

ACCOMPLISHMENT REPORT
1ST QUARTER 2015

<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>I. ASEAN TOURISM FORUM (ATF) 2015</p>		
<p>Inclusive Dates: 22 January to 29 January 2015 Venue: Nay Pyi Taw, Union of Myanmar Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The ASEAN Tourism Forum is an annual event put together by the collaborative regional efforts of the 10 member nations of the ASEAN. ATF 2015 marked the 34th anniversary of this event since its inauguration in 1981 in Malaysia. ATF 2015 was held from 22-29 January in Nay Pyi Taw at the new capital of the Union Myanmar. This year’s event, with the theme, “ASEAN – Tourism Towards Peace, Prosperity and Partnership”, was based on the three pillars of building the ASEAN Community – peace, prosperity and unity.</p>	<p>21 seller companies joining the Philippine Delegation</p>	<p align="center">Completed</p>

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II. APEC 2015 WELCOME DINNER SHOWS		
<p>Inclusive Dates: 6 February to 5 March 2015 Venue: Clark and Tagaytay Nature of Activity: Special Project (Country Commitment)</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chairs the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee - hosted dinner shows.</p>	90% delivery of TPB Commitments	Completed
III. PHILIPPINE INTERNATIONAL FURNITURE SHOW		
<p>Inclusive Dates: 13 March to 16 March 2015 Venue: Clark and SMX Convention Center, Pasay City Nature of Activity: Booked Event</p> <p>Short Description: The Chamber of Furniture Industries of the Philippines (CFIP) – National together with the Cebu Furniture Industries Foundation, Inc. (CFIF) and the Pampanga Furniture Industries Foundation, Inc. (PFIF) organized the Philippines International Furniture Show (PIFS) 2015. In exchange for TPB's assistance, we were provided with an 18sqm booth (free-of-charge). The DOT-TPB booth launched the Caption This! contest at the allocated booth which supported and helped promote the Visit the Philippines Year (VPY) 2015 project by enjoining guests to register at the booth's VPY 2015 kiosk</p>	740 international buyers	Completed

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<p>and capture solo or group photos with an El Nido, Palawan backdrop using VPY 2015 placards and available props in fun creative poses.</p> <p>Contestants were requested to immediately upload their photos in their respective Instagram accounts and tag @VPY2015 and #VPY2015pics together with unique and fun captions. 77 guests visited the DOT-TPB booth, either lured by the giveaways or with few inquiries about the country. Out of the 203 registrants, Ms. Jeah Laguardia was picked as the winner with the most creative and fun caption related to the VPY 2015 project, which garnered 2,008 likes.</p>		
<p>IV. 6TH PHILIPPINE INTERNATIONAL PYROMUSICAL COMPETITION (PIPC)</p>		
<p>Inclusive Dates: 7 February to 14 March 2015 Venue: SM Mall of Asia (MOA), Pasay City Nature of Activity: Booked Event</p> <p>Short Description: PIPC is an annual event staged by the world's leading pyrotechnic experts that puts on spectacles of lights and colors in the night sky at the Manila Bay. As one of the biggest and much awaited pyrotechnic competitions, it has attracted various countries for the past five (5) years. This year, the following countries competed every Saturday from 07 February to 14 March: Philippines, Japan, Italy, Brazil, Mexico, The Netherlands, Portugal, Sweden, Canada, United Kingdom and China.</p>	<p>10 competing countries</p>	<p>Completed</p>

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V. REGIONAL SEMINAR ON TRANSLATING INTERNATIONAL HUMAN RIGHTS COMMITMENTS INTO NATIONAL REALITIES		
<p>Inclusive Dates: 26 February to 27 February 2015 Venue: Diamond Hotel Philippines Nature of Activity: Booked Event</p> <p>Short Description: The event was organized jointly by the Senate of the Philippines, the Inter-Parliamentary Union, in collaboration with the Office of the United Nations High Commissioner for Human Rights. It is a part of a series of regional events aimed at strengthening the contribution of parliaments to the work of the Human Rights Council.</p>	200 Delegates	Completed
VI. SHELL ECO-MARATHON ASIA		
<p>Inclusive Dates: 25 February to 1 March 2015 Venue: Rizal Park, Manila Nature of Activity: Booked Event</p> <p>Short Description: Shell Eco-marathon is an annual competition that challenges student teams around the world to design, build, and drive energy-efficient vehicles.</p>	120 student teams from around the world	Completed

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VII. 6TH CONGRESS OF THE ASSOCIATION OF SOUTHEAST ASIAN PAIN SOCIETIES (ASEAPS)		
<p>Inclusive Dates: 15 March to 18 March 2015 Venue: Edsa Shangri-La Manila, Mandaluyong City Nature of Activity: Booked Event</p> <p>Short Description: The event, organized by the International Association for the Study of Pain and co-organized by the Pain Society of the Philippines, is the biennial congress of scientists, clinicians, pharmacologists, nurses and researchers in the region to discuss the latest developments in pain management.</p>	450 foreign participants; 750 local participants	Completed
VIII. MAGNERS INTERNATIONAL COMEDY FESTIVAL (MICF) 2015		
<p>Inclusive Dates: 12 March to 21 March 2015 Venue: Manila; Cebu; Hong Kong; Singapore Nature of Activity: Booked Event</p> <p>Short Description: The Magners International Comedy Festival (MICF) was launched in April 2014 in Singapore. It was conceived to provide a humorous platform for comedians and stage performers. Working with Laughing Horse (the comedy agents behind Edinburgh Fringe), the Comedy Festival offered serious incentives for local comedy as it included regional competitions for the best of Asian comedians starting December 2014. Working in conjunction with</p>	Exposure of the Philippine Tourism Campaign in Singapore and Hong Kong	Completed

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<p>10+ venues in each city, the organizer flew-in international comedians to work with the best comedians from the Philippines, Hong Kong, Singapore and India. The local audience was encouraged to support their comedians. The best new talent found was flown to Edinburgh in August 2015 to enter the Fringe Festival. The main festival happened over 10 days in March 2015. The shows were held in clubs where young professionals hang out.</p>		
<p align="center">IX. 22ND PANGEA CUP – INTERNATIONAL SLOW-PITCH SOFTBALL TOURNAMENT (PSST)</p>		
<p>Inclusive Dates: 6 March to 8 March 2015 Venue: Clark Parade Grounds/Clark Int'l Sports Complex, Pampanga Nature of Activity: Booked Event</p> <p>Short Description: The 22nd PANGEA CUP International Slow-Pitch Softball Tournament (now dubbed as Pureplay Sports Slo-pitch Softball Tournament or PSST) was a 3-day sporting event organized by Pure Play Sports Management, attended by around 100 local and 200 foreign participants from 15 Asian countries (Singapore, Korea, Japan, Indonesia, Hong Kong, Taiwan, China-Shanghai, Singapore/US, and Vietnam) and at least 900 people daily witnessing the event. This tournament was part of the Asian Slo-pitch Softball League that toured 10 Asian countries. This league is one of the longest existing sporting competition circuits involving Asian countries exclusively.</p>	<p align="center">100 local participants; 200 foreign participants</p>	<p align="center">Completed</p>

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X. MANILA BALUT V (MANBALV) ANNUAL WORLD CHAMPIONSHIP		
<p>Inclusive Dates: 11 March to 15 March 2015 Venue: Manila Hotel Nature of Activity: Booked Event</p> <p>Short Description: This event was organized by the International Balut Federation (IBF), an international organization of around 350 to 400 businessmen and male corporate executives from all over the world, who get together annually in various countries, for a 4-day event/competition finding the new world champion.</p>	350 foreign participants	Completed
XI. 2ND PHILIPPINE CONFERENCE ON NEW EVANGELIZATION (PCNE II)		
<p>Inclusive Dates: 15 January to 18 January 2015 Venue: UST Quadricentennial Pavilion, Manila Nature of Activity: Booked Event</p> <p>Short Description: PCNE was designed to be a festival of faith for its participants, with the aim of renewing the experience of faith and a new fervor to proclaim the gospel in the local and Asian context. It is now a continuing program of the Archdiocese of Manila. PCNE II aspired to respond to the challenges posed by PCNE I. With the theme "Mercy and Compassion", PCNE II was timed with</p>	To provide manpower support during the event proper	Completed

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the apostolic visit of Pope Francis to the Philippines on January 2015.		
XII. 2015 CONGRESS OF THE SOUTHEAST ASIAN DIRECTORS OF MUSIC (SEADOM) – HALF-DAY HERITAGE/CULTURAL TOUR		
<p>Inclusive Dates: 29 March 2015 Venue: Manila Nature of Activity: Booked Event</p> <p>Short Description: SEADOM is a Southeast Asia cultural and educational network, which was established in 2008. It represents the interests of institutions that are concerned with training for the music profession.</p>		Completed
XIII. SELECT TRAVEL GROUP CONFERENCE – SITE INSPECTION		
<p>Inclusive Dates: 29 March 2015 Venue: The Peninsula Manila; Makati Shangri-La; Fairmont Hotel; Intramuros Nature of Activity: Site Inspection</p> <p>Short Description: In preparation for the Select Travel Group Conference scheduled on 13-16 May 2015, the conference organizers sent Ms. Jackie Gordon and Mr. Marcus Gibbs on a site inspection to finalize negotiations with their prospective hotels, inspect possible welcome dinner venues and meet with potential destination management companies.</p>		Completed

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XIV. BOOT FAIR 2015		
<p>Inclusive Dates: 17 January to 25 January 2015 Venue: Messe Duesseldorf Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Europe's biggest dive show.</p>	<p>Increase awareness and generate direct booking</p> <p>26 Seller Companies joining the Philippine Delegation</p>	<p>Completed</p>
XV. JATA KANSAI CHAPTER BOARD MEETING AND FAMILIARIZATION TOUR		
<p>Inclusive Dates: 5 February to 8 February 2015 Venue: Manila and Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT Osaka submitted a proposal to host the JATA Kansai Chapter Board Meeting and Familiarization Tour in Manila and Cebu scheduled on 05-08 February 2015. The said proposal aims to familiarize the 8 JATA participants regarding the destinations to be visited and to conduct a meeting on how to push Japanese travelers to the Philippines.</p> <p>JATA is the sole authority that endorses guidelines and directions of the travel industry in Japan; identifies travel destinations for the Japanese market and confirm trends. Being the most important travel aggrupation,</p>		<p>Completed</p>

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Presidents and General Managers of all travel industries in Japan are members of JATA.		

XVI. ALL NIPPON AIRWAYS (ANA) AND PAVONE MAGAZINE FAMILIARIZATION TOUR		
<p>Inclusive Dates: 1 March to 6 March 2015 Venue: Metro Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Following our good rapport with All Nippon Airways (ANA) and the participants of their annual media familiarization trips, the airline recommended assistance to the Pavone Magazine coverage of luxury properties in the Philippines for the publication's high end clientele on 01-06 March 2015. The proposed support was minimal, including a day's shooting permit in Greenbelt, 3 nights stay in Sofitel Philippine Plaza for the crew of 3-pax, ocular inspection of Resorts World Manila and meals of the crew. Other requirements were arranged by ANA and Chikyu-no-Arikukata (Lonely Planet Guidebook) photographer Masahiro Ohashi from contacts of previous educational tours such as the shoot in Raffles/Fairmont Hotel.</p>		Completed

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XVII. FAMILIARIZATION TOUR FOR JAPANESE BLOGGERS		
<p>Inclusive Dates: 26 March to 31 March 2015 Venue: Manila; Cebu; Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In line with Cebu Pacific's inaugural services between Narita and Cebu, DOT Tokyo collaborated with the national carrier in organizing a Japanese Bloggers familiarization trip covering Cebu, Bohol and Manila on 26-31 March 2015. The 6 days / 5 nights itinerary featured the Philippines as a luxury destination for Japanese office ladies highlighting culture, gastronomic delights, nature, and beach attractions. DOT Tokyo invited five bloggers, Mr. Itta Tsunoda - DOT Facebook page manager, a cameraman and one media representative recommended by Cebu Pacific to document the tour.</p>		Completed
XVIII. KBS2 TV "SAENG SAENG JUNGBO"		
<p>Inclusive Dates: 10 February to 14 February 2015 Venue: Manila and Environs Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: "Saeng Saeng Jungbo" is a KBS's program bringing viewers information on the best restaurants, cooking tips, traveling and entertainment from all over</p>	4 participants joining the	Completed

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the country. The program was intended to provide live and vivid information straight from the scenes. While the program focused mainly on Korean locations, preparations were also done to launch a new segment titled "Overseas Travel" to take viewers on a journey to popular travel destinations around the world. As part of this endeavor, "Saeng Saeng Jungbo" planned to visit the Philippines to explore what eateries and attractions could be found in the destination.	familiarization trip/ young generation and family market	

XIX. SPONSORSHIP OF EDAILY AMATEUR SKI COMPETITION WINNER

<p>Inclusive Dates: 6 March to 9 March 2015 Venue: Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Edaily is a business daily that has a strong online presence as well as print. The publication is well known for its highly diversified platforms encompassing print, online, TV, mobile and creative content. Edaily held its first-ever amateur ski competition last January to promote winter sports in anticipation of 2018 Pyeongchang Winter Olympics. The winner has received a tour package to Boracay inclusive of international round trip airfare, transportation etc. and is entitled to bring a companion as part as grand prize.</p>	2 participants joining the familiarization trip	Completed
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XX. KOREA GOLF SHOW		
<p>Inclusive Dates: 12 March to 15 March 2015 Venue: COEX, Seoul, Korea Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: As Korea's biggest Golf Fair, KOGOLF receives about 50 thousand visitors annually from approximately 4.7 million enthusiasts. With Golf Travel estimated at 1.3 million every year and World Tourism Organization (WTO) forecasts a 4.6% growth, KOGOLF 2015 expects its largest attendance to date.</p> <p>Organized by Maeil Broadcasting Network and Maeil Business Newspaper, Korea's No.1 business daily, KOGOLF 2015 is assured of generating a greater publicity reach.</p>	<p>Golfers</p>	<p>Completed</p>

