



# **TOURISM PROMOTIONS BOARD PHILIPPINES STRATEGIC DIRECTIONS**

**2025-2028**



# PLANNING FRAMEWORK



## SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	





# UN Tourism

“

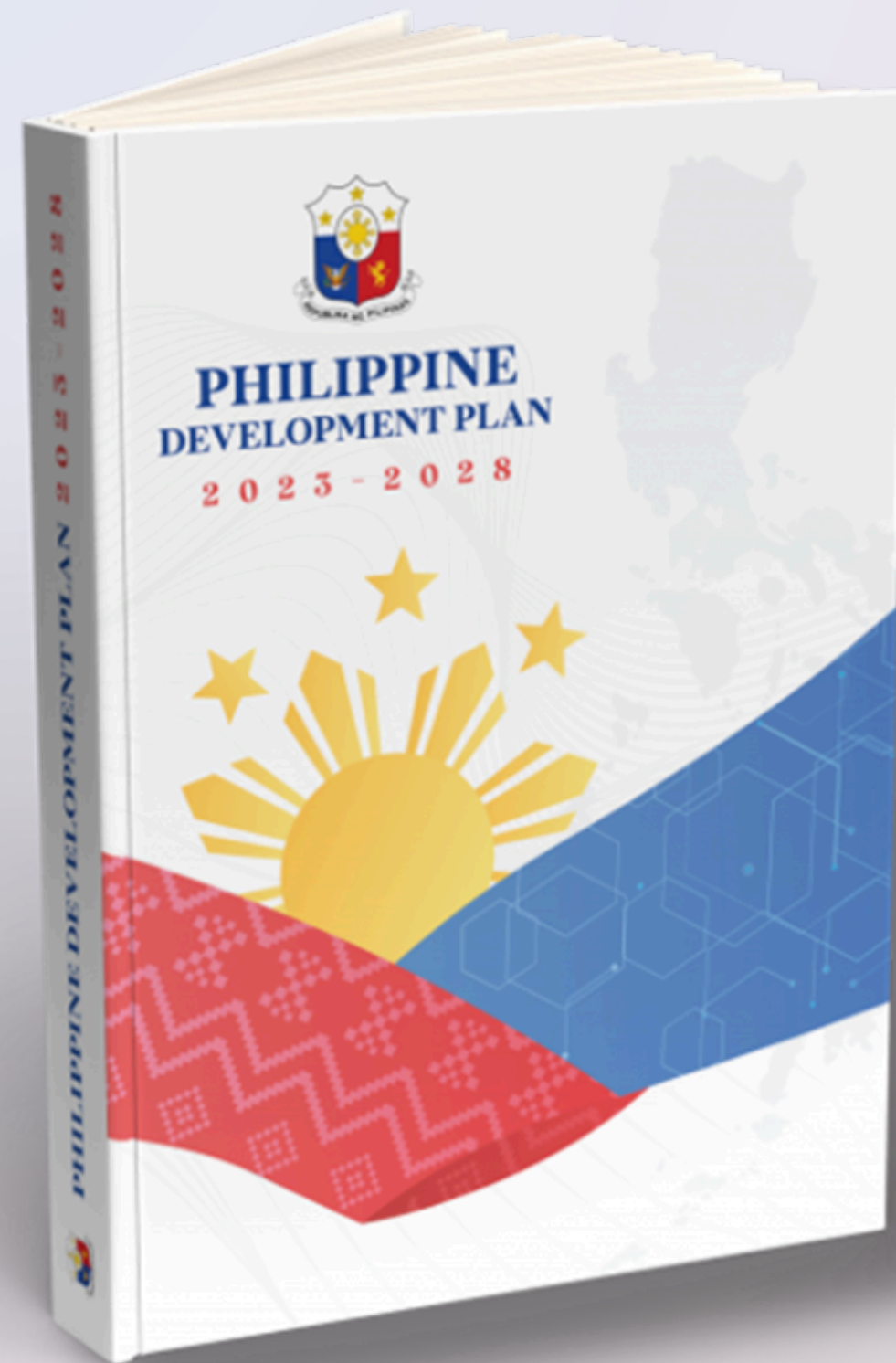
## SUSTAINABLE TOURISM:

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. ”





# PLANNING FRAMEWORK



## CHAPTER 1: A PLAN FOR ECONOMIC AND SOCIAL TRANSFORMATION

*Importance of tourism in driving economic growth and social development*

### BUDGET ALLOCATION

## CHAPTER 7: REINVIGORATE SERVICES

*Enhance service delivery in the tourism sector, ensuring quality experiences for both domestic and international tourists*

## CHAPTER 9: PROMOTE TRADE AND INVESTMENTS

*Tourism investment that promotes targeted marketing and capacity-building initiatives to enhance the sector's appeal and attract a greater number of visitors*







*“The focus is now on **experiential tourism**. Food, culture, heritage and the arts, education, halal and Islamic traditions, dive, cruise, farm and eco-tourism, even sports, now have become potent subjects and products of a nation’s tourism.”*

**PRESIDENT FERDINAND MARCOS JR.**  
***Statement on Tourism during***  
***SONA 2024***







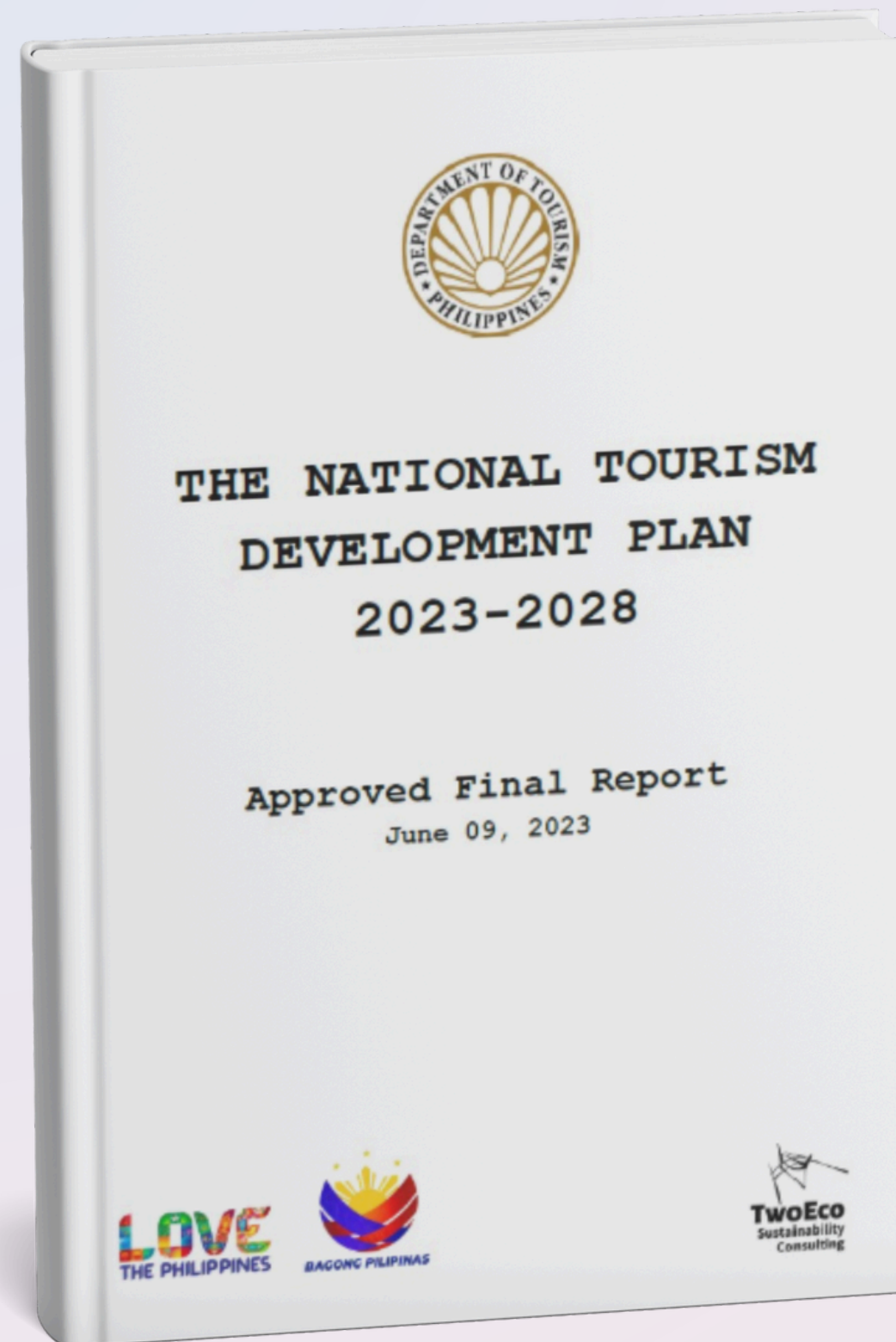
“Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to **transform the Philippines into a tourism powerhouse in Asia.**”

DOT Secretary Christina Garcia Frasco  
NTDP Stakeholder Summit 2024





# PLANNING FRAMEWORK



**GOAL 2:** COHESIVE AND COMPREHENSIVE  
DIGITALIZATION AND CONNECTIVITY

**GOAL 3:** ENHANCEMENT OF OVERALL TOURIST  
EXPERIENCE.

**GOAL 4:** EQUALIZATION OF TOURISM PRODUCT  
DEVELOPMENT AND PROMOTION

**GOAL 5:** DIVERSIFICATION OF PORTFOLIO THROUGH  
MULTIDIMENSIONAL TOURISM

**GOAL 6:** MAXIMIZATION OF DOMESTIC AND  
INTERNATIONAL TOURISM

**GOAL 7:** STRENGTHENING TOURISM GOVERNANCE  
THROUGH CLOSE COLLABORATION WITH  
NATIONAL AND LOCAL STAKEHOLDERS



# MARKETING A SUSTAINABLE, DIVERSE, AND EXPERIENTIAL DESTINATION

# TOURISM PROMOTIONS BOARD PHILIPPINES STRATEGIC DIRECTIONS 2025-2028



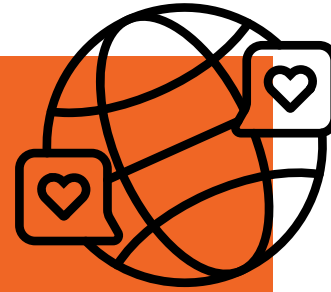


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**2**

**ENHANCE  
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**3**

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**4**

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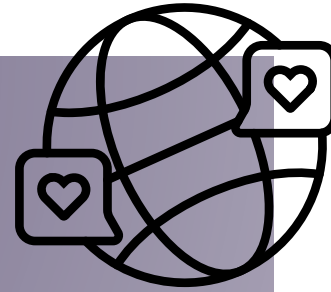


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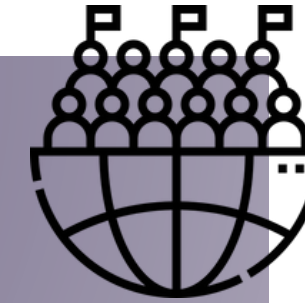
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# TPB STRATEGIC DIRECTIONS 2025 - 2028



## 1 IMPLEMENT EVIDENCE- BASED MARKETING STRATEGY ANCHORED ON A STRATEGIC MARKETING PLAN

### ESTABLISHING TPB'S STRATEGIC MARKETING PLAN FOR 2025-2028:

- Develop a three-year, data-driven marketing plan for a well-targeted audience.
- Ensure alignment with global standards and the national tourism agenda.



# TPB STRATEGIC DIRECTIONS 2025 - 2028



## 1 IMPLEMENT EVIDENCE- BASED MARKETING STRATEGY ANCHORED ON A STRATEGIC MARKETING PLAN

## ENHANCING TOURISM MARKET INTELLIGENCE THROUGH DATA-DRIVEN INSIGHTS

- Strengthen data collection and analytics to generate actionable insights on market trends, consumer behavior, and competitive positioning.
- Use insights to refine strategic marketing and promotional initiatives for greater impact.
- Continuously adapt strategies to stay competitive in a rapidly evolving tourism landscape.



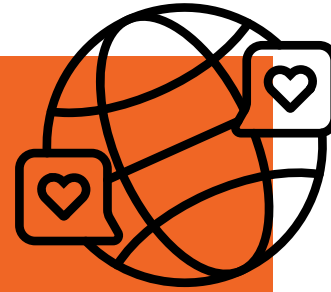


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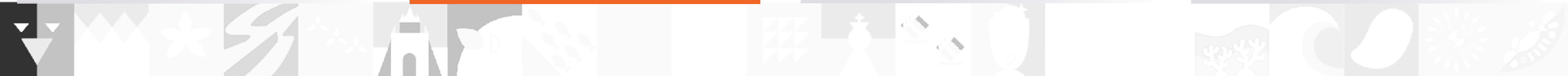
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## LEVERAGING LOCAL AND GLOBAL INFLUENCERS PROGRAM

- Collaborate with local and international influencers to amplify the Philippine tourism brand and to generate global awareness of Philippine tourism
- Highlight unique Filipino experiences through authentic, engaging content.





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## **MAXIMIZING GLOBAL PRESENCE THROUGH ENGAGEMENT IN INTERNATIONAL PROMOTIONAL EVENTS**

- Actively participate in major international promotional events
- Showcasing Philippine Tourism at World Expo Osaka
- Take a proactive role in the ASEAN Tourism Forum



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## **ELEVATING THE PHILIPPINE TRAVEL EXCHANGE (PHITEX) AND REGIONAL TRAVEL FAIRS (RTF)**

- Elevate the Philippine Travel Exchange (PHITEX) and Regional Travel Fairs (RTF) to better showcase the Philippines' tourism offerings.
- Strengthen connections with international and regional buyers to drive inbound tourism.





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## ENHANCING THE TRAVEL APP WITH UPGRADED FEATURES

- Upgrade the Travel App to provide tourists with real-time information.
- Increase engagement with digital platforms by providing a seamless and interactive user experience.

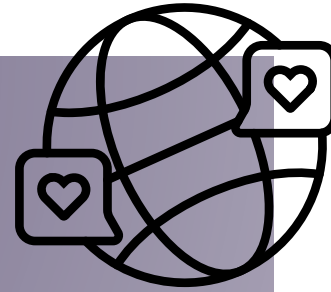


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## CONDUCTING A COMPREHENSIVE MICE INDUSTRY STUDY

- Conduct an in-depth study of the potential of the Philippine MICE industry.
- Analyze emerging MICE trends, market demands, and growth opportunities.
- Use research insights to refine MICE strategies and functions.



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## STRENGTHENING TPB'S MICE MANDATE

- Strengthen TPB's marketing mandate based on findings from the MICE industry study.
- Recalibrate strategies to enhance the effectiveness of promotional initiatives.





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## EMPOWERING PIEC FOR MICE EXCELLENCE

- Support the Philippine International Exhibition Center (PIEC) by addressing manpower needs, implementing capacity-building initiatives, and enhancing marketing efforts to prepare the country for large-scale international MICE events



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## ELEVATING MICECON

- Elevate the MICECON to more effectively showcase the Philippines' MICE capabilities, engage with international and regional industry leaders, and foster new partnerships that position the country as a premier MICE destination.



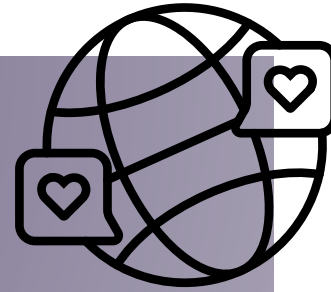


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## DEVELOPING A STAKEHOLDER MAP AND ENGAGING PARTNERS FOR INCLUSIVE TOURISM

- Identify and map key stakeholders across the tourism industry.
- Create synergies that promote gender-responsive, sustainable, and inclusive tourism practices.





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## **STRENGTHENING GLOBAL, INTERNATIONAL, AND PRIVATE SECTOR COLLABORATION**

- Foster strategic alliances with local and international stakeholders.
- Strengthen partnerships and advance business development in the tourism sector.



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## DEVELOP A SUSTAINABLE BUSINESS DEVELOPMENT FRAMEWORK:

- Explore new revenue opportunities and sustainable models aligned with the Philippines' tourism vision.
- Prioritize initiatives that drive economic growth and generate income for the tourism sector.
- Enhance the tourism sector's contribution to national development through strategic and innovative business ventures.



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## IMPLEMENT GENDER-RESPONSIVE, SUSTAINABLE CBT AND CSR PROGRAMS

- Implement Community-Based Tourism (CBT) and Corporate Social Responsibility (CSR) programs focused on gender development, sustainability, and community empowerment.
- **Education:** Promote knowledge of sustainability and cultural heritage.
- **Environmental Conservation:** Protect natural resources through sustainable practices.
- **Heritage Preservation:** Safeguard cultural traditions and local history.
- **Community Assistance:** Improve the quality of life for local communities through targeted support initiatives.





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## ORGANIZING THE ANNUAL TPB AWARDS AND STAKEHOLDERS NIGHT

- Recognize stakeholders for their significant contributions to the growth of Philippine tourism.
- Foster continued collaboration and commitment among industry partners.
- Strengthen relationships and promote excellence in the tourism sector

