of the government in preparation for the country's opening to foreign tourists to assure visitors that safety protocols in the destinations are in place. Also, to elicit insights from the travel trade on their clients' expectations once they travel again to the Philippines, -Campaign among the Korean travel trade and relevant government agencies to encourage them to attend the World Travel and Tourism Council (WTTC) Global Summit happening in Manila on 20-22 April 2022, -Conduct product audit and first-hand exposure on the tourism products and activities, together with the DOT-Branding and Marketing Communications office, that appeal to the Korean market, as well as the various promotional activities for these to effectively reach the market's consciousness and create demand, and -Gather insights and have a better appreciation of how Korea have succeeded in promoting tourism by capitalizing on its culture (e.g. Hallyu or the so called Korean wave, cuisine, etc.) and later on come up with proposed branding strategy for the Philippines to better penetrate the market.								
	5 The Secretary had scheduled one-on-one media interviews and trade meetings with selected Korean travel trade companies. A media briefing and a meeting with airlines, travel trade partners, tourism-related organizations, and representatives from Korean government ministries was organized as well to greet and thank the media, travel trade partners, and Korean officials for their continuous support on Philippine tourism. The interviews, briefing, and meetings were also good platforms to give updates and provide better understanding on the current situation in the Philippines and to inform them of the It's More Fun With You campaign which showcases the preparations that the DOT has been carrying out while tourism has been put on hold because of the pandemic. Moreover, these activities provided a good opportunity to invite them as attendees for the World Travel and Tourism Council (WTTC) Summit in Manila in April 2022.								
INVITATIONAL PROGRAMS									
Conduct of Inspection Trip to Corregidor Island	1. Rajah Tours 2. April 11, 2022 3. Corregidor Island 4. Objectives: - Entice the Filipino - Americans in the US to deepen their appreciation of the beauty of our country, its, rich history, heritage and culture - Assure travelers and tourists that the Philippines is the place to travel to and that all health and safety protocol mmeasures are being implemented all over the country to ensure the safety of everyone 5. - To be part of our bounce back and recovery initiatives to mitigate the impact of incurred economic losses brought about by the COVID-19 pandemic to the tourism industry - Help rebuild the international travelling public's confidence to travel to the country						5	12	

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2022. 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)	Volume/ Number for 2022 (Qualify also what the quantitative figure represent)	If applicable: Increase/ Decrease (Comparison with 2022 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		Others, if applicable
							Male	Female	
MARKETING COMMUNICATION DEPARTMENT									
MEDIA RELATIONS AND COMMUNICATIONS DIVISION									
SPOTLIGHT Newsletter	This is a quarterly digital production of TPB newsletter hosted on the website and distributed via social media and email list to members and media.	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach.	Collaboration with TPB members/stakeholders by giving them a spot to feature their best practices	Q1 2022 - Released 1st week of April (ahead of deadline) Q2 2022 - In production; scheduled for release on the 2nd week of July	Released four (4) issues in 2021	N/A	N/A	N/A	
TPB Quarterly Social Media	There is a tremendous increase in the audience and organic post reach of TPB's social media accounts due to the digital marketing and influencer campaign program	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	Through the services of TPB's marketing communications agency, MMPI Corp, we were able to collaborate with identified nano, micro, and macro influencers to boost the following and engagement on all official social networking platforms.	As of 15 Jun 2022 Facebook 157,721 page likes Twitter 5,895 followers Instagram 9,218 followers Youtube 2 18k subscribers	As of Dec 2021 Facebook 72,451 page likes Twitter 1,981 followers Instagram 2,584 followers Youtube 477 subscribers	Implemented various social media marketing strategies such as online promos/giveaways, and cross-promotions/collaborations with influencers.	48.90%	51.10%	
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 385 tourism-related news for the month of April, 416 for May and 297 for June 01-16	monitor tourism-related news and press releases	partnership with several media outfits - locally and internationally	Q2 2022 Monitoring of Tourism-related news April - 385 May - 416 June - 297* * June 01-16, 2022	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	
ADMINISTRATIVE DEPARTMENT									
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION									
LEARNING AND DEVELOPMENT									
	To promote continuous learning, 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								
A. FREE PUBLIC ONLINE LEARNING SESSIONS									
Objective: To provide personnel with significant on-line materials									
Technical: 2									
22 Basic Excel Data Analysis Functions You Need to Know	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 2 April 2022								
Improving Supplier Risk Management Through GPAS Supplier Assessment & iValue e-Procurement Technology	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 19 April 2022								
GAD-Related: 4									
Prevention of Sexual Harassment, Discrimination and Corruption in the Workplace	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 5 April 2022								
Diversity and Inclusion: Creating a Positive Culture at Work	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 11 May 2022								
CULTIVATING A SENSE OF BELONGING: FOSTERING DIVERSITY, EQUITY, AND INCLUSION IN PHILIPPINE WORKPLACES	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 03 June 2022								
Addressing the Issues Faced by Workers in the Informal Economy	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 24 June 2022								
Health-Related: 3									
Return to On-Site Work for the Public Sector	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 13 April 2022								
Hybrid Work Life Balance: Putting the Agile-You Work at Work Today	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 04 May 2022								
Elevating Healthy Lifestyle	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 29 June 2022								
Personal and Lifestyle: 3									
Transitioning into Digital Learning and LMS	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 26 April 2022								
Redefining the Future of Work: What Every Hybrid Workforce Must Know	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 28 April 2022								
Successfully Managing Change During Uncertain Times	1 All TPB Personnel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	2 02 June 2022								

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2022. 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)	Volume/ Number for 2022 (Qualify also what the quantitative figure represent)	If applicable: Increase/ Decrease (Comparison with 2022 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		Others, if applicable
							Male	Female	
Leadership: 3									
Improving Public Sector Productivity through Lean Management	1. All TPB Personnel 2. 27 April 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Improving Public Sector Productivity through Total Quality Management and Business Excellence	1. All TPB Personnel 2. 28 April 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Promotion of Quality and Performance Excellence to Withstand the Global Pandemic	1. All TPB Personnel 2. 29 April 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
HR-Related: 1									
How to Build More Human Workplaces	1. All TPB Personnel 2. 12 May 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Employee Engagement: 1									
IP FORWARD >> IP Masterclass for Music Artists and Music Creators	1. All TPB Personnel 2. 25 May 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
New Normal: 3									
Adaptability: Successfully Managing Change During Uncertain Times	1. All TPB Personnel 2. 02 June 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Introduction to Public Sector Productivity Measurement	1. All TPB Personnel 2. 07 June 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Estimating Public Sector Productivity	1. All TPB Personnel 2. 08 June 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Industrial/Economical: 1									
Building a Culture of Innovation Into a Hybrid Working Model	1. All TPB Personnel 2. 10 June 2022	N/A	N/A	N/A	N/A	N/A	N/A	N/A	


Prepared by



WILSON R. SUBA

Signature over Printed Name of Focal Person

Vetted by



MARIA ANTHONETTE C. VELASCO-ALLONES

Head of Agency

Date