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<p align="center">XXI. SHANGHAI MALL CONSUMER PROMOTIONS AND LAUNCH OF VPY 2015</p>		
<p>Inclusive Dates: 22 January to 27 January 2015 Venue: SM Mall Xiamen, Guangzhou, China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: TPB and DOT conducted a mall consumer promotions and appreciation dinner to launch the Visit the Philippines Year (VPY) 2015 in Xiamen and Guangzhou, China.</p>		<p align="center">Completed</p>
<p align="center">XXII. GUANGZHOU INTERNATIONAL TRAVEL FAIR 2015</p>		
<p>Inclusive Dates: 5 March to 8 March 2015 Venue: China Import and Export Fair Complex, Guangzhou, China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Considered the top international and pioneering travel event with the longest history in China, GITF is also the only business-to-business (B2B) travel fair in Southern China recognized as the best venue to penetrate the vast market. DOT Shanghai reserved a 54 square meters of booth space for the annual show and 6 private sector companies joined to engage with the travel trade and consumers.</p>	<p align="center">6 Seller Companies joining the Philippine Delegation</p>	<p align="center">Completed</p>

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XXIII. DIVE RESORT TRAVEL (DRT) EXPO SHANGHAI 2015		
<p>Inclusive Dates: 20 March to 22 March 2015 Venue: Shanghai East Asia Exhibition Centre, Shanghai, China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The DRT Show is considered to be the largest gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. Last year, over 100 exhibitors participated and showcased various activities during the dive show in the likes of Intro Dive Seminar and Dive Conference, and Film Showing. DOT Shanghai reserved a 72sqm booth space for our participation and we were able to accommodate a 12 dive-related resorts and operators to join in the expo.</p>	<p>12 Seller Companies joining the Philippine Delegation</p>	<p>Completed</p>

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<p>XXIV. UK DIGITAL SOCIAL MEDIA CAMPAIGN</p>		
<p>Inclusive Dates: October 2014 to October 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: In the frame of Philippines promotions in Europe (UK), the Tourism Promotions Board partnered with GTI network agencies to handle its digital and social media plan.</p> <p>The campaign is dedicated to brand engagement and the creation of digital platforms gathering a community of followers around the main values of the "More Fun in the Philippines" brand. The messages will be focused to create emotional links between the audience and the destination.</p> <p>The communities to be built will include the following platforms: Facebook, Twitter and Instagram.</p>	<p>Content Management across FB, Twitter and Instagram</p> <p>Increase visibility of Facebook Page and number of fans reaching 5,000 fans growth after 1 year</p> <p>Creation of a FB application on the FB page</p> <p>Exposure of 1 tweet per day</p> <p>Creation of 1 picture shared per week</p> <p>Generation of 1 UK Blog Trip</p> <p>Development of Facebook Branded ads and co-branded ads with UK travel trade</p>	<p align="center">Ongoing</p>

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<p>XXV. OCEAN TV5 FILIMING IN THE PHILIPPINES</p>		
<p>Inclusive Dates: 29 March to 12 April 2015 Venue: Palawan and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In line with the endorsement by the Philippine Embassy in Ottawa, Canada and Philippine Department of Tourism New York, the Tourism Promotion Board supported the filming of two episodes of "Partir Autrement" (Travel of the Beaten Path) project to highlight the Tao Philippines in El Nido, Palawan and Anda, Bohol to promote sustainable tourism while discovering the richness of the Philippine culture, traditions and natural environment. This project will also encourage shared cultural experiences between travelers and Filipinos.</p>	<p align="center">30 participants joining the familiarization trip</p>	<p align="center">Completed</p>

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XXVI. DOT MEGA FAM TOUR FOR TRAVEL AGENTS 2015		
<p>Inclusive Dates: 16 March to 24 March 2015 Venue: Puerto Princesa; Bohol; Cebu; Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Participants to the Mega Fam Tour were travel agents and tour operators whose client market base is composed of Chinese-Americans and mainstream American travelers. They came from different cities across the United States, and Canada. Most of the participants are owners, presidents, travel consultants who are considered experts in their fields. The area of expertise of the participants of the Mega Fam Tour is group travel: family group, seniors and military veterans group, seniors and military veterans group, and promote adventure travels such as dive tours and leisure travels.</p>	<p style="text-align: center;">30 participants joining the familiarization trip</p>	<p style="text-align: center;">Completed</p>

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XXVII. DOT-CHINA AIRLINES-GTT INTERNATIONAL FAMILIARIZATION TOUR		
<p>Inclusive Dates: 26 January to 29 January 2015 Venue: Manila and Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT in cooperation with GTT International/Majestic Vacations and China Airlines invited 16 of their highest producing travel agents in Los Angeles for a familiarization trip to the Philippines. This tourism event was held in an effort to create awareness and promote the Philippines as a premier travel destination in Asia as part of a dual destination tour packages with other Asian cities. The Fam Tour aimed to strengthen the country's brand image as a competitive travel destination and to encourage mainstream Americans and Chinese-American travelers to the Philippines.</p>	<p>30 participants joining the familiarization trip</p>	<p>Completed</p>

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<p align="center">XXVIII. NEW YORK TOURISM SHOWROOM AND WINDOW DISPLAY B2B PHILIPPINE TOURISM SHOWROOM AND WINDOW DISPLAY</p>		
<p>Inclusive Dates: 6 February to 15 June 2015 (1st Bidding) Venue: New York City Nature of Activity: Others – Showroom and Window Display</p> <p>Short Description: The Tourism Showroom and Window Display in New York will serve as a vehicle to showcase Philippine tourist destinations both in the mainstream American and Fil-Am markets via electronic equipment and media, such as video wall presentations, interactive fun map, kiosk, and window/panel displays; and brochure racks for promotional materials.</p>	<p align="center">150 attendees of the launch of the window display</p>	<p align="center">Completed</p>
<p align="center">XXIX. COLOR MANILA RUN</p>		
<p>Inclusive Dates: 4 January to 31 May 2015 Venue: Bonifacio Global City Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Color Manila Run is known for its color fiesta stations along the route and color festival wherein thousands of runners gather together in the activity area and throw color powder in the air simultaneously creating a multicolor cloud in the air. The Color Manila Run leg signaled the opening of the Visit the Philippines Year (VPY) 2015 campaign.</p>		<p align="center">Completed</p>

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XXX. LIFE DANCE CEBU 2015		
<p>Inclusive Dates: 16 January 2015 Venue: Cebu City Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: The “most fun” international outdoor event in the Philippines.</p>		Completed
XXXI. XTERRA ALBAY OFF-ROAD TRIATHLON		
<p>Inclusive Dates: 6 February to 8 February 2015 Venue: Legazpi City Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: XTERRA is a series of off-road triathlon and is considered by most to be the de facto world championship in sports.</p> <p>In the Philippines, XTERRA is on its 5th year and is organized by Sunrise Events. The last 4 years, Liloan, Cebu has been its home and for 2015, XTERRA found a new home in Albay.</p>	500 participants	Completed

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<p>XXXII. CENTURY TUNA IRONMAN 70.3</p>		
<p>Inclusive Dates: 5 March to 8 March 2015 Venue: Subic Bay Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: After 3 years supporting the 5150 triathlon, Century Tuna advanced further to stage for the first time the Ironman 70.3 event. Century Tuna 70.3 is the newest race to be added to the growing triathlon scene in the Philippines.</p>	<p align="center">1000 participants</p>	<p align="center">Completed</p>
<p>XXXIII. YELLOW CAB CHALLENGE PHILIPPINES SUBIC</p>		
<p>Inclusive Dates: 20 February to 22 February 2015 Venue: Subic Bay Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Challenge Philippines Subic and CamSur are recognized internationally as best in class and part of the largest and fastest growing triathlon global series, Challenge Family Triathlon Global Series.</p>	<p align="center">1000 participants</p>	<p align="center">Completed</p>

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XXXIV. MOU SIGNING WITH JOLLIBEE PHILIPPINES, INC.		
<p>Inclusive Dates: 10 February 2015 Venue: Jollibee Pioneer Branch, Pasig City Nature of Activity: Joint Promotion</p> <p>Short Description: Partnership with Jollibee Philippines, Inc. in line with the VPY 2015 campaign, Jollibee will exert reasonable efforts to provide: 1) Events Marketing; 2) Advertising and Public Relations; and 3) Promotions – explore discounting schemes for OFWs and foreign tourists. On the other hand, TPB will: 1) Recognize and endorse Jollibee’s programs and plans to support DOT’s tourism branding campaign; 2) Accredite Jollibee as an official but non-exclusive partner; 3) Usage of the campaign logo in all marketing and advertising subject to existing laws, rules and regulations.</p>		Ongoing

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<p align="center">XXXV. MALASIMBO MUSIC AND ARTS FESTIVAL</p>		
<p>Inclusive Dates: 6 March to 15 March 2015 Venue: Puerto Galera, Oriental Mindoro Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Malasimbo Festival is one of the world’s most enchanting festivals, set in the tropical paradise of Puerto Galera, Oriental Mindoro. The festival is highly published in both local and international media for its innovative music, arts, lights, and community program plus its breathtaking backdrop.</p>		<p align="center">Completed</p>
<p align="center">XXXVI. PHIL-AMERICAN MILITARY RETIREES ASSOCIATION (PAMRA) WELCOME DINNER</p>		
<p>Inclusive Dates: 12 February 2015 Venue: Pavillion La Castellana, Intramuros Nature of Activity: Special Project (Domestic Special Promotions)</p> <p>Short Description: The Philippine-American Military Retirees Association (PAMRA) held a biennial reunion and tour of the Philippines and for their 11th homecoming this year, close to 245 retirees and their spouses participated in 10-day tour of Metro Manila, Batangas and Bicol from February 11-19. TPB was requested by the group to host a Welcome Dinner with entertainment on February 12 at Intramuros.</p>	<p align="center">245 attendees of the welcome dinner</p>	<p align="center">Completed</p>

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XXXVII. MEDIA FAMILIARIZATION TRIP FEATURING MALASIMBO FESTIVAL 2015		
<p>Inclusive Dates: 6 to 8 March 2015 and 13 to 15 March 2015 Venue: Puerto Galera, Oriental Mindoro Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The TPB affirmed its support and participation as partner to the Malasimbo Festival held on two weekends (06-08 and 13-15 March 2015) in Puerto Galera, Oriental Mindoro as recognition of the festival's distinctive eco-cultural program as well as to create a favorable image of the Philippines not only as world-class destination for music and arts but also for lights and dance.</p> <p>TPB extended the additional support through an invitational media familiarization trip participated in by local and international bloggers, travel writers and lifestyle correspondents who attended the festival. They were given updates on new products and services offered by Puerto Galera and Oriental Mindoro. This invitation included MTV Asia's coverage of the event on the 2nd weekend.</p>	<p>15 participants of the familiarization trip</p>	<p>Completed</p>

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XXXVIII. PWU SYMPOSIUM: THE FILIPINO YOUTH AND THEIR EDUCATION		
<p>Inclusive Dates: 26 February 2015 Venue: Philippine Women’s University Manila Nature of Activity: Special Project (Domestic Special Promotions)</p> <p>Short Description: The Philippine Women’s University (PWU) celebrated its Founding Anniversary with systems-wide month-long activities for February 2015.</p> <p>Part of the celebration is the TPB-assisted Symposium arranged by the PWU School of Tourism Management held last 26 February 2015, at 1:00 to 5:00 pm at Conrado Benitez Hall.</p> <p>The symposium’s theme was “The Filipino Youth & their Education: Role of Culture and the Arts towards Global Excellence & Sustainable Tourism.” This aimed to increase knowledge and enlighten the youth towards global excellence and of contributing to the university support towards the country’s fulfillment of the UN Millennium Development Goals.</p>	<p>250 participants of the symposium</p>	<p>Completed</p>

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<p>XXXIX. 22ND TRAVEL TOUR EXPO 2015</p>		
<p>Inclusive Dates: 13 February to 15 February 2015 Venue: SMX Convention Center, Pasay City Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: The Travel Tour Expo was conceptualized by PTAA in 1994 to showcase the products and services of its members. Since then, the show has evolved into a much awaited annual industry event covering practically all segments of the travel business, making it the biggest event for the travel and tourism industry. More than 65,000 travelers/visitors were present in the 2012 edition which had 492 booths occupied by 255 firms.</p>		<p align="center">Completed</p>

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<p>XL. VISIT BOHOL 2015 (B2B)</p>		
<p>Inclusive Dates: 9 January to 11 January 2015 Venue: Dusit Thani Hotel Manila Nature of Activity: Special Project</p> <p>Short Description: As an initiative to revitalize the tourism in Bohol from the 2013 quake, the Province of Bohol in collaboration with United States Agency for International Development through its Advancing Philippine Competitiveness Project (USAID-COMPETE), the Department of Tourism (DOT), the United Nations-World Tourism Organization (UN-WTO), the Pacific Asia Travel Association (PATA), and the tourism stakeholders launched the Visit Bohol 2015. The campaign seeks to position Bohol as a top-notch tourist destination boasting a wide range of natural attractions from the serene Loboc River, white sand beach in Panglao, to spellbinding marine sanctuaries in Anda, as well as its hospitable people. The Visit Bohol 2015 Travel Exchange was one of the lined up activities for the fair. Buyers from Metro Manila were invited to discuss business opportunities and create new connections with Bohol sellers in one-on-one tabletop appointments. It was a great avenue for the participants to be aware of the new developments and product offerings in Bohol.</p>	<p align="center">25 Sellers; 50 Buyers</p>	<p align="center">Completed</p>

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XLI. 2ND WINTER ESCAPADE – IT’S MORE FUN IN THE PHILIPPINES TOUR		
<p>Inclusive Dates: 30 January to 6 February 2015 Venue: Manila; Dumaguete; Siquijor; Bohol; Cebu Nature of Activity: Special Project</p> <p>Short Description: The 2nd Economic Diplomacy Workshop of Team Philippines Canada, held on 06 October 2012 in Edmonton Alberta, Canada, decided to organize a Team Philippines Canada (TPC) Tour from February 25 to March 3, 2013 for the Canadian market. This has led to the birth of the first Winter Escapade – It’s More Fun in the Philippines Tour (WE – IMFIT PH), an offshoot of the Ambassadors, Consuls General and Tourism Directors Tour to the Philippines.</p>	300 participants	Completed

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XLII. UK TOUR OPERATORS FAMILIARIZATION TRIP WITH PHILIPPINE AIRLINES		
<p>Inclusive Dates: 16 March to 24 March 2015 Venue: Manila; Boracay; El Nido Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Philippines Department of Tourism (PDOT) London conducted its first familiarization trip with Philippine Airlines UK last May.</p> <p>PDOT London selected the top UK producing tour operators to the Philippines to update them on the latest products and new developments in the country since they started selling the destination.</p> <p>The Philippine destinations featured were Manila, Boracay, and El Nido. Shangri-la hotels and resorts partnered with PDOT London as well on this trip and offering complimentary accommodation for the Manila and Boracay legs as well as return transfers in Boracay.</p> <p>The fam represented the first major joint-project with PAL for the UK market.</p>	<p>6 Tour Operators</p>	<p>Completed</p>

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XLIII. 40TH KIWANIS ASIA PACIFIC (ASPAC) CONVENTION		
<p>Inclusive Dates: 5 to 7 March 2015 Venue: Fontana Leisure Parks & Casino, Clark Freeport Zone, Pampanga Nature of Activity: Booked Event</p> <p>Short Description: Kiwanis International-Philippine Luzon District hosted the 40th Kiwanis Asia Pacific Convention, which was attended by about 800 foreign delegates from at least 18 countries, and 500 local delegates. Hosting the 2015 ASPAC Convention was intended to be the launching pad for the bid to host the bigger Kiwanis International Convention in 2019.</p>	<p>800 foreign participants</p>	<p>Completed</p>

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KLIV. PARAGLIDING ACCURACY WORLD CUP 2015		
<p>Inclusive Dates: 27 March to 29 March 2015 Venue: Safi Ranch, Maasim, Sarangani Province Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Following the success of the 1st International Paragliding Accuracy Competition held last 22-24 August 2014, the Category 1 of the Paragliding Accuracy World Cup 2015 was staged with DOT Region 12 as co-presenter. There were a total of 64 pilots competing from 17 different countries: The Philippines, Malaysia, Singapore, Taiwan, Thailand, China, South Korea, Japan, Pakistan, Canada, USA, Spain, Serbia, United Kingdom, Germany, and Australia.</p>	70 participants	Completed

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<p>XLV. 6TH NATIONAL TOURISM AND HOSPITALITY STUDENTS CONVENTION</p>		
<p>Inclusive Dates: 14 February 2015 Venue: CAP Convention Center of Camp John Hay, Baguio Nature of Activity: Collateral Support</p> <p>Short Description: A project of Tourism Educators and Movers Philippines, Inc. the 6th National Tourism and Hospitality Students Convention was held on 14 February 2015 in Camp John Hay, Baguio. The year's theme: "Contemporary Tourism", Adaptation and Innovation towards boundless opportunities focused on Meetings, Incentives, Conventions and Events/Exhibitions. An assistance of 500 MICE books were given to the students.</p>	<p align="center">500 Students</p>	<p align="center">Completed</p>

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<p>XLVI. VSO BAHAGINAN UK VOLUNTEERS</p>		
<p>Inclusive Dates: 12 January 2015 to 30 March 2015 Venue: Manila Nature of Activity: Others (Airport facilitation and Lei Reception)</p> <p>Short Description: VSO Bahaginan had the International Citizen Service (ICS) programme from January to March 2015. The ICS is a UK government initiative programme that gives young people from UK the opportunity to volunteer overseas and join the fight against poverty. The scheme provides 12-week international volunteer placement opportunities to 18 to 25- years-olds across the UK.</p>	<p align="center">24 Participants</p>	<p align="center">Completed</p>

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XLVII. MUTYA NG SAN PEDRO BEAUTY PAGEANT (SAMPAGUITA FESTIVAL 2015)		
<p>Inclusive Dates: 23 February 2015 Venue: San Pedro City Public Plaza Nature of Activity: Logo/ Photo/ Video Support and Collateral Support</p> <p>Short Description: Mutya Ng San Pedro is an institutional Beauty pageant held as one of the highlights of the San Pedro City's Sampaguita Festival held every 3rd week of February. The Festival aims to promote tourism in the city and revitalize the sampaguita industry in San Pedro, Laguna. TPB provided 50 pcs of VPY 2015 T-shirts and IMFITP and VPY AVPs.</p>		Completed

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XLVIII. HBC HOKKAIDO BROADCAST FILMING COVERAGE		
<p>Inclusive Dates: 22 January 2015 to 28 January 2015 Venue: Manila, Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: To better introduce the Philippines during the Sapporo Snow Festival, Hokkaido Broadcasting Corporation sent a filming crew for coverage of Philippine attractions in Manila, Cebu and Bohol scheduled last 22-28 January 2015. The film aired throughout the festival in February 2015.</p> <p>Part of Hokkaido Broadcasting Corporation and DOT Tokyo's promotional campaign was to introduce the Philippines as a tourist destination via their TV program "Gacchanko Journey" that was aired on 09, 16, 23 February and 02 March 2015. The program aimed to introduce culture, food, nature and the likes, of Asian countries.</p>		Completed

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XLIX. SEGYE ILBO FAM TRIP		
<p>Inclusive Dates: 09 January 2015 to 13 January 2015 Venue: Cebu Nature of Activity:</p> <p>Short Description: Segye Ilbo is a daily newspaper founded in 1989, by Unification Church founder and leader, Sun Myung Moon. The newspaper strives to report news in a purely objective fashion. Segye Ilbo prides itself as a leader in global news reporting and aspires to bring readers precise and timely news. Segye Ilbo also operates an integrated platform network that involves print, online, and mobile contents.</p>	<p>3 participants</p>	<p>Completed</p>

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L. PRODUCT UPDATE – CEBU PACIFIC/LAUNCH OF NARITA TO CEBU FLIGHTS

<p>Inclusive Dates: 03 February 2015 Venue: Happon, Tokyo Nature of Activity: Joint Promotion</p> <p>Short Description: With Cebu Pacific Air commencing regular flights between Narita and Cebu on 26 March 2015, the national carrier organized a simultaneous launching ceremony and product update in Tokyo and Nagoya supported by the Tourism Promotions Board (TPB) and the Philippine Department of Tourism (DOT). In addition to the announcements of new services, Cebu Pacific introduced new group rates to approximately 60 invitees from the travel trade for use in their travel programs. An additional 30 guests came from the media, travel-related operators and the Filipino community.</p>		<p align="center">Completed</p>
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<p>LI. TIEZA VPY 2015 NOTEBOOK</p>		
<p>Inclusive Dates: 12 March 2015 Venue: Nature of Activity: Collateral Support & Others</p> <p>Short Description: This project aimed to assist TIEZA by providing the layout for the VPY 2015 notebook design, which served as giveaways for the agency's various tourism events, targeting clients, guests, and business partners.</p>		<p align="center">Completed</p>
<p>LII. SUBIC TO BORACAY RACE 2015</p>		
<p>Inclusive Dates: 27 February 2015 to 28 February 2015 Venue: Lighthouse Marina Resort, Subic/Boracay Nature of Activity: Financial Assistance</p> <p>Short Description: In cooperation with the Saturday Afternoon Gentleman Sailing and Lighthouse Marina Resort, the Standard Insurance 6th Subic to Boracay Race happened last 27-28 Feb 2015 and 02-06 March 2015.</p>		<p align="center">Completed</p>

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LIII. DBM “PHILIPPINE GOOD GOVERNANCE SUMMIT 2015”		
<p>Inclusive Dates: February 2015 Venue: Quezon, City Nature of Activity: Collateral Support & (to promote VPY 2015 & IMFITP campaign)</p> <p>Short Description: Department of Budget Management requested promotional giveaways for the Philippine Good Governance Summit 2015 held last February 2015 in Quezon City. TPB assisted by giving 300 pieces of each kind of VPY 2015 promotional giveaways: cacha bags, button pins, and lanyards.</p>		Completed
LIV. PHILGEPS DELEGATES FROM BHUTAN		
<p>Inclusive Dates: 09 February 2015 to 13 February 2015 Venue: Bhutan Nature of Activity: Collateral Support (to promote VPY 2015 & IMFITP campaign)</p> <p>Short Description Philgeps requested the support of TPB when it hosted study tour delegates from Bhutan. TPB provided VPY 2016 & IMFITP promotional materials and giveaways at 15 sets of all items, such as Omnibus Primer, Destinations brochures (Manila, Cebu/Bohol and Boracay), VPY 2015 luggage tag, lanyards, and cacha bags.</p>		Completed

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LV. WORLD TRADE CENTER SUPPORT PROMO MATS		
<p>Inclusive Dates: January 2015 Venue: Manila Nature of Activity: Collateral Support & (To promote VPY 2016 and IMFITP campaign) Short Description: Per request of World Trade Center to give tourism promotional brochures and giveaways, TPB released the following promo mats & giveaways: sample copies of Primer, Manila Map, Lonely planet guide brochures and IMFITP/VPY2016 300pcs Black bags.</p>		Completed
LVI. GLOBE STORE DISPLAY MONITOR VIEWING AT CDO AND SM NORTH EDSA		
<p>Inclusive Dates: 31 March 2015 Venue: Nature of Activity: Logo/Photo/Video Support Short Description: 3D VIZION Corp. request of VPY Videos for display.</p>		Completed

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<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>LVII. ANNSET HOLIDAYS</p>		
<p>Inclusive Dates: 16 to 20 March 2015 Venue: Nature of Activity: Logo/Photo/Video Support</p> <p>Short Description: VPY 2015 AVP's and ATC for marketing purposes.</p>		<p align="center">Completed</p>
<p>LVIII. ALASKA, THRU LOWE INC.</p>		
<p>Inclusive Dates: 27 March 2015 to 29 March 2015 Venue: n/a Nature of Activity: Logo/Photo/Video Support</p> <p>Short Description: Renewal of the use of Logo for promotional materials of Alaska, thru Lowe Inc.</p>		<p align="center">Completed</p>

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<p align="center">LIX. USE OF IMFITP LOGO SMART SIM PACK</p>		
<p>Inclusive Dates: 28 January to 13 March 2015 Venue: n/a Nature of Activity: Logo/Photo/Video Support</p> <p>Short Description: VPY 2015 AVP's and TVC's for marketing purposes</p>		<p align="center">Completed</p>
<p align="center">LX. NATIONAL WATER RESOURCES BOARD FOR PRESENTATION AND PRINT AD MATERIALS</p>		
<p>Inclusive Dates: 27 March 2015 to 29 March 2015 Venue: n/a Nature of Activity: Logo/Photo/Video Support</p> <p>Short Description: Request of water related photos and destinations for their power point presentation and digital poster.</p>		<p align="center">Completed</p>

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<p>LXI. INTERNATIONAL TOURISM FAIR IN SPAIN (FITUR)</p>		
<p>Inclusive Dates: 20 January 2015 to 24 January 2015 Venue: Madrid Nature of Activity: Collateral Support & Others</p> <p>Short Description: FITUR, the International Tourism Fair which was held last January 20 - 24, 2015 at Freia de Madrid. The Trade shows registered a record in business participation and raised the economic impact on Madrid. Destinations from over the world, tour operators, travel agencies, hotels, transport companies, service and technology participated. The trade show was the stage for the signing of the commitment to the World Tourism Organization and the global compact entered into by various companies to drive forward the United Nations Agenda. TPB released IMFITP & VPA tourism campaign for FITUR event 150 pieces each kind of the following giveaways: Dry-fit shirts, Cacha bags, Button pins, Stickers, Media kits and assorted VPY Party hats.</p>		<p align="center">Completed</p>

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LXII. GREENPIA COSMETICS CORPORATION INCENTIVE TOUR C/O NO. 1 TOURS		
<p>Inclusive Dates: 23 March 2015 to 28 March 2015 Venue: Shangrila's Mactan Resort Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: Greenpia Corporation is a 26-year old cosmetic and health food company which has previously conducted incentive tours to the Philippines. The 314 personnel were the participants for the 2015 First Half Incentive Tour for Employees and were billeted at Shangrila's Mactan Resort Cebu The local handler of the group was No. 1. Tour.</p> <p>TPB's assistance: airport facilitation and lei reception.</p>	<p>314 are the participants joining the Incentive Trip</p>	<p>Completed</p>

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<p>LXIII. APEC 2015 1ST SENIOR OFFICIALS MEETING (SOM1) WELCOME DIINER SHOW</p>		
<p>Inclusive Dates: 06 February 2015 Venue: Clark Parade Grounds Nature of Activity: Special Event (National Commitment)</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee –hosted dinner shows.</p>		<p align="center">Completed</p>
<p>LXIV. ROUTES ASIA 2015</p>		
<p>Inclusive Dates: 15 March 2015 to 17 March 2015 Venue: Yunnan Haigeng Convention Center, Kunming, China Nature of Activity: Preparation for the Philippines hosting (2016)</p> <p>Short Description: Routes Asia is the key event for airports, airlines, tourism authorities, policy leaders, keynote speakers and exhibitors who meet, do business, and plan for the future. The annual networking gathering brings together more than 700 key players in the airline and airport industry from Asia, North America, Africa, and Europe for Strategic networking on air service development. In 2016, the Philippines, through the DOT, will be hosting Routes Asia in Manila.</p>	<p align="center">Attendance promotion to routes Asia 2016 in Manila</p>	<p align="center">Completed</p>

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<p align="center">LXV. INTERNATIONAL CITIZEN SERVICE (ICS) GLOBAL WORKSHOP ON ACTIVE CITIZENSHIP</p>		
<p>Inclusive Dates: 24 February 2015 to 27 February 2015 Venue: Pacific Leadership Academy, Antipolo, Rizal Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: International Citizen Service (ICS) is UK’s leading global volunteering programme for young people who do voluntary work abroad. ICS brings together youth from different countries to fight poverty—with volunteers from UK working alongside volunteers from developing countries. The workshop was attended by participants from the United Kingdom, Bangladesh, South Africa, Tanzania, Kenya, Uganda, Malawi, Ghana, Nicaragua, Bolivia, Thailand, Nepal and Philippines. TPB Assistance: Airport Reception and Promotional Materials support.</p>	<p align="center">50 expected foreign arrivals</p>	<p align="center">Completed</p>

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LXVI. 3RD GLOBAL SUMMIT OF FILIPINOS IN THE DIASPORA		
<p>Inclusive Dates: : 25 February 2015 to 27 February 2015 Venue: Manila Hotel Nature of Activity: Preparation for the Philippines hosting (2016)</p> <p>Short Description: The 3rd Global Summit of Filipinos in the Diaspora was organized by the Commission on Filipinos Overseas in partnership with the Global Filipino Diaspora Council (GFDC), European Network of Filipino Diaspora (ENFID), US Pinoys for Good Governance (US4GG), and the Middle East Network of Filipino Diaspora (MENFiD). It is aimed to provide a venue for continued networking and convergence of the Filipino diaspora councils, present the Philippine Government's initiatives to promote the interest of overseas Filipinos, and to develop a common vision and action plan for the Filipino diaspora communities for 2015 and beyond.</p>	<p>300 foreign and 300 local participants</p>	<p>Completed</p>

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<p align="center">LXVII. INTERNATIONAL CONFERENCE ON CONSERVATION FINANCING</p>		
<p>Inclusive Dates: 03 March 2015 to 04 March 2015 Venue: Hotel H2O, Luneta, Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The conference gathered international and Philippine practitioners of forest conservation financing (CF) to share recent knowledge and discuss lessons learned from successful CF schemes in Southeast Asia. Conservation finance experts, environmental policy makers, and noted resource and environmental economist from Southeast Asia (Cambodia, Germany, Indonesia, Lao PDR, Malaysia, Myanmar, Thailand, USA, and Vietnam) attended the congress.</p> <p>TPB Assistance: Promotional Materials Support</p>	<p align="center">110 local and 30 foreign participants</p>	<p align="center">Completed</p>

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<p>LXVIII. LAUSANNE GLOBAL DIASPORA FORUM 2015</p>		
<p>Inclusive Dates: : 24 March 2015 to 27 March 2015 Venue: Ortigas Center, Pasig City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Lausanne Global Diaspora Forum (GDF) 2015 is a gathering of up to 500 invited participants from across the globe representing global leaders from various organizations- missions’ scholars, seminary presidents, professors, field practitioners as well as denominational leaders. GDF2015 was held in Manila last March 24-27, 2015 and hosted by the Greenhills Christian Fellowship in Ortigas Center, Pasig City. TPB Assistance: Promotional Materials Support</p>	<p align="center">500 expected foreign arrivals</p>	<p align="center">Completed</p>

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LXIX. 38TH GROUPE SPECIALE MOBILE ASSOCIATION (GSMA) ASIA CONFERENCE AND EXHIBITION		
<p>Inclusive Dates: 04 February 2015 to 06 February 2015 Venue: Shangri-la Mactan, Cebu Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 38th GSMA Asia Pacific Exhibition and Conference gathered over 100 delegates from different mobile operators in Asia Pacific. It included guest speakers from telecommunications and technology companies who shared best practices for the advancement of the mobile industry in the region. TPB Assistance: Airport Reception & Sinulog Dancers for Welcome Dinner Reception</p>	150 expected foreign arrivals	Completed
LXX. MAIM CORPORATION INCENTIVE TOUR C/O INTERPARK TOUR		
<p>Inclusive Dates: : 16 March 2015 to 02 May 2015 Venue: Isla Resort and Casino, Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: Interpark Tour is one of the leading travel agencies in Korea who organized the incentive tour to Cebu for 2,310 personnel of Maim Corporation, a 20-year old cosmetic and health food company which has many branches all over Korea. The participants were divided into 21 groups (110 pax per group) from 16 March to 2 May 2015 and were billeted at Isla Resort and Casino. TPB's Assistance: airport facilitation and lei reception.</p>	2,310 expected participants	Completed

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LXXI. MAKITA CORPORATION INCENTIVE TOUR C/O POSCO TOUR		
<p>Inclusive Dates: 07 March to 21 March 2015 Venue: Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: POSCO Tour, a Korean land operator in the Philippines, in coordination with DOT Korea, organized the incentive tour to Cebu for the 145 employees of MAKITA Corporation, a manufacturer of professional and consumer power tools and supplies to 150 countries all over the world. The participants were divided into 3 groups (45 pax per group) from 7-21 March 2015. <i>TPB's Assistance: airport facilitation and lei reception.</i></p>	<p>145 expected participants</p>	<p>Completed</p>

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<p>LXXII. SAPPORO SNOW FESTIVAL</p>		
<p>Inclusive Dates: 05 February 2015 to 11 February 2015 Venue: Block 7 Odori Park, Sapporo City, Hokkaido, Japan Nature of Activity: Special Events</p> <p>Short Description: Hokkaido Broadcasting Corporation (HBC) invited the Department of Tourism (DOT) in mid-2014 for the Philippines to be the featured country of the 66th Yuri Matsuri (Sapporo Snow festival). The festival started in 1950 and has since evolved into one of Japan’s most popular events attracting over 2.5 million tourists every year and covered by international media. In consideration of Visit the Philippines Year 2015, the event’s global popularity and the massive publicity mileage to be generated, the proposal was accepted. Aside from the 13-meter snow sculpture of an iconic Philippine edifice as the principal exhibition, the Philippine feature included the use of a heated 3-booth (53sqm.) structure and 3 to 4 daily cultural performance at the main stage and assigned venue and a huge monitor playing Philippine promotional videos.</p>		<p align="center">Completed</p>

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<p>LXXIII. NAGOYA TRAVEL FAIR</p>		
<p>Inclusive Dates: 12 March 2015 to 15 March 2015 Venue: Nature of Activity: International trade and Consumer fair</p> <p>Short Description: Nagoya Travel Fair is an institutional project of DOT Osaka with about 140,000 visitors annually. The event is largest and most reputable in the Chubu (central) region and supported by JATA. Nagoya, the principal city, is Japan's 4th largest with approximately 2.2 million passport holders. With PAL launching Nagoya to Cebu services December 2014 and Cebu Pacific soon to follow suit, Philippine participation will enhance the air carrier's promotional efforts for the new seats and package rates.</p>		<p align="center">Completed</p>

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LXXIV. BANK FOR INTERNATIONAL SETTLEMENTS – SPECIAL GOVERNORS’ MEETING		
<p>Inclusive Dates: 06 February 2015 Venue: Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Established on 17 May 1930, the Bank for International Settlements (BIS) is the world’s oldest international financial organization. The BIS has 60 member central banks, representing countries from around the world that together make up about 95% of world GDP. The head office is in Basel, Switzerland and there are two representative offices: in the Hong Kong Special Administrative Region of the People’s Republic of China and in Mexico City. The mission of the BIS is to serve central banks in their pursuit of monetary and financial stability, to foster international cooperation in those areas and to act as a bank for central banks.</p> <p>The TPB provided promotional materials for this event.</p>	<p>21 foreign delegates</p>	<p>Completed</p>

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LXXV. 8TH MEETING OF THE FINANCIAL STABILITY BOARD REGIONAL CONSULTATIVE GROUP FOR ASIA (FSB-RCGA) AND THE WORKSHOP ON OTC DERIVATIVES MARKET REFORMS		
<p>Inclusive Dates: 04 March 2015 Venue: Bohol Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The FSB promotes international financial stability; it does so by coordinating national financial authorities and international standard-setting bodies as they work toward developing strong regulatory, supervisory and other financial sector policies. It fosters a level playing field by encouraging coherent implementation of these policies across sectors and jurisdictions.</p> <p>The FSB, working through its members, seeks to strengthen financial systems and increase the stability of international financial markets. The policies developed in the pursuit of this agenda are implemented by jurisdictions and national authorities. TPB provided promotional materials for the event</p>	50 foreign delegates	Completed

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LXXVI. APEC 2015 TECHNICAL VISIT/TOUR & WELCOME DINNER IN BORACAY		
<p>Inclusive Dates: 16 February 2015 to 17 February 2015 Venue: Boracay Nature of Activity: Others - Special Event: National Commitment</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows</p>		Completed
LXXVII. DOLPHIN DESTINY ADVENTURES FAM TRIP		
<p>Inclusive Dates: 15 January 2015 to 29 January 2015 Venue: Mania B: Hotel Nature of Activity: Others - Ocular Inspection</p> <p>Short Description: Dolphin Destiny Adventure is a wholesale travel company specializing in dive groups and spirituals retreats. They met during the TPB participation in Luxperience 2014 in Sydney.</p> <p>The purpose of their trip was to conduct site inspections of Manila, Puerto Galera and Dumaguete.</p> <p>TPB Assistance: (1) Two Manila-Dumaguete Air Tickets and (2) Hosted meal</p>	2 pax	Completed

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<p>LXXVIII. ASIAN AND OCEANIC CONGRESS OF OBSTETRICS AND GYNAECOLOGY</p>		
<p>Inclusive Dates: March - April 2015 Venue: Malaysia Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The Philippine Obstetrics and Gynaecology Society (POGS), thru Ms.Lita Ang-De Jesus, expressed their intention to bid for the Asian and Oceanic Congress of Obstetrics and Gynaecology (AOCOG) 2019. POGS requested the assistance of TPB MICE in drafting the bid and the provision of promotional materials during the presentation of the bid in AOCOG 2015 in Malaysia. TPB Assistance: provision of outline and bid draft, provision of promotional materials (VPY catcha bags, luggage tags, pens, leatherette card holder, and Best of the Best of the Philippines for the International Organizing Committee)</p>	<p>Provision of technical assistance in bid draft for presentation to the international host during AOCOG 2015</p>	<p align="center">Completed</p>

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LXXIX. WAR MEMORIAL TOUR		
<p>Inclusive Dates: 10 March 2015 Venue: Manila Nature of Activity: Welcome Speech</p> <p>Short Description: TPB was invited by Baron travel to give a welcome remarks speech during the hosted dinner at Diamond Hotel for the war-bereaved families. It was attended by approximately 150 members. The group is celebrating this commemorative event twice a year.</p>		Completed

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<p>LXXX. INTERNATIONALE TOURISMUS BORSE (ITB) 2015</p>		
<p>Inclusive Dates: 05 March 2015 to 08 March 2015 Venue: Messe Berlin, Germany Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: ITB is the world's largest travel and trade show and the leading business to business platform of all tourism industry offers that is held annually in Berlin. The fair was the venue for the world's largest tourism convention showcasing market trends and innovations and insights from the leading think tanks of the global tourism industry. It is was a must-attend event presenting a diverse range of destinations and a unique opportunity for the whole global travel trade to meet, network, negotiate, and conduct business under one roof.</p>	<p align="center">increase awareness/generate direct booking</p>	<p align="center">Completed</p>

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LXXXI. INTERNATIONAL CHINESE NEW YEAR (CNY) NIGHT PARADE		
<p>Inclusive Dates: 19 February 2015 Venue: Hong Kong Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The 20th Hong Kong Chinese New Year (HKCNY) Night Parade was held in the major streets of Hong Kong with the Bacolod MassKara Festival dancers invited by the Hong Kong Tourism Board. This event became the highlight performance among other delegations from other countries.</p> <p>The invitations for the Philippine cultural groups are highly significant as Hong Kong is still in the healing stage after the Luneta shooting incident. Philippine participation through these cultural groups is a form of diplomacy where Filipinos extend their hand in reconciliation with Hong Kong people.</p>	N/A	Completed

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<p>LXXXII. 20TH PHILIPPINE WORLD BUILDING AND CONSTRUCTING EXPOSITION (WORLDBEX)</p>		
<p>Inclusive Dates: 11 March 2015 to 15 March 2015 Venue: World Trade Center Nature of Activity: M.I.C.E Booked Event (international)</p> <p>Short Description: Worldbex on the Philippine World Building and Construction Exposition has been a haven for the local and international building and construction industry. It is an ideal venue for business transactions and introduction of innovations.</p> <p>Worldbex is dubbed as Asia’s most attended construction exposition with participants from countries such as Austria, Australia, Belgium, Brunei, China, Finland, Hong Kong and Germany to name a few.</p> <p>Worldbex is the only construction show in the country that offers Business Matching Service during show covering the needs of both the consumers and producers.</p> <p>TPB Assistance: (1) Coordination of an inter-agency meeting with concerned airport agencies (2) Provision of welcome leis for 300 foreign delegates (3) Inclusion of Worldbex event in the Calendar of International events.</p> <p>Worldbex Commitment: (1) Inclusion of TPB logo as event sponsor in Worldbex promotional materials (2) provision of a 9 sqm. Exhibit area (3)</p>	<p align="center">150,000 Visitors</p>	<p align="center">Completed</p>

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Live acknowledgement of TPB as a sponsor throughout the event.		
LXXXIII. APEC 2015 FINANCE DEPUTIES MEETING WELCOME DINNER SHOW		
<p>Inclusive Dates: 05 March 2015 Venue: Taal Vista Hotel, Tagaytay Nature of Activity: Special Event (National Commitment)</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chairs the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee-hosted dinner shows.</p>		Completed
LXXXIV. DIVING EQUIPMENT & MARKETING ASSOCIATION (DEMA) SHOW 2015		
<p>Inclusive Dates: 04 February 2015 to 07 November 2015 Venue: Orange County Convention Center, Orlando, Florida, USA Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The DEMA Show is considered to be the world's largest and most important trade-only exhibition and conference for the international diving industry. It is comprised of a 4-day tradeshow that brings together a highly qualified audience of diving, water sports and travel professionals with product demonstrations, presentations and seminars affording networking opportunities for dive buyers and decisions makers from around the world.</p>	15 participants	Completed

ACCOMPLISHMENT REPORT
1ST QUARTER 2015

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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LXXXV. 12TH ASEAN LAW ASSOCIATION (ALA) GENERAL ASSEMBLY		
<p>Inclusive Dates: 25 February 2015 to 28 February 2015 Venue: Makati Shangri-La Hotel Nature of Activity: M.I.C.E. Booked Event (International)</p> <p>Short Description: Established in 1979, ALA is a non-government organization of lawyers in the ASEAN region that brings together all the different branches of the law profession under one roof to promote a common ASEAN focus on key issues and policies. It is a dynamic organization that moves forward in collaborative efforts to understand and harmonized laws in the region. Approximately 500 foreign and local delegates attended the event.</p> <p>TPB Assistance: (1) Entertainment during the Welcome Dinner Reception on 25 February 2015 (2) Airport reception with welcome leis, (3) Brochures and souvenirs items.</p> <p>ALA Philippines Commitment: (1) Inclusion of TPB or VPA logo in the Conference’s promotional materials, (2) Acknowledgement of TPB as sponsor, and (3) Submission of terminal report including names of participants and email address</p>	<p>500 foreign and local participants</p>	<p>Completed</p>