

**ACCOMPLISHMENT REPORT**  
**1<sup>ST</sup> QUARTER 2017**

<b>PROGRAM / ACTIVITY / PROJECT</b> <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	<b>OBJECTIVES</b> <i>Objectives of the Program/Activity/Project</i>	<b>STATUS</b> <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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**I. FIRST ADVISER TEAM BUILDING INCENTIVE TRIP**

<p><b>Inclusive Dates:</b> 12 January 2017 to 15 January 2017  <b>Venue:</b> Fairways and Bluewater Resorts, Boracay  <b>Nature of Activity:</b> Incentive Trip</p> <p><b>Short Description:</b>  FCm Travel Solutions, in coordination with our DOT Singapore office, is handling is organizing an incentive tour for twenty five (25) employees of First Adviser, a sub agent for AXA Insurance. It is an incentive holiday for top performers.</p>	25 participants	Completed
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**II. LAUNCHING OF PHILIPPINES' CHAIRMANSHIP OF ASEAN**

<p><b>Inclusive Dates:</b> 13 January 2017 to 16 January 2017  <b>Venue:</b> SMX, Davao  <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b>  Launching of Philippines' Chairmanship of ASEAN held on 15 January 2017 at SMX Davao, was the first "commemorative" meeting held for the Philippine Chairmanship of the ASEAN 2017. This was attended by the ASEAN Member</p>	1,000 participants	Completed
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<p>States delegates, national and local government officials, members of the press and most notably it was attended by President Rodrigo Duterte. The launching was an exhibit of ASEAN information as well as a showcase of what the nation has to offer for the rest of our ASEAN Chairmanship Year. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p><b>III. ASIAN PAINTS GROUP INCENTIVE PROGRAM</b></p>		
<p><b>Inclusive Dates:</b> 16 January 2017 to 19 January 2017  <b>Venue:</b> Manila  <b>Nature of Activity:</b> Incentive Trip</p> <p><b>Short Description:</b>  The Asian Paints Group Incentive Program is an annual event held for top ranking dealers who have qualified over reaching their respective market target in the painting industry -- manufacturing, selling and distribution of paints, coatings, products related to home décor, bath fittings and other related services.</p>	<p align="center">142 participants</p>	<p align="center">Completed</p>

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**IV. ASEAN TOURISM FORUM (ATF) 2017**

<p><b>Inclusive Dates:</b> 16 January 2017 to 20 January 2017  <b>Venue:</b> Marina Bay Sands Expo &amp; Convention Centre, Singapore  <b>Nature of Activity:</b> Special Project</p> <p><b>Short Description:</b>            The ASEAN Tourism Forum 2017 is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. It will take place at the Sands Expo and Convention Centre, Marina Bay Sands from 16 - 20 January 2017. It is organized by Singapore Tourism Board and supported by Singapore Exhibition &amp; Convention Bureau.</p> <p>Each year, the hosting of the ATF is rotated among the member countries ( Brunei, Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam). This was the 36th edition of ATF since it's inauguration in Malaysia in 1981 and the third time in Singapore.</p> <p>The National Association of Travel Agents Singapore (NATAS), which was founded in May 1979, was the official organizer of this year's ATF 2017. They managed and handled the registration of the sellers, buyers , and media, the online appointment matching, the TRAVEX proper and the rest of the preparations relative to the TRAVEX. They also arranged for the tourism</p>	<p align="center">23 private sectors</p>	<p align="center">Completed</p>
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ministers of each of the ASEAN countries and their meetings and conferences.		
<b>V. POLISH GROUP TOUR</b>		
<p><b>Inclusive Dates:</b> 18 January 2017 to 01 February 2017  <b>Venue:</b> Manila, Cebu, Bohol, Sagada and Tagaytay  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  The Domestic Promotions Department handled the two groups from Poland, the Stowarzyszenie Organizatorów Incentive Travel (SOIT) and Filming group of Chef Robert Maklowicz:</p> <p>The two (2) groups visited the Philippines on the following dates and destinations:</p> <ol style="list-style-type: none"> <li>1. SOIT Incentive Group composed of five (5) agents (see attached list) <ul style="list-style-type: none"> <li>○ Dates: 18-25 January 2017</li> <li>○ Destinations: Cebu, Bohol, Manila &amp; Tagaytay</li> </ul> </li> <li>2. Mr. Robert Maklowicz and five (5) filming crew - including the script writer and camera men (see attached list) <ul style="list-style-type: none"> <li>○ Dates: 22 January to 01 February 2017</li> <li>○ Destinations: Bohol, Manila, Tagaytay and Banaue</li> </ul> </li> </ol>	12 participants	Completed

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<p>The Polish Group Tour in the Philippines was organized by Mr. Arkadiusz Nowak during the B2B meeting with Susana del Mundo in ITCMA 2016. He is a buyer delegate in Travel Trade show in ITB, Berlin, PHITEX, ASEAN Tourism Forum 2016 in Manila and ITCMA 2016, Bangkok, Thailand. Mr. Nowak is very aggressive promoting the Philippines in Poland. He has insights that the outbound travelers in Poland are starting to discover new destinations in Asia Pacific including the Philippines. He introduced the Philippines to the MICE travel agents in Poland which is the Stowarzyszenie Organizatorów Incentive Travel (SOIT) and these agents found out that our country is interesting to visit. Mr. Nowak planned a familiarization trip in the Philippines by getting the support from TPB. Also, it was timely that Mr. Robert Maklowicz, a culinary chef with TV show in Poland expressed his interest to travel in the Philippines to do a cooking show segment featuring the Philippines. He combined the two groups in able to achieve the objective which is to promote to Poland travelers and tourists that the Philippines is a safe place to travel.</p>		
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**VI. TAIWAN MEDIA COVERAGE OF DINAGYANG FESTIVAL 2017**

<p><b>Inclusive Dates:</b> 20 January 2017 to 23 January 2017 <b>Venue:</b> Iloilo <b>Nature of Activity:</b> Invitational / Familiarization Trip <b>Short Description:</b></p>	<p>4 participants</p>	<p>Completed</p>
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<p>DOT- Taiwan, through the Tourism Promotions Board in cooperation with DOT Region VI, is organizing a familiarization tour for Taiwanese media in Iloilo in time for the Dinagyang Festival on 20-22 January 2017.</p> <p>The local government of Iloilo requested to bring media to witness the colorful and meaningful celebration of Dinagyang Festival 2017. Four (4) TV/broadcast, daily and online media were invited to cover the event. This will develop Iloilo and Bacolod as a new destination for Taiwan market.</p> <p>Apart from the festival coverage, there will be several meetings to be conducted with the concerned officials for the development and promotions of Entertainment/Weekend (Casino) Tours and Golf-Wellness Package Tours.</p>		
<p><b>VII. 47<sup>TH</sup> INTERNATIONAL BOOT SHOW 2017</b></p>		
<p><b>Inclusive Dates:</b> 21 January 2017 to 29 January 2017  <b>Venue:</b> Dusseldorf, Germany  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The bigger annual trade and consumer fair organized by Messe Dusseldorf GmbH which attracts both, dive and watersports enthusiast. Around 250,000 visitors and 1,800 exhibitors from 65 countries have participated in the event last year.</p>	<p align="center">25 participants</p>	<p align="center">Completed</p>

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<p>The Philippines has an 81 sq.m. stand space with prime location at the exhibit area. The Philippines generates approximately 16% of the total arrival from Germany and equal proportions from other European source countries. The activities include table top discussions and networking with dive travel trade. Messe Boot Dusseldorf provides a platform you can use to benefit from the possibilities offered by this region. These are opportunities that will continue to multiply once you decide to explore them.</p>		
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**VIII. TPB/DOT KOREA AND PAL CLARK MEDIA FAMILIARIZATION TOUR**

<p><b>Inclusive Dates:</b> 22 January 2017 to 25 January 2017  <b>Venue:</b> Clark - Subic - Tarlac - Zambales  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  TPB through DOT Korea in partnership with Philippine Airlines has sponsored a familiarization tour for the 10 Korean media to cover Clark - Subic - Tarlac - Zambales in time for Philippine Airlines' inauguration of flight from Incheon to Clark.</p>	<p align="center">10 participants</p>	<p align="center">Completed</p>
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**IX. 140<sup>TH</sup> SESSION OF THE WORLD HEALTH ORGANIZATION EXECUTIVE BOARD (EB)**

		<p align="center">Completed</p>
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<p><b>Inclusive Dates:</b> 23 January 2017 to 01 February 2017  <b>Venue:</b> Geneva, Switzerland  <b>Nature of Activity:</b> Collateral Support</p> <p><b>Short Description:</b>            TPB provided promotional materials (200 pcs. of Omnibus Primer Brochure) for the 140th Session of the World Health Organization Executive Board (EB) on 23 January to 1 February 2017.</p>		
<b>X. TOURISM FIESTA 2017</b>		
<p><b>Inclusive Dates:</b> 23 January 2017 to 26 February 2017  <b>Venue:</b> Intramuros, Manila  <b>Nature of Activity:</b> Special Project</p> <p><b>Short Description:</b>            As an offshoot of the “Pasko sa Intramuros 2016” event, the partner attached agencies launch the “Tourism Fiesta 2017”, a cultural heritage and trade fair that will showcase modern and traditional music, dance, and food, bazaars that will appeal to not only to mature viewers but also to modern, young and hip audiences</p>	<ul style="list-style-type: none"> <li>● To showcase Intramuros as one of the premier destination in Metro Manila as well as center for cultural-heritage and events/entertainment</li> <li>● To attract and encourage the participation of tourism industry partners/stakeholders</li> <li>● To provide safe, secure and highly appealing area to conduct various</li> </ul>	Completed



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	<p>events/activities and on-ground activation</p> <ul style="list-style-type: none"> <li>To increase international and domestic tourist arrivals/visitors in Intramuros</li> </ul>	
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**XI. SOUL OF THE PHILIPPINES PHOTO CONTEST**

<p><b>Inclusive Dates:</b> 27 January 2017 to 31 January 2017 <b>Venue:</b> Palawan <b>Nature of Activity:</b> Others - Leisure Group</p> <p><b>Short Description:</b> The Soul of the Philippines photo contest was opened to all TBEX (Travel Blog Exchange) Asia 2016 participants. Photos taken during the duration of the conference can be submitted as entries by posting in Instagram with the hashtags #soulofhephilippines and #philippinesphotocontest. From all of the entries, 25 photos were selected as part of the Final round. Out of the 25 finalist, two will be selected to win the Grand Prize and Runner Prize.</p>	<p>2 foreign participants</p>	<p align="center">Completed</p>
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**XII. INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE 2017**

<p><b>Inclusive Dates:</b> 28 January 2017</p>		<p align="center">Completed</p>
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<p><b>Venue:</b> Tsim Sha Tsui, Hong Kong <b>Nature of Activity:</b> Others - TPB support to International Special Promotions Projects</p> <p><b>Short Description:</b> The Tourism Promotions Board, in coordination with the Department of Tourism (DOT) Hong Kong and the Department of Tourism Region XI participated at the annual Hong Kong Chinese New Year (CNY) Night Parade last 28 January 2017 at the Hong Kong Cultural Centre (HKCC) in Tsim Sha Tsui, Hong Kong,. This year's theme was "Best Fortune, World Party."</p>		
<b>XIII. SAPPORO WINTER FESTIVAL OOH</b>		
<p><b>Inclusive Dates:</b> 01 February 2017 to 28 February 2017 <b>Venue:</b> Sapporo <b>Nature of Activity:</b> Joint Promotion</p> <p><b>Short Description:</b> DOT Tokyo proposed to engage in a tactical advertising campaign with Nikkei Sangyo Koukokusha Inc. on February 2017.</p> <p><b>Background:</b> The OOH plan is during the third most popular festival in Japan, Sapporo Snow Festival, which enjoyed an attendance of 2 million visitors in 2016. The</p>		Completed

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<p>festival is held every February and the 2017 Snow Festival will be held from 06-12 February. For the opening, DOT Tokyo will have booth consumer promotions with JTB Sapporo on February 4 &amp; 5 in ASty Bldg., (near the venue) to promote the Philippines under the JTB banner. There is no cost to TPB on this as the travelling expenses entailed will be charged to DOT Tokyo MOE and JTB will shoulder the other expenses. Relative to this, JTB will develop a special package to go on sale for the duration of the 2 days to be offered to residents as well as visitors. This partnership with JTB is important for conversion.</p> <p>In order to enhance our participation and partnership with JTB, DOT Tokyo is proposing an OOH that will promote this special campaign product.</p> <p>The OOH plan submitted by Nikkei Sangyo is to enhance this partnership for better conversion of the JTB-DOT Tokyo project.</p> <p>Deliverables: Combination of OOH and 1-time ad in the Hokkaido Shimbun  a. One OOH in the Sapporo Odori Avenue (5 booths away from 2015 participation) utilizing available booth  Size of OOH space- 7.2 m x 1.5 m  Placement – either of the three available booths (we cannot select as first come first pay)  Duration – for the period of the Sapporo Festival  Our additional cost, JPY 300,000, in the event is the design produced by TPB which requires resizing. But the file must be in AI format without the outline.</p>		

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b. One-color ad in Hokkaido Shinbun sha (17 cm x 38.2 cm)		
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**XIV. FLIGHT CENTRE TRAVEL EXPO 2017**

<p><b>Inclusive Dates:</b> 04 February 2017 to 19 February 2017  <b>Venue:</b> Sydney, Melbourne and Brisbane  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The Travel Expo is the biggest and most diverse expo organized by Australia's largest tour retailer, the Flight Center Travel Group. The said group is a global travel company. The Travel Expo is usually held over the months of January and February each year and presented in thirteen (13) cities across the country and is seen as a great way to kick off travel plans of Australians for the year. This time, it was extended to March to cover Darwin. The Philippine Department of Tourism - Sydney joins this annual expo covering the top three major cities, namely, Sydney, Melbourne and Brisbane. Expected attendance per city ranges between 14,000 - 20,000 prospect travellers</p>		<p align="center">Completed</p>
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**XV. 4<sup>TH</sup> WINTER ESCAPE**

<b>Inclusive Dates:</b> 06 February 2017 to 14 February 2017	248 participants	Completed
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<p><b>Venue:</b> Manila, Coron, Palawan and Ilocos Region <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b> This is a Balikbayan Program Project of Tourism Promotions Board (TPB) in cooperation with the Department of Foreign Affairs (DFA), Department of Tourism (DOT) and Rajah Tour as official ground handler are the lead agencies for the annual Winter Escapade now in its fourth year. The tour from 06 to 14 February 2017.</p> <p>Winter Escapade is an annual project of the Philippines Foreign Service Posts in Canada and is a banner tourism project under Balikbayan Program of TPB. In 2016, a total of 305 delegates participated in the tour and visited Bicol Region and Puerto Princesa, Palawan.</p> <p>The Ilocos Region and Coron, Palawan hosted 2017 Winter Escapade 4.</p>		
<b>XVI. 1<sup>ST</sup> MEETING OF THE ASEAN SENIOR ECONOMIC OFFICIALS FOR THE 48TH ASEAN ECONOMIC MINISTERS MEETING (SEOM 1/48)</b>		
<p><b>Inclusive Dates:</b> 07 February 2017 to 11 February 2017 <b>Venue:</b> T'nalak Ballroom, Seda Abreeza, Davao <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b></p>	200 participants	Completed

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1st Meeting of the ASEAN Senior Economic Officials for the 48th ASEAN Economic Ministers Meeting (SEOM 1/48) was the first hosted dinner reception by the Department of Trade and Industry held on 09 February 2017. This was a Senior Official Level dinner reception and was attended by the different Senior Officials from the ASEAN member states. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.		
<b>XVII. 13<sup>TH</sup> MEETING OF THE ASEAN SENIOR LEVEL COMMITTEE (SLC) ON FINANCIAL INTEGRATION</b>		
<b>Inclusive Dates:</b> 07 February 2017 to 11 February 2017 <b>Venue:</b> T'nalak Ballroom, Seda Abreeza, Davao <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship  <b>Short Description:</b> 13th Meeting of the ASEAN Senior Level Committee (SLC) on Financial Integration was the first hosted dinner reception by the Bangko Sentral ng Pilipinas held on 10 February 2017. This was a Senior Official Level dinner reception and was attended by the different Senior Officials from the ASEAN member states. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event	130 participants	Completed

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<p>proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
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<b>XVIII. SUN MEDIA SINGAPORE FAMILIARIZATION TRIP</b>		
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<p><b>Inclusive Dates:</b> 08 February 2017 to 11 February 2017  <b>Venue:</b> Metro Manila  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  For twenty years and counting, Sun Media has been the preferred partner in publishing for numerous companies, embassies and high commissions in Singapore. While the company started with print projects, it next diversified to offer event management services. Today, the company has also consolidated marketing and branding consultancy and website development to position itself as an Integrated Media Solutions Provider.</p> <p>Their track record of projects and list of (many repeat) clients speak for their assurance of deliverables. More importantly, as some of the testimonials from their clients show, they are more than satisfied with the level of performance, professionalism and results Sun Media have brought to their projects.</p>	<p align="center">2 participants</p>	<p align="center">Completed</p>
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<p>The Philippine Embassy in Singapore will be distributing a special magazine highlighting contemporary issues in the Philippines, bilateral relations with Singapore, as well as features on culture, tourism, trade, and investment. For this purpose, the Embassy has appointed Sun Media Pte. Ltd. to undertake the publication assignment. The familiarization trip was held last 8-11 February 2017 in Metro Manila.</p>		
<p><b>XIX. 23<sup>RD</sup> MEETING OF ASEAN INTERGOVERNMENTAL COMMISSION ON HUMAN RIGHTS (AICHR)</b></p>		
<p><b>Inclusive Dates:</b> 11 February 2017 to 14 February 2017  <b>Venue:</b> Paradise Garden Beach Front  <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b>            23rd Meeting of ASEAN Intergovernmental Commission on Human Rights (AICHR) was the first hosted dinner reception by the Department of Foreign Affairs held on 13 February 2017. This was a small dinner that was given ambient entertainment only. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">100 participants</p>	<p align="center">Completed</p>



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**XX. TAIWAN GOLF AGENTS FAMILIARIZATION TOUR**

<p><b>Inclusive Dates:</b> 11 February 2017 to 14 February 2017  <b>Venue:</b> CALABARZON  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            DOT- Taiwan, through the Tourism Promotions Board in cooperation with DOT Region IV A- CALABARZON, will organize a familiarization tour for Taiwanese golf agents in Calabarzon on 11-14 February 2017.</p> <p>Based on a recent meeting with the key Golf agents in Taipei, Philippines is not part of their Golf map since they are not yet aware about the Philippine golf course facilities. Hence, DOT-Taiwan proposed and invited golf agents for them to have a first-hand experience and to appreciate Philippine tourism products.</p>	<p align="center">12 participants</p>	<p align="center">Completed</p>
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**XXI. PHILIPPINE PILGRIMAGE TOUR FOR KOREAN CATHOLICS WITH LOTTE TOUR**

<p><b>Inclusive Dates:</b> 13 February 2017 to 17 February 2017  <b>Venue:</b> Clark, Tarlac, Bataan, Bulacan, and Manila  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p>	<p align="center">20 participants</p>	<p align="center">Completed</p>
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<p><b>Short Description:</b> TPB/PDOT-Korea in partnership with Philippine Airlines and Lotte Tour implemented a familiarization tour for Catholic influencers in Clark, Tarlac, Bataan, Bulacan, and Manila on 13-17 February 2017.</p> <p>They have invited 20 Korean Catholic influencers consisting of priests, nuns, Catholic history researchers, journalists from Catholic Peace Broadcasting Corporation, and Korean Catholic church heads in charge of organizing pilgrimages within Korea and abroad.</p> <p>The end goal of this familiarization tour is to develop a Philippine pilgrimage product. The itinerary of the familiarization tour was built around the life of Saint Kim Taegon Andrea. Saint Kim Taegon Andrea (1821-1846), the first Korean-born Catholic priest and patron saint of Korea.</p> <p>Aside from St. Andrew Kim Shrine in Bulacan, the group visited Catholic attractions of nearby provinces. This tour program will capitalize on the Philippines being the only Catholic country in Asia which targets the 5.2 million Catholics in Korea.</p>		
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<p><b>XXII. WORLD STREET FOOD CONGRESS 2017 (REGIONAL OCULAR TOUR - DAVAO)</b></p>		
<p><b>Inclusive Dates:</b> 14 February 2017 to 17 February 2017 <b>Venue:</b> Davao City, Davao</p>	<p align="center">28 food establishments</p>	<p align="center">Completed</p>

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<p><b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b> The World Street Food Congress is conceptualized by Makansutra (S) Pte Ltd. and founded by Singapore-based entrepreneur, photojournalist and TV personality KF Seetoh. It aims to share and celebrate all aspects of culinary kingdom through a conference (WSF Dialogue) and food festival (WSF Jamboree).</p> <p>As the second year of the WSFC here in Manila, the Philippines will be provided six stalls that will feature heritage street food. To further promote and preserve the Filipino heritage cuisine chefs from the different destinations will be brought to Manila for the WSF Jamboree. The destinations that KF Seetoh visited are the following: Davao, Bicol, Pampanga, Bacolod, Iloilo and Ilocos.</p> <p>The Davao leg was held on 14 - 17 February 2017. With the assistance from the Regional Tourism Office headed by Regional Director Roberto P, Alabado III, a culinary tour was conducted of well-known and some unknown food spots in Davao City and neighboring cities. KF Seetoh was joined by Mr. Muhammad Hafiz Bin Adb Raub his photo/videographer and the team was completed with Ms. Kai Araneta of the Regional Tourism Office.</p>		

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On the last night of the team in Davao, KF Seetoh was requested to be a guest on the TV segment called Biyaheng D030” in partnership with GMA Davao, wherein they interviewed KF Seetoh at the Roxas Night Market.		
<b>XXIII. THE 52<sup>ND</sup> HANA TOUR GOLF CHALLENGE TOUR TO CLARK</b>		
<p><b>Inclusive Dates:</b> 15 February 2017 to 18 February 2017  <b>Venue:</b> Clark, Pampanga  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  HanaTour has organized the “52nd HanaTour Golf Challenge Tour” to Clark on 15-18 February 2017 for 80 participants with the aim to promote the Philippines as the best country to play golf and visit various tourism attractions.</p> <p>HanaTour, with 3.5 million members, is Korea’s largest tour wholesaler which has 1,200 exclusive sales offices and 8,000 partners selling 14,000 tourism products nationwide.</p> <p>HanaTour also has a strong platform with millions of visitors through online, mobile, and social media channels.</p>	80 participants	Completed

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<p><b>XXIV. NL-1331 PILIPINAS</b></p>		
<p><b>Inclusive Dates:</b> 17 February 2017 to 19 February 2017  <b>Venue:</b> Bonifacio Global City  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>            NL-1331 is an ingress live event in the Philippines and the first in Asia. It is essentially an exploration of a city through Ingress, using a customized vehicle called the XM Detection Mobile Lab, attracting both local and foreign tourists who are Ingress enthusiasts. The necessary links between portals may range from meters to kilometers, to hundreds of kilometers in operations of considerable logistical complexity.</p> <p>Following the success of NL-1331 in the United States, Japan hosted the NL-PRIME brand, which is a specially customized bus to cater to the In-Game story of Ingress. In the last quarter of 2016, the brand was brought to the continent of Europe, named NL-1331E, which caters to European players.</p> <p>Last 17-19 February 2017, the Philippines hosted the NL-1331 in Bonifacio Global City. The event was attended by 327 foreign Ingress Agents who roamed around the metropolis to visit cultural landmarks in the country.</p>	<p align="center">84 foreign and 243 local agents</p>	<p align="center">Completed</p>

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<p><b>XXV. ASEAN LABOR MINISTERS RETREAT</b></p>		
<p><b>Inclusive Dates:</b> 17 February 2017 to 20 February 2017  <b>Venue:</b> Garden Oasis, Davao  <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b>            ASEAN Labor Ministers Retreat was the first hosted dinner reception by the Department of Labor and Employment held on 19 February 2017. This was a Ministerial level dinner that was attended by the different Ministers of the ASEAN Member states. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">100 participants</p>	<p align="center">Completed</p>
<p><b>XXVI. WORLD STREET FOOD CONGRESS 2017 (REGIONAL OCULAR TOUR - BICOL)</b></p>		
<p><b>Inclusive Dates:</b> 17 February 2017 to 20 February 2017  <b>Venue:</b> Bicol (Legazpi - Sorsogon)  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b></p>	<p align="center">13 food establishment</p>	<p align="center">Completed</p>

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<p>The tour in Legazpi featured local restaurants and food stops that were recommended by DOT-Bicol Region and Albay Culinaria Project Head to be featured during the World Street Food Congress.</p> <p>KF Seetoh chose Zeny's Pinangat and Chef Andhie's Bicol Express Risotto to be featured for Bicol Region in the World Street Food Congress.</p> <p>The official hotels during the trip were La Piazza Hotel and Convention Center in Legazpi and Siama Hotel in Sorsogon. The official tour operator, Donsol Eco Tour, provided the van, driver and guide - Mr, Mark Kevin Esplana. Ms. Maria Salee Mora of DOT-Bicol Region has also been very accommodating with all the requests of TPB. Further, the following individuals also assisted during the tour and contributed to the success of the project: (a) Mr. Bryan Jao (aka Bicolano Man) - Office of Congressman Joey Salceda/Project Officer, Albay Culinaria (b) Mr. Richard Nabua and Ms. Cristina Racelis - Sorsogon Provincial Tourism Officers.</p> <p>Overall, the tour was very successful. KF Seetoh was able to identify and curate dishes for the World Street Food Congress. The tour also served as a good venue for the region to present the Bicol Culinaria project to KF Seetoh.</p>		
<p><b>XXVII. ASEAN MINISTERIAL MEETING (AMM) RETREAT</b></p>		
<p><b>Inclusive Dates:</b> 17 February 2017 to 21 February 2017 <b>Venue:</b> The Lind Ballroom and Punta Bunga Beach, Shangri-la, Boracay</p>	<p align="center">250 participants</p>	<p align="center">Completed</p>

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<p><b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b> ASEAN Ministerial Meeting (AMM) Retreat was the first hosted dinner reception by the Department of Foreign Affairs held on both 19 February 2017 and 20 February 2017. This was a Senior Official and Ministerial level dinner that was attended by the different Senior Officials and Ministers of the ASEAN Member states. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p><b>XXVIII. 10<sup>TH</sup> ACMW MEETING</b></p>		
<p><b>Inclusive Dates:</b> 17 February 2017 to 22 February 2017 <b>Venue:</b> Garden Oases, Davao <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b> 10th ACMW Meeting was a hosted dinner reception by the Department of Labor and Employment held on 21 February 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the</p>	<p align="center">45 participants</p>	<p align="center">Completed</p>



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<p>project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p><b>XXIX. 8<sup>TH</sup> LE TOUR DE FILIPINAS</b></p>		
<p><b>Inclusive Dates:</b> 18 February 2017 to 21 February 2017  <b>Venue:</b> Legazpi; Sorsogon; Naga; Daet; Lucena  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  The Le Tour De Filipinas is an annual professional road bicycle racing stage race held in the Philippines. It is the only Philippine cycling tournament duly sanctioned by the Union Cycliste Internationale, Philippine Cycling Federation, and Asian Cycling Federation.</p> <p>The 8th Le Tour De Filipinas will be held on February 18-21, 2017 on roads of southern Luzon covering the provinces of Quezon, Camarines Norte, Camarines Sur, Albay and Sorsogon. It will be attended by 140 foreign participants from 20 different teams around the globe.</p>	<p align="center">140 participants</p>	<p align="center">Completed</p>
<p><b>XXX. 12<sup>TH</sup> PAMRA PHILIPPINE REUNION TOUR</b></p>		
<p><b>Inclusive Dates:</b> 20 February 2017</p>		<p align="center">Completed</p>

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<p><b>Venue:</b> Cebu <b>Nature of Activity:</b> Others - Dinner Hosting</p> <p><b>Short Description:</b> The Filipino American Military Retirees Association (PAMRA) was formed in January 1995 with the purpose of promoting and maintaining friendship and camaraderie among Filipino-American retirees. PAMRA will once again hold their reunion in Manila, Cebu and Bohol from 18 to 25 February 2017, which is organized by JustGo Travel, a US-based travel company.</p>		
<p><b>XXXI. ASIA PACIFIC INCENTIVES AND MEETING EXPO (AIME) 2017</b></p>		
<p><b>Inclusive Dates:</b> 21 February 2017 to 22 February 2017 <b>Venue:</b> Melbourne Convention and Exhibition Centre <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b> The Asia-Pacific Incentives and Meetings Expo (AIME) is one of the largest international business events exhibitions in Australia. It provides an exclusive opportunity for one-on-one meetings and access quality education and networking events.</p> <p>On its 25th year, AIME continues to be the must attend event in the Asia Pacific region for the Meetings, Incentive Travel, Conventions and</p>	<p align="center">275 Buyers</p>	<p align="center">Completed</p>

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<p>Exhibitions/Events (MICE) industry. It is a two-day exhibition bringing together the region's top MICE suppliers and key industry players to collectively sell Asia as an exciting and diverse destination. AIME provides the ultimate business solutions for the MICE industry, connecting quality buyers with quality sellers from Australia, Asia and the rest of the world.</p> <p>More than 700 exhibitors (national tourist offices, convention and visitor bureaus, hotel groups, convention centers, destination management companies, airlines, etc.) from over 35 countries are expected to attend this trade fair every year.</p>		
<b>XXXII. EDUTECH PHILIPPINES</b>		
<p><b>Inclusive Dates:</b> 21 February 2017 to 22 February 2017 <b>Venue:</b> SMX Convention Center, Manila <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b> "EduTech Philippines aims to bring together the entire education sector in the Philippines to learn about education trends and new technology that is relevant to the 21st century. Over 60 inspirational speakers will be invited in the hopes of inspiring the audience and challenging them to think differently. EduTech will have two components: - EduTech Conference</p>	60 participants	Completed

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<p>The conference will comprise of inspirational keynotes from across the world, pioneering educators already changing education in their classrooms and technology leaders from education and innovative technology companies.</p> <ul style="list-style-type: none"> <li>- EduTech Expo</li> </ul> <p>The exhibition is where leading solution providers can showcase a wide range of technologies aimed at helping Filipino educators make education more relevant in the 21st century. "</p>		
<p><b>XXXIII. WORLD STREET FOOD CONGRESS 2017 (REGIONAL OCULAR TOUR - PAMPANGA)</b></p>		
<p><b>Inclusive Dates:</b> 21 February 2017 to 22 February 2017  <b>Venue:</b> Pampanga  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  Pampanga, as one of the selected provinces for the Regional Ocular Tour, has been visited by Makansutra last 21-22 February 2017, to conduct an ocular to the list of recommended local food stalls/stores/restaurants in the province. The ocular is participated by Mr. KF Seetoh, founder of Makansutra (S) Pte Ltd., and their official photographer, Mr. Muhammad Hafiz Bin Adb Raub.</p>	<p align="center">11 food establishments</p>	<p align="center">Completed</p>

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<p>Further, the group was assisted by Ms. Chriselle Yambao and Ms. Avon Timbol of Dot Pampanga regarding the coordination and reservations to the concerned personnel of the establishments. Based on their recommendations, we have visited the following food stalls/stores/restaurants: Athcing Lilian Borromeo, Kabigting's Halo-Halo (Sponsored), Abe's farm, Carreon's Sweets, Mila's Tokwa't Baboy, Moderno Food Park, Susie' Cuisine (Sponsored), Taldawa (Sponsored), Bale Dutung (Sponsored), Eden and Sol Carinderia, Nathaniel's Bakeshop</p> <p>The whole tour was guided by Mr. Florante Palo, a DOT-Accredited culinary tour guide in the province. For two (2) days and one (1) night, the group was billeted at Century Hotel in Angeles City, Pampanga.</p>		
<b>XXXIV. GUANGZHOU INTERNATIONAL TRAVEL FAIR (GITF) 2017</b>		
<p><b>Inclusive Dates:</b> 23 February 2017 to 25 February 2017  <b>Venue:</b> Pazhou Exhibition Center  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>            Guangzhou International Travel Fair (GITF) is one of the most influential B2B fairs focusing on outbound and inbound travel plus M.I.C.E. The trade and consumer engagements in Guangzhou will include product presentation and B2B table top meetings with selected leisure and MICE agents. The Philippine</p>	9 participants	Completed

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<p>Department of Tourism Shanghai office will have a 90 square meter raw space in the International Hall to promote Philippine tourism.</p>		
<p><b>XXXV. YASUAKI KAGII DIVE FAMILIARIZATION TRIP</b></p>		
<p><b>Inclusive Dates:</b> 23 February 2017 to 02 March 2017  <b>Venue:</b> Busuanga and Coron  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            In line with the Philippines' participation to the upcoming Marine Diving Fair (MDF) 2017, DOT Tokyo proposed to engage in a familiarization trip with Yasuaki Kagii, a famous underwater photographer on 23 February to 02 March 2017 in Busuanga and Coron.</p> <p>Kagii will have a feature interview in the Marine Diving Magazine about his trip and will also be our guest speaker in a talk show program at MDF 2017 to introduce these 2 new dive destinations as well as share his experiences during the fam trip. Aside from this, he will also blog and feature the new destinations in his SNS accounts, photobooks (he produces an average of 2 books a year) and in his photo exhibits.</p>	<p align="center">1 participants</p>	<p align="center">Completed</p>
<p><b>XXXVI. SALES CALLS IN THE UNITED ARAB EMIRATES</b></p>		

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<p><b>Inclusive Dates:</b> 26 February 2017 to 28 February 2017  <b>Venue:</b> Abu Dhabi and Dubai  <b>Nature of Activity:</b> <u>Sales Calls</u>/ Sales Presentation / Roadshow / Launch</p> <p><b>Short Description:</b>            To maximize the time and travel expenses to Dubai of the MICE Department during their participation in the 5th MICE Arabia and Luxury Travel Congress, the MICE Department coordinated with the Philippine Tourism Market Representative for the Middle East, to schedule an individual sales calls to prospective MICE clients in Dubai and Abu Dhabi prior to the MICE Arabia Congress.</p> <p>The sales calls aims to raise awareness on the Philippines as a MICE and luxury destination for GCC nations, to develop new business connections with top executives of MICE organizers in Dubai and Abu Dhabi and to generate sales leads and increase the chances of getting business for the Philippine tourism private sector, particularly those specializing MICE and luxury travel.</p>	<p align="center">9 participants</p>	<p align="center">Completed</p>
<p><b>XXXVII. NAKO TERADA FOOD HOLIDAY FAMILIARIZATION TRIP</b></p>		
<p><b>Inclusive Dates:</b> 27 February 2017 to 05 March 2017  <b>Venue:</b> Cebu, Bohol, and Davao</p>	<p align="center">1 participants</p>	<p align="center">Completed</p>

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<p><b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b> Food is a strong motivator with the Japanese market, ranking third place for Southeast Asian destinations. In reference to the work program and support to the communication plan targeting the ladies market (Joshi Tabi) for 2017, DOT Tokyo will utilize the food holiday as the key motivator for the said target market. In absence of related articles, DOT Tokyo is identifying food travel writers to host. Freelance travel writers are favored as they accumulate date seriously in one travel to produce for several publications.</p> <p>DOT Tokyo has finalized negotiations with Ms. Naoko Terada for a food holiday familiarization trip in Cebu, Bohol and Davao. The trip will run from 24 February to 05 March 2017. Ms. Naoko Terada is one of the major travel journalists in Japan with deep connections among all travel magazines and lifestyle/fashion magazines. She blog feeds in her webpage, Happy Travel Days (<a href="http://naoterada.exblog.jp/">http://naoterada.exblog.jp/</a>). She is also a contributing writer in Freesia (<a href="http://freesiaweb.com/">http://freesiaweb.com/</a>), a digital magazine with approximately 60,000 female readers. The materials she will gather thereafter will be offered/marketed by her in other travelogues where she is a contributing writer.</p>		
<p><b>XXXVIII. GLOBAL PEACE CONVENTION</b></p>		
		<p align="center">Completed</p>



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<p><b>Inclusive Dates:</b> 28 February 2017 to 03 March 2017  <b>Venue:</b> Marriott Grand Ballroom, Resorts World Manila  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  The Global Peace Convention is the institutional event of the Global Peace Foundation which brings together leading global experts and practitioners from all over the world to share best practices and develop multi-sector partnerships on building peace and development. It constitutes plenary and parallel sessions, providing the opportunity for sharing, learning and collaborating with each other towards achieving one common goal.</p> <p>Global Peace Convention 2017 convened a diverse community of peacebuilding practitioners, youth leaders, business leaders, and experts in education and international development for a unique opportunity to explore critical global issues, share best practices, and develop innovative and action-driven solutions to building peace and social cohesion while strengthening robust multi-stakeholder partnerships. It gathered 3500 participants from 42 countries to advance a common vision for peace and shared prosperity through the theme, “Moral and Innovative Leadership: New Models for Peace and Development”.</p>	<p align="center">3,500 local and 650 foreign participants</p>	

**XXXIX. 5<sup>TH</sup> MICE ARABIA AND LUXURY TRAVEL CONGRESS**

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<p><b>Inclusive Dates:</b> 01 March 2017 to 02 March 2017  <b>Venue:</b> Palazzo Versace Dubai  <b>Nature of Activity:</b> M.I.C.E. Trade and Consumer Fair</p> <p><b>Short Description:</b>  The MICE Arabia &amp; Luxury Travel Congress (MALT) is an exclusive, by-invitation congress designed to bring global suppliers to meet senior level executives from the Gulf Cooperation Council (GCC) who are the final decision makers of procurement solutions for MICE and luxury travel activities.</p> <p>It creates a link between travel and hospitality suppliers and business travel buyers to facilitate the process for corporates to host MICE and luxury travel activities in different regions around the globe.</p> <p>The Congress have four main activities: • Conference and panel discussions of the major trends and challenges of the MICE with top leaders, influencers and decision makers. • Round table discussions. • Pre-scheduled one-on-one business meetings (B2B) that enabled direct face time with pre-qualified C-level executives. and • Networking opportunities through the welcome cocktail reception, coffee breaks and lunches.</p> <p>The TPB participated in MALT as Bronze Sponsor with the following entitlements: • Inclusion of TPB logo in the event website up to 6-months</p>	<p align="center">17 appointments</p>	<p align="center">Completed</p>

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<p>after the event • Inclusion of TPB logo in the monthly newsletter • Recipient of Buyers list before the event • Reservation of a private corporate table for business meetings • Pre-arranged appointments with Buyers • Access entry to entire congress • Access to networking events • Inclusion of TPB logo in event promotional materials • Allocation of space for TPB logo, profile, contact details destination photos in the Congress brochures • Inclusion of TPB logo in the partners' page for the MICE &amp; Luxury Travel Series</p> <p>The initial participation of TPB to MALT is to check the viability of the event for continued participation. No Philippine tourism stakeholders was invited to join the TPB.</p> <p>The objectives of TPB's participation were to: • To raise awareness on the Philippines as a MICE and luxury destination for GCC nations. • To develop new business connections with the top executives of GCC top corporations and travel representatives of royalty and luxury travelers. • To generate sales leads and increase the chances of getting business for the Philippine tourism private sector, particularly those specializing MICE and luxury travel.</p>		
<p><b>XL. NEW YORK TRAVEL AGENTS FAMILIARIZATION TRIP TO TO THE PHILIPPINES</b></p>		
		<p align="center">Completed</p>

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<p><b>Inclusive Dates:</b> 01 March 2017 to 04 March 2017  <b>Venue:</b> Manila and Puerto Princesa  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            The PDOT-New York in partnership with Philippine Airlines (PAL) and Majestic Vacations have arranged this familiarization trip to build a higher level of awareness of the Philippines as a safe destination through their meaningful stories, experiences, photos and videos – which will eventually influence their clients.</p> <p>This will also support PAL’s 4-times weekly flight from New York to Manila and develop a twinning program between the Philippines and Thailand, wherein it would be a good opportunity to capitalize on Thailand’s popularity among the American market.</p>	<p align="center">15 participants</p>	
<p align="center"><b>XLI. FLIGHT CENTRE ASIA CAMPAIGN</b></p>		
<p><b>Inclusive Dates:</b> 01 March 2017 to 30 April 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Ad Campaign</p> <p><b>Short Description:</b></p>		<p align="center">Completed</p>

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From 14 March to 10 April, Flight Centre will launch a fully integrated Asia campaign, targeting Asia travel intenders. Flight Centre is seeking the cooperative partnership of the DOT/TPB to contribute AU \$50,000.00 to the campaign. In return, Philippine Tourism will be afforded featured lead in product and brand exposure across diverse scope of channels.		
<b>XLII. 9<sup>TH</sup> SEA-EX - THE PHILIPPINE BOAT SHOW AND NAUTICAL LIFESTYLE EXPO AND CONFERENCE</b>		
<p><b>Inclusive Dates:</b> 03 March 2017 to 05 March 2017  <b>Venue:</b> SMX Convention Center, Pasay City  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  Running on its 9th year, Sea-Expo is a 3-day boat show and premier nautical lifestyle expo event the provides venue for the local and international marine industry to come together and showcase their products and services to the Philippine market. The show has evolved to encompass the nautical industry from boats, water sports, equipment, dive shops, resorts,, luxury automobiles and summer apparel creating a complete lifestyle experience.</p> <p>Preparations for this year’s show are underway highlighted by the event partnership with the National Coast Watch System (NCWS), the country’s central inter-agency mechanism for the coherent and coordinated approach on all maritime issues and concerns particularly in the areas of maritime</p>	<p style="text-align: center;">70 exhibitors  223 foreign visitors  3,904 local visitors</p>	<p>Completed</p>

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<p>security, development, administration and governance. NCWS has offered to put together a comprehensive conference for Sea-Ex that will tackle key topics to more recreational and tourism boating forward.</p> <p>The event was attended by seventy (70) exhibitors with the participation of Asia Yachting, a Hong Kong based company selling luxury yachts (Monte Carlo, Monterey, Nautique, Scarab, etc.)</p>		
<b>XLIII. 22<sup>ND</sup> SOCA MEETING AND 17TH ASEAN SOCIO-CULTURAL COMMUNITY (ASCC) COUNCIL MEETING</b>		
<p><b>Inclusive Dates:</b> 05 March 2017 to 09 March 2017 <b>Venue:</b> Casa Real, Iloilo <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b> 10th ACMW Meeting was the first hosted dinner reception by the Department of Social Welfare and Development held on 08 March 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	45 participants	Completed

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<b>XLIV. 23<sup>RD</sup> AEM RETREAT AND RELATED MEETINGS/AEM-EU CONSULTANTS; INTERSESSIONAL REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP) MINISTERIAL MEETING</b>		
<p><b>Inclusive Dates:</b> 06 March 2017 to 10 March 2017  <b>Venue:</b> One Esplanade, Manila  <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b>            23rd AEM Retreat and Related Meetings/AEM-EU Consultations; Intersessional Regional Comprehensive Economic Partnership (RCEP) Ministerial Meeting was the first hosted ministerial dinner reception by the Department of Trade and Industry held on 14 March 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	250 participants	Completed
<b>XLV. INTERNATIONALE TOURISMUS BORSE (ITB) 2017</b>		
<p><b>Inclusive Dates:</b> 08 March 2017 to 12 March 2017  <b>Venue:</b> Messe, Berlin, Germany  <b>Nature of Activity:</b> International Trade and Consumer Fair</p>	46 delegates	Completed

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<p><b>Short Description:</b> The world's largest travel and trade show and the leading business to business platform of all tourism industry offers held annually in Berlin, ITB is also 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 a must attend business to business 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><b>XLVI. PMA TRYANGLE FAMILIARIZATION TRIP</b></p>		
<p><b>Inclusive Dates:</b> 10 March 2017 to 12 March 2017 <b>Venue:</b> Davao and Bohol <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b> DOT Tokyo is proposing to engage in a familiarization trip with PMA Tryangle, producer of Lani Lani magazine, a free magazine on 10-12 March 2017 in Bohol and Davao for a feature on Food Holiday for their May issue. The May issue is scheduled to cover only Manila and Cebu however, upon the request of DOT Tokyo, Bohol and Davao destinations will be included accordingly. The collateral will be used by DOT Tokyo for the Philippine Business Mission and other consumer projects in the absence of a food holiday collateral.</p>	<p align="center">2 participants</p>	<p align="center">Completed</p>



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<p>PMA Tryangle has already accommodated in their February issue food features. They will manage and develop their own itinerary for the Manila and Cebu leg apart from the arrival date which is dedicated to food trips. Two crew members will join the trip namely Yamato Nonaka, photographer and Jin Katatani, writer.</p>		
<b>XLVII. WORLD STREET FOOD CONGRESS 2017 (REGIONAL OCULAR TOUR - BACOLOD)</b>		
<p><b>Inclusive Dates:</b> 10 March 2017 to 12 March 2017 <b>Venue:</b> Bacolod <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b> As an integral part of the Philippines' hosting of the World Street Food Congress 2017, a regional ocular food tours were done, Among the chosen destinations was Bacolod.</p> <p>Upon arrival, the group was warmly welcomed at the airport by the DOT regional representatives. The group then proceeded to the Negros Occidental Provincial Tourism Office to meet with the Hotel and Restaurant Association of Negros Occidental (HRANO).</p> <p>These are the following food establishments visited by KF Seetoh:</p>	14 food establishment	Completed

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<ol style="list-style-type: none"> <li>1. Fresh Start</li> <li>2. Sharyn's Cansi House</li> <li>3. Quan Delicacies</li> <li>4. Manokan Country</li> <li>5. Aida's Kitchen</li> <li>6. El Ideal</li> <li>7. Penalosa Farm</li> <li>8. Manapla Puto Stalls</li> <li>9. Coco Jen's</li> <li>10. Cuello Chicken Inasal</li> <li>11. Bailon's Homemade Delicacies</li> <li>12. Luisa's Fried Chicken House</li> <li>13. Jenny's Fresh Chinese Lumpia</li> <li>14. Sir and Maam Restaurant</li> </ol>		
<b>XLVIII. QUEENSLAND TRAVEL AGENTS FAMILIARIZATION TOUR</b>		
<p><b>Inclusive Dates:</b> 10 March 2017 to 16 March 2017</p> <p><b>Venue:</b> Metro Manila and Puerto Princesa</p> <p><b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b> Mandarin World Tours (MWT) is one of the prime travel wholesalers in Australia and is a reliable partner of Philippine Tourism in bringing in tourists</p>	9 participants	Completed

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to the Philippines. MWT requested for hosted hotel accommodations and transfers in Manila and Puerto Princesa for twelve (12) persons. They visited the Puerto Princesa Underground River (PPUR) as well as the other tourist spots and restaurants in the area.		
<b>XLIX. 3<sup>RD</sup> ASEAN-OECD GOOD REGULATORY PRACTICE NETWORK MEETING</b>		
<p><b>Inclusive Dates:</b> 11 March 2017 to 16 March 2017  <b>Venue:</b> Sunset Pavilion, Sofitel and PICC Summit Hall, Manila  <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b>            3rd ASEAN-OECD Good Regulatory Practice Network Meeting was a hosted senior official and ministerial dinner reception by the National Economic and Development Authority held on 14 March 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	88 participants	Completed
<b>L. ASEAN SENIOR OFFICIALS MEETING (SOM), JOINT CONSULTATIVE MEETING, AND OTHER RELATED MEETINGS</b>		
<b>Inclusive Dates:</b> 11 March 2017 to 16 March 2017	250 participants	Completed

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<p><b>Venue:</b> Sunset Pavilion, Sofitel and PICC Summit Hall, Manila <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b> ASEAN Senior Officials Meeting (SOM), Joint Consultative Meeting, and Other Related Meetings was a hosted senior official and ministerial dinner reception by the Department of Foreign Affairs held on both 14 March 2017 and 15 March 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p><b>LI. WORLD STREET FOOD CONGRESS 2017 (REGIONAL OCULAR TOUR - ILOILO)</b></p>		
<p><b>Inclusive Dates:</b> 12 March 2017 to 15 March 2017 <b>Venue:</b> Iloilo <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b> The group arrived at the port of Iloilo via Fast Craft from Bacolod. Since the group arrived in the late afternoon, they immediately proceeded to the Amigo Terrace Hotel for check-in. A good sumptuous meal was served together with a talk about the brief history of the heritage house, During</p>	<p align="center">9 food establishments</p>	<p align="center">Completed</p>

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<p>dinner, RD Catalbas and KF Seetoh discussed about doing an event in Singapore that will showcase the heritage food from the region.</p> <p>On the next day, the group had breakfast in the hotel and left for he Iloilo Central Market for a running tour of the Muelley Loney, Fort San Pedro, Plaza Libertad, Calle Real, Casa Real, Gen. Luna St. and Molo.</p> <p>The group then made several food stops:</p> <ol style="list-style-type: none"> <li>1. Papoy's Batchoy</li> <li>2. Sabor Ilonggo</li> <li>3. Bull Jack's Talabahan</li> <li>4. Rafael's La Cocina del Sur</li> <li>5. Netong's Original La Paz Batchoy</li> <li>6. Madge Cafe</li> <li>7. Tato's Manokan and Seafood Restaurant</li> <li>8. Panay Cafe</li> <li>9. Jehras Chicken Tinuom</li> </ol>		
<b>LII. TURKISH AIRLINES - UK AND CRYSTAL TRAVEL AGENTS' FAMILIARIZATION TOUR</b>		
<p><b>Inclusive Dates:</b> 12 March 2017 to 17 March 2017</p> <p><b>Venue:</b> Manila, Boracay and Manila</p> <p><b>Nature of Activity:</b> Invitational / Familiarization Trip</p>	8 participants	Completed

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<p><b>Short Description:</b> Turkish Airlines is organizing a familiarization trip for travel agents of Crystal Travel based in UK scheduled on 25 November - 03 December 2016 in Manila &amp; Boracay. They have invited ten (10) top travel agents to experience Turkish Airlines products and services.</p> <p>The Crystal Travel in partnership with Philippine Department of Tourism - London, aim to encourage these agents to develop tour packages to the Philippines and to enhance and maintain the profitability and healthiness of the London-Istanbul-Manila route.</p> <p>The Turkish Airline will subsidize the international air fare of the ten (10) top travel agents and in collaboration with Rajah Tour Philippines as their ground handler. The TPB will subsidized the domestic airfare of the said agents.</p>		
<p><b>LIII. GOLF CAMPAIGN LAUNCH</b></p>		
<p><b>Inclusive Dates:</b> 13 March 2017 to 16 March 2017 <b>Venue:</b> Metro Manila <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b></p>	<p align="center">67 participants</p>	<p align="center">Completed</p>

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<p>Together with 4 participating golf agents, the PDOT Singapore office will launch the golf campaign by promoting a special golf package using special air fares provided by Philippine Airlines.</p> <p>The main focus of this project is to raise awareness about the numerous golfing facilities in the Philippines to the golfing community in Singapore. PDOT Singapore is hoping that this 3-day golfing experience will create enough buzz among the participants which will result in word-of-mouth recommendations to their golfing friends.</p>		
<p><b>LIV. INDAK TURISMO: KULTURANG PILIPINO</b></p>		
<p><b>Inclusive Dates:</b> 14 March 2017  <b>Venue:</b> Performing Arts Theatre, University of Perpetual Help System Laguna  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  The “Indak Turismo: Kulturang Pilipino” in a convention organized by the third year Bachelor of Science In Tourism Management students of the University of Perpetual Help Laguna in line with their course, Convention and Recreation Management.</p>	<p align="center">300 participants</p>	<p align="center">Completed</p>
<p><b>LV. 22<sup>ND</sup> PHILIPPINE WORLD BUILDING AND CONSTRUCTION EXPOSITION</b></p>		

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<p><b>Inclusive Dates:</b> 15 March 2017 to 19 March 2017 <b>Venue:</b> World Trade Center <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b> For more than a decade now, WORLDBEX has been a haven for the local and international building and construction industry and dubbed as Asia’s most attended construction exposition.</p> <p>As it celebrates its 22nd anniversary, WORLBEX 2016 is expected to surpass its previous record of more than 150,000 foreign and local visitors and 400 exhibitors from around the globe. Moreover, WORLDBEX is the only construction show in the country that offers Business Match Services during the show covering the needs of both consumers and producers.</p>	<p align="center">600 participants</p>	<p align="center">Completed</p>
<p><b>LVI. WORLD STREET FOOD CONGRESS 2017 (REGIONAL OCULAR TOUR - ILOCOS)</b></p>		
<p><b>Inclusive Dates:</b> 16 March 2017 to 19 March 2017 <b>Venue:</b> Ilocos Norte and Ilocos Sur <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b></p>	<p align="center">17 food establishments</p>	<p align="center">Completed</p>



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<p>As for the Ilocos region, Mr. Seetoh has developed a high sense of interest to the Pinakbet Pizza and Bagnet Pizza from Herencia’s Cafe at Paoay, Ilocos Norte. He also show interest to bring in the Cheese Empanada of Lenia’s Empanadan to the event. Both dishes have established a sense of re-imagining possibilities to the traditional heritage food mixed with a different concept. In this sense, the traditional Pinakbet, a sauteed mixture of vegetable in fish sauce turned into a pizza.</p> <p>Among Herencia’s Cafe and Lanie’s Empanadahan. The group visited other seventeen (17) food destinations from both Ilocos Sur and Ilocos Norte. The group has also visited three (3) tour destinations - Syquia Mansion, St. Paul Cathedral, and Burgos Wind Mill Farm Tower. In addition, the group also participated in a Kalesa tour to feature the Spanish-heritage Calle Crisologo in Vigan City.</p> <p>Furthermore, Mr. Seetoh and the group also opted to visit the street scenarios of Ilocos through the markets of the city of Vigan, Ilocos Sur and the town of Laoag, Ilocos Norte. The group was also accompanied by DOT Region 1 representative Ms. Araceli Salem and DOT-Accredited Tour Guide Ms. Zsamora Santiago.</p>		
<p><b>LVII. MATTA TRAVEL FAIR 2017</b></p>		
<p><b>Inclusive Dates:</b> 17 March 2017 to 19 March 2017</p>		<p>Completed</p>

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<p><b>Venue:</b> Putra World Trade Centre, Malaysia <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b> Malaysian Association of Tour and Travel Agents (MATTA) was started 41 years ago in 1975 by a group of travel &amp; tour agents with the primary goal to initiate an association that will represent their shared interests. Today, MATTA boasts a membership of over 3,100 members and increasing, comprising local tour and travel organizations as well as numerous overseas affiliations. It is also the national umbrella representative body for the entire travel industry in the country.</p> <p>MATTA's objective is to promote the interests of the travel and tour industry in Malaysia. MATTA works closely with the Ministry of Tourism and Culture as well as Malaysia Tourism Promotion Board (MTPB), help organize fairs, seminars, convention and workshops both to create public awareness of the tourism industry as well as to benefit its members.</p>		
<b>LVIII. OZTEK DIVE CONFERENCE AND EXHIBITION 2017</b>		
<p><b>Inclusive Dates:</b> 18 March 2017 to 19 March 2017 <b>Venue:</b> ICC Exhibition Centre, Sydney <b>Nature of Activity:</b> International Trade and Consumer Fair</p>	4 participants	Completed

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<p><b>Short Description:</b> OZTek is the premier dive equipment show in the Asia Pacific Region covering all aspects of photography, travel and technical diving. The event will be featuring a speaker based event bringing together over 500 key influencers as prepaid pass holders and another 1400 enthusiastic participants, making this event is a unique opportunity to have the Philippine dive destinations at the forefront of the people who matter in diving. (<a href="http://diveoztek.com.au/OZTek-Exhibition">http://diveoztek.com.au/OZTek-Exhibition</a>)</p>		
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<b>LIX. 15<sup>TH</sup> SENIOR OFFICIALS RESPONSIBLE FOR INFORMATION (SOMRI)</b>
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<p><b>Inclusive Dates:</b> 19 March 2017 to 23 March 2017 <b>Venue:</b> The Ruins, Bacolod <b>Nature of Activity:</b> Others - ASEAN 2017 Philippine Chairmanship</p> <p><b>Short Description:</b> 15th Senior Officials Responsible for Information (SOMRI) was the first hosted dinner reception by the Presidential Communications Office held on 22 March 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	80 participants	Completed
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**LX. SHANGHAI CHINA MICE SALES PRESENTATION**

<p><b>Inclusive Dates:</b> 20 March 2017  <b>Venue:</b> The Longemont Hotel Shanghai, China  <b>Nature of Activity:</b> Sales Presentation / Roadshow / Launch</p> <p><b>Short Description:</b>            The Tourism Promotions Board participated at the 11th Incentive Travel &amp; Convention, Meetings (IT&amp;CM) China last 21-23 March 2017 in Shanghai Convention &amp; Exhibition Center of International Sourcing together with our ten (10) private sector partners to intensify our presence in the Chinese Market.</p> <p>Shanghai is considered as the most influential economic, financial, international trade, and cultural center in East China. More than 300 companies are involved in the MICE industry in Shanghai. The MICE market in Shanghai is vibrant and a competitive one within the city and against other attractive destinations in China and Asia. It has become one of the major MICE markets in the world.</p> <p>To maximize our presence in China, the Tourism Promotions Board-MICE in cooperation with DOT-Shanghai conducted a series of MICE Sales Presentations to prospective accounts from international associations and</p>	<p align="center">54 Chinese MICE Agents</p>	<p align="center">Completed</p>
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<p>Corporate MICE clients in Shanghai, China which aim to create a new level of awareness of the Philippines as an ideal MICE destination for incentive travel planners, event organizers, associations and corporations.</p> <p>The key objective of the sales mission is to update the Shanghai MICE travel partners on the new developments in the Philippines through the product presentation and networking.</p>		
<p><b>LXI. OCULAR INSPECTION OF MIRCEA ANITAS, SICI EVENTS (PHITEX2016 BUYER)</b></p>		
<p><b>Inclusive Dates:</b> 20 March 2017 to 31 March 2017  <b>Venue:</b> Metro Manila, Cebu and Bohol  <b>Nature of Activity:</b> Site Inspection</p> <p><b>Short Description:</b>  Mr. Mircea Anitas is an Incentive Organizer from Paris, France. He is the Manager of Sports Incentives Conventions International (SICI) Events, which organizes individual and group travel/tours, as well as diving and other marine sports activities, specifically Cruises, Diving, Golf, Health and Wellness/Spa/Medical Tourism, Leisure Tours and Special Interest Tours.</p> <p>Mr. Anitas was one of our Hosted Buyers at PHITEX 2016. He was also a Hosted Buyer of ATF 2016, which was held in Manila, and ATF 2017 held in Singapore, where members of the Philippine delegation met him once again,</p>	<p align="center">2 participants</p>	<p align="center">Completed</p>

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1<sup>ST</sup> QUARTER 2017**

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<p>including TPB International Promotions Department-Asia Pacific Market team headed by Ms. Maricon Ebron and Mr. James Sy.</p> <p>Mr. Anitas conducted an ocular inspection of facilities and services in Manila, Cebu and Bohol (hotel accommodations, transportation/transfers facilities and services, sightseeing/guide services, etc.) on 20-31 March 2017, in connection with his intention to promote and sell individual/group tours to the Philippines for cruises, health and wellness, sports activities, etc..</p> <p>The TPB provided assistance in securing FOC accommodations for three (3) nights in Manila, before and after the Cebu/Bohol leg of his trip. The hotels that each hosted overnight accommodations were The Peninsula Manila (20-21 March 2017), New World Manila Bay Hotel (23-24 March 2017), and Pan Pacific Manila (30-31 March 2017). The TPB hosted his two (2) remaining nights accommodations in Manila, upon his request.</p>		
<p><b>LXII. PAL AWARDS INTERNATIONAL (HOSTING OF NETWORKING NIGHT)</b></p>		
<p><b>Inclusive Dates:</b> 21 March 2017  <b>Venue:</b> Hennan Resort, Boracay  <b>Nature of Activity:</b> Others - Financial Support</p> <p><b>Short Description:</b></p>	<p align="center">127 international agents</p>	<p align="center">Completed</p>

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<p>Each year, Philippine Airlines organize a tribute to their local partner travel agents to express their appreciation and recognition to valuable contributions. The very first PAL Awards International was held on 15 August 1997.</p> <p>Activities conducted were:</p> <ul style="list-style-type: none"> <li>(1) Lunch Awarding hosted by Mr. Luis Manzano and Mr. Jon Santos as the performer - to give recognition to the top agents and acknowledge their exceptional performance and contribution to the company.</li> <li>(2) Team Building session facilitated by Mr. Luis Manzano (who also hosts Minute to Win It at ABS-CBN) - this is to inculcate camaraderie and teamwork in different districts for them to know each other better and strengthen the relationship to work together as a team.</li> </ul> <p>The Tourism Promotions Board (TPB) sponsored the Networking/Cocktails Night at the Hennan Beach Resort in Boracay. This was the time where all can get together on a night of fun and entertainment. TPB were constantly being acknowledge for our support and participation for the PAL Awards International. The TPB logo was also on display along the entrance of the beachfront on a big sandcastle perfect for photo opportunities not just for the sales agents but passerby as well for maximum exposure.</p>		

**LXIII. INCENTIVE TRAVEL & CONVENTION, MEETINGS (IT&CM) CHINA 2017**

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<p><b>Inclusive Dates:</b> 21 March 2017 to 23 March 2017  <b>Venue:</b> Shanghai Convention &amp; Exhibition Center of International Sourcing, Shanghai, China  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  The Philippines, through the Tourism Promotions Board (TPB) spearheaded the country's participation in the Incentive Travel &amp; Conventions, Meetings (IT&amp;CM) China last 21-23 March 2017 at the Shanghai Convention and Exhibition Center of International Sourcing in Shanghai, China.</p> <p>As China continues to be one of the top five priority markets for foreign visitors, the TPB has been consistently intensifying its presence in the Chinese market by participating in IT&amp;CM China annually. Since 2007, IT&amp;CM China has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to "Promoting China to the World and the World to China". According to the Department of Tourism (DOT) Industry Performance for Travel and Tourism for 2016, China showed the biggest growth of 37.65% from its arrival of 490,841 in 2015 to 675,663 in 2016.</p> <p>The 11th IT&amp;CM China has provided the Philippine delegation an opportunity to reach out to the Chinese market and further enhance its business relations with previously gathered business leads. This year, the buyer's</p>	<p style="text-align: center;">540 Buyers</p>	<p style="text-align: center;">Completed</p>



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participation stands at an ideal of 80% Chinese to 20% international mix, with over 400 hosted buyers and a 10% increase in Chinese and international buyers from the MICE, Association and Corporate segments		
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**LXIV. 2017 MANILA UNDERWATER HOCKEY INVITATION (MI2017)**

<p><b>Inclusive Dates:</b> 23 March 2017 to 26 March 2017  <b>Venue:</b> Rizal Sports Complex, Malate  <b>Nature of Activity:</b> M.I.C.E. Booked Event</p> <p><b>Short Description:</b>  MI2017 is the biggest underwater hockey tournament in Asia, widely participated by players worldwide. The event was conceived in the Philippines and is co-organized every two years by the Philippine Underwater Hockey Confederation with its biggest member, the Manila based 3P UWH Club.</p> <p>Now on its fourth year, MI2017 has already gathered more than 150 participants/athletes from Philippines, United Kingdom, Australia, Colombia, Singapore, China, USA, Switzerland, Austria, France, New Zealand, Canada, Argentina, Indonesia, and Hong Kong.</p>	70 participants	Completed
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**LXV. MIAMI TRAVEL AGENTS' FAMILIARIZATION TRIP TO THE PHILIPPINES**

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<p><b>Inclusive Dates:</b> 24 March 2017 to 01 April 2017  <b>Venue:</b> Manila, Ilocos (Laoag &amp; Vigan) and Palawan (Coron)  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            After a series of destination presentations and sales calls in Miami, Florida by PDOT-New York last 2016, the travel agents have requested to be hosted for a familiarization trip this year to build a higher level of awareness of the Philippines through their meaningful stories and first-hand-experiences - which will eventually influence their clients.</p> <p>Miami is a good source of mainstream American travelers specifically for babyboomers who are looking for new and authentic destinations.</p>	<p style="text-align: center;">70 participants</p>	<p style="text-align: center;">Completed</p>
<p><b>LXVI. KOREA STUDY ABROAD FAIR - SPRING 2017</b></p>		
<p><b>Inclusive Dates:</b> 25 March 2017 to 26 March 2017  <b>Venue:</b> COEX, Seoul, Korea  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>            Despite long-term economic recession, more than 300,000 Korean students want to go abroad for degree or language courses in order to enhance their</p>	<p style="text-align: center;">8 participants</p>	<p style="text-align: center;">Completed</p>

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<p>economic background. A number of Korean students and parents desire to get the customized information of foreign universities, language training program courses and camps, internship overseas, visa and so on through consultation with well-experienced educators on-site.</p> <p>As the biggest study abroad fair in Korea, Korea Study Abroad Fair - Spring 2017 is the best platform to build connections with Korean agents that attend in this fair as well promote schools and programs to Korean students and parents directly under sponsorship from embassies of various nations.</p>		
<b>LXVII. 22<sup>ND</sup> ASIA OCEANIA INVESTMENT FUNDS ASSOCIATION (AOIFA) REGIONAL MEETING</b>		
<p><b>Inclusive Dates:</b> 26 March 2017 to 30 March 2017 <b>Venue:</b> Marriott Hotel, Pasay City <b>Nature of Activity:</b> M.I.C.E. Booked Event - International</p> <p><b>Short Description:</b> Asia Oceania Investment Funds Association (AOIFA) is the organization of investment company associations of all the countries in Asia which have active mutual fund industries.</p> <p>Every year, AOIFA holds regional meeting wherein members take turns in hosting the event. The last AOIFA Regional Meeting was hosted by the Philippines was in 2005 held in Makati City.</p>	<p>20 foreign delegates 16 local delegates (plus 5 wives/husband/child)</p>	<p>Completed</p>

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<p>Thru the Philippine Investment Fund Association (PIFA), the Philippines will once again host the 22nd AOIFA Regional Meeting on 26-30 March 2017. It will be attended by some 30 heads of international investment fund associations including their spouses from across the Asia Pacific and Oceania regions.</p> <p>The annual AOIFA Regional Meeting aims to cover and discuss the best practices, knowledge, and trends among its member institutions; to create a mutually beneficial market environment for constituents and to continue the creation of an international network that proactively addresses global changes faced by the asset management industry.</p> <p>BrandSpeakAsia is the event coordinator of AOIFA Regional Conference in Manila.</p> <p>TPB Commitments:</p> <ul style="list-style-type: none"> <li>• Provision of tourism brochures</li> <li>• Provision of special corporate giveaways</li> <li>• Airport reception and facilitation with welcome leis</li> <li>• Other technical assistance such as endorsement to the Philippine National Police for security requirement.</li> </ul> <p>PIFA's Commitments:</p>		

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<ul style="list-style-type: none"> <li>• Ensure the attendance of at least 22 foreign delegates (75% of expected 30 foreign guests)</li> <li>• Acknowledge TPB as one of the sponsors</li> <li>• Show an AVP on the Philippines during Workshop breaks</li> <li>• Submit a brief report of the event, together with the list of participants with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos</li> </ul>		
<p><b>LXVIII. CHINA OUTBOUND TRAVEL AND TOURISM MARKET (COTTM)</b></p>		
<p><b>Inclusive Dates:</b> 29 March 2017 to 31 March 2017  <b>Venue:</b> New Hall, National Agricultural Exhibition Center  <b>Nature of Activity:</b> International Trade and Consumer Fair</p> <p><b>Short Description:</b>  China Outbound Travel and Tourism Market (COTTM) is regarded as the industry’s most important platform to promote travel and it remains to be the only business to business event focusing purely on the Chinese outbound tourist market. The Philippine Department of Tourism Beijing office has reserved a 75 square meter booth space in the said venue.</p>	<p>35 participants</p>	<p>Completed</p>
<p><b>LXIX. UK MEGA FAMILIARIZATION TRIP FOR TOP TOUR OPERATORS</b></p>		
		<p>Completed</p>

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<p><b>Inclusive Dates:</b> 29 March 2017 to 02 April 2017  <b>Venue:</b> Cebu/Bohol, Boracay/Cebu, Puerto Princesa/El Nido, Dumaguete/Puerto Galera  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  As part of the Philippines Department of Tourism (PDOT) London’s ongoing travel trade development campaign to expand the number of tour operator and agent partners selling the Philippines, they have engage with Philippine Airlines (PAL) to embark on a large-scale familiarization trip to the Philippines in November.</p> <p>The FAM will also be used to amplify product knowledge among front-liner sales representatives of operators, consolidators and travel agents. The primary result targeted is to further increase conversion among travel partners’ packages and holiday bookings to the Philippines through the travel trade.</p> <p>The United Kingdom remains the highest source of tourism arrivals to the Philippines from Europe. The growth rate of visitors to the country from January to June is currently at 15% representing 86,873 arrivals compared to the 76,024 tourist arrivals over the same period. In total, there will be fifty (50) participants. Of which, 40 agents and operators, composed of both product developers and front-line sales representatives and ten (10) from</p>	<p align="center">46 participants</p>	

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the travel trade media, dive media and representatives from PDOT London, PAL and Shangri-La.		
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<b>LXX. JEEPNEY DAY TOUR FOR STANFORD GRADUATE STUDENTS</b>
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<p><b>Inclusive Dates:</b> 30 March 2017  <b>Venue:</b> Manila  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  As part of their academe’s study trip series, a group of thirty (30) racially mixed students from the Stanford University’s Graduate School of Business will be travelling to the Philippines and Thailand on 23 March to 03 April 2017. This tour will immerse the students into the culture and traditions of the two countries to help strengthen their global awareness and insights on the South East Asian Nations.</p> <p>In line with this, the group is requesting TPB to sponsor a Half Day Jeepney Tour in Manila on 30 March 2017 for them to experience something that is uniquely Filipino, riding around in a jeepney.</p>	31 participants	Completed
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**ACCOMPLISHMENT REPORT  
1<sup>ST</sup> QUARTER 2017**

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**MARKETING AND COMMUNICATIONS**

**I. BID PRESENTATION OF FIABCI PHILS IN ITS BID TO HOST THE 2020 FIABCI WORLD CONGRESS**

<p><b>Inclusive Dates:</b> 23 December 2016 to 06 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b>  Video of Philippine Destinations to be included in the presentation to the FIABCI Officers in connection with the Philippines Bid to host the 2020 International Real Estate Federation World Congress. This will show that the Philippines is a beautiful country and an interesting destination to visit.</p>		<p align="center">Completed</p>
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**II. HIRAYA'T SURI MARKETING AND COMMUNICATION WORKSHOP**

<p><b>Inclusive Dates:</b> 01 January 2017 to 31 January 2017  <b>Venue:</b> Manila  <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b></p>	<p>TPB supported of the following prom materials: 200 pcs each kinds of Omnibus Primer brochures and Interim brochures</p>	<p align="center">Completed</p>
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Hiraya't Suri, a group of development specialists, information, communication and technology (ICT), will help to promote tourism in the Philippines to augment the basic marketing and communications workshops that will facilitate for budding travel agents in the Philippines. Their project for this year is to conduct of basic workshops aimed at helping start-up travel agencies' business communication and social media marketing needs, which we think is a good venue to help the Department of Tourism promote our advocacy on the promotion of local travel industry.		
<b>III. PHILGEPS HOSTING OF STUDY TOUR DELEGATES FROM MONGOLIA AND VIETNAM</b>		
<b>Inclusive Dates:</b> 01 January 2017 to 28 February 2017 <b>Venue:</b> Manila <b>Nature of Activity:</b> Others - IMFITP 2017 campaign  <b>Short Description:</b> Philgeps and government Procurement Policy Board - Technical Support Office (GPPB-TSO) are attached agencies under the Department of Budget and Management (DBM), hosting a study tour of delegates from the government of Mongolia and Vietnam on January and February 2017 in Manila. The study tour will highlight the procurement and open government reforms we have instituted in the Philippines, and to learn about the other countries' procurement practices and open government experience.	TPB supported the project by giving the following promo materials: 100 cps each kind of Pop-up wonders in the Philippines, Boracay map brochures, and Cebu/Bohol map brochures	Completed

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**IV. SOCIAL MEDIA POSTINGS ON FACEBOOK**

<p><b>Inclusive Dates:</b> 01 January 2017 to 31 March 2017  <b>Venue:</b> Digital (Online)  <b>Nature of Activity:</b> Others - Social Media Postings</p> <p><b>Short Description:</b>          To continuously promote to the public the activities and events the Tourism Promotions Board (TPB) is currently engage in, MARCOM updates TPB Facebook page @tpbphl as its social media platform.</p>		<p align="center">Completed</p>
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**V. SOCIAL MEDIA POSTINGS ON INSTAGRAM**

<p><b>Inclusive Dates:</b> 01 January 2017 to 31 March 2017  <b>Venue:</b> Digital (Online)  <b>Nature of Activity:</b> Others - Social Media Postings</p> <p><b>Short Description:</b>          To continuously promote to the public the activities and events the Tourism Promotions Board (TPB) is currently engage in, MARCOM updates TPB Instagram page @tpbphl as its social media platform.</p>		<p align="center">Completed</p>
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**VI. SOCIAL MEDIA POSTINGS ON TWITTER**

<p><b>Inclusive Dates:</b> 01 January 2017 to 31 March 2017  <b>Venue:</b> Digital (Online)  <b>Nature of Activity:</b> Others - Social Media Postings</p> <p><b>Short Description:</b>          To continuously promote to the public the activities and events the Tourism Promotions Board (TPB) is currently engage in, MARCOM updates TPB Twitter page @tpbphl as its social media platform.</p>		<p>Completed</p>
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**VII. EAST MEDITERRANEAN INTERNATIONAL TOURISM AND TRAVEL EXHIBITION (EMITT)**

<p><b>Inclusive Dates:</b> 03 January 2017 to 05 January 2017  <b>Venue:</b> Istanbul, Turkey  <b>Nature of Activity:</b> Others</p> <p><b>Short Description:</b>          The East Mediterranean International Tourism and Travel Exhibition (EMITT) is an annual travel fair held in Turkey. Participation in the exhibit is in line with the Department's efforts to boost tourism movement from new opportunity markets. In line with this, the DOT MDG-STU is in need of a design for an advertisement to be included in the official catalogue of the</p>		<p>Completed</p>
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EMITT exhibition. MARCOM provided an A4-sized Boracay destination ad as this was chosen by the requesting unit.		
<b>VIII. 22<sup>ND</sup> ASIA OCEANIA INVESTMENT FUNDS ASSOCIATION (AOIFA) REGIONAL MEETING</b>		
<b>Inclusive Dates:</b> 03 January 2017 to 10 January 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b> Destination Photos (Tagaytay, Intramuros, Rizal Park) to provide information on the Philippines and give a glimpse of the Philippines as a beautiful country and destination.		Completed
<b>IX. DESTINATION PHOTOS FOR JJ EXPLORER TOURS</b>		
<b>Inclusive Dates:</b> 03 January 2017 to 04 January 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b> Request of Manila and Ilocos photos for promotion such as flyers and website of JJ Explorer Tours Limited.		Completed

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**X. ASEAN TOURISM FORUM (ATF) TTG SHOW DAILY**

<p><b>Inclusive Dates:</b> 03 January 2017 to 11 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Ad Material</p> <p><b>Short Description:</b>  The ASEAN Tourism Forum (ATF) is an annual gathering that brings together the member countries of the ASEAN to discuss innovations, trends, and developments in the tourism industry and facilitate joint policy formulations to accelerate the growth of the region's tourism. There will be a one (1) cover wrap and four (4) full page advertisements to be placed on TTG Show Daily - ATF 2017, a travel trade business resource which has been delivering incisive editorials and intelligence analysis on pertinent travel trade developments. Materials featured are: Davao, Iloilo, Cebu, Boracay, Batad, Manila MICE Ad, advertorial on TPB's new COO and Philippines as a proud host of ASEAN 2017.</p>		<p>Completed</p>
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**XI. ASEAN TOURISM FORUM (ATF) TRAVEL WEEKLY ASIA**

<p><b>Inclusive Dates:</b> 03 January 2017 to 13 January 2017  <b>Venue:</b> N/A</p>		<p>Completed</p>
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<p><b>Nature of Activity:</b> Others - Print Ad Material</p> <p><b>Short Description:</b> Travel Weekly Asia is a fully-integrated content provider comprising of a daily Global Wrap of news, a monthly print edition and website. There are 3 full page ads and 1 cover wrap for the Travel Weekly Asia - ATF Show Daily. Featured materials are Davao, Iloilo, Cebu, Batad, Boracay, Philippine as the proud ASEAN host and TPB's new COO.</p>		
<b>XII. WINTER ESCAPE 4 (INVITATION W/ ENVELOPE, PROGRAM)</b>		
<p><b>Inclusive Dates:</b> 03 January 2017 to 10 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Others</p> <p><b>Short Description:</b> In connection to the Winter Escapade 4 which has the theme of love for country, the layout and design of the invitations, program must be inclined the trademark of the Filipinos or the Philippines as a country. Marcom design (5x7 inch.) size invitation together with a plain gold envelope, the invitation has silver text in dark blue paper. When it comes to the program the size is (19.5x12.5 cm) in gold board paper with simple vector design on the left side.</p>		Completed

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<b>XIII. JTB REQUEST FOR PHILIPPINE PHOTOS</b>		
<p><b>Inclusive Dates:</b> 04 January 2017 to 06 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others</p> <p><b>Short Description:</b>            Request of Philippine Destinations (Manila, Cebu, Boracay, Palawan, Davao, Bohol) to be included in the brochures of JTB Asia Pacific Tours.</p>		Completed

<b>XIV. CHINESE NEW YEAR PARADE ADVERTISEMENT</b>		
<p><b>Inclusive Dates:</b> 04 January 2017 to 11 January 2017  <b>Venue:</b> Hong Kong  <b>Nature of Activity:</b> Others - Print Ad Material</p> <p><b>Short Description:</b>            The Tourism Promotions Board, in coordination with DOT Hong Kong will organize the 3rd Philippine participation to the Cathay Pacific International Chinese New Year Night Parade that will be held in the major streets of Tsim Sha Tsui. The Hong Kong Tourism Board has invited the Kadayawan dancers from the Sining Tala Dance Troupe in Davao to be the festival's representative from the Philippines. Marcom create a (210mm x 280mm)</p>		Completed

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<p>with 3mm bleed, Print Ad Material feature the Kadayawan dancers from Davao.</p>		
<p><b>XV. 22<sup>ND</sup> ASIA OCEANIA INVESTMENT FUNDS ASSOCIATION (AOIFA) REGIONAL MEETING</b></p>		
<p><b>Inclusive Dates:</b> 05 January 2017 to 18 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Ad Material</p> <p><b>Short Description:</b>  The AOIFA will be attended by 30 heads, with their spouses, of the international investment fund associations from Asian and other countries. The aim of the meeting is to discuss the best practices, knowledge and trends among the member institutions. The MICE requested for a soft copy of the Philippines brochure to be uploaded on the AOIFA website.</p>		<p align="center">Completed</p>
<p><b>XVI. FLIGHT CENTER TRAVEL EXPO 2017, 04-19 FEB, SYDNEY, MELBOURNE AND BRISBANE</b></p>		
<p><b>Inclusive Dates:</b> 05 January 2017 to 18 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Ad Material</p> <p><b>Short Description:</b></p>		<p align="center">Completed</p>



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<p>Flight Centre Travel Group's purpose is "to open up the world for those who want to see". Joining this expo is a definite and a must-list event for all tourism destinations. Featured in the booth graphic is Palawan as it is one of the most valued destinations of the Australian market. The It's More Fun logo was also featured.</p>		
<p><b>XVII. CIVIL SERVICE POSTERS</b></p>		
<p><b>Inclusive Dates:</b> 10 January 2017 to 11 January 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b> Civil service posters to be printed for Cash Division</p>		<p align="center">Completed</p>
<p><b>XVIII. PHOTOSHOOT OF LEGASPI TOWER 300 FACILITIES</b></p>		
<p><b>Inclusive Dates:</b> 10 January 2017 to 11 January 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b></p>		<p align="center">Completed</p>

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<p>Documentation thru photos of the Legaspi Towers facilities for the report to OCOO</p>		
<p><b>XIX. SAPPORO WINTER FESTIVAL OOH</b></p>		
<p><b>Inclusive Dates:</b> 10 January 2017 to 13 January 2017  <b>Venue:</b> Tokyo, Japan  <b>Nature of Activity:</b> Other - OOH Ad Material</p> <p><b>Short Description:</b>            DOT Tokyo is proposing to engage in a tactical advertising campaign with Nikkei Sangyo Koukokusha Inc. on February 2017. The Ooh plan is during the third most popular festival in Japan. Sapporo Snow Festival, which enjoyed an attendance of 2 million visitors in 2016, The festival is held every February and the 2017 Snow Festival will be held 06-12 February. Marcom create layout of (7.2M x 1.5M) OOH Ad Material file send as AI file. Design contains of mango images and beaches from the Philippines. Aside from OOH Marcom also create a newspaper Ad of same event.</p>		<p align="center">Completed</p>
<p><b>XX. TRAVEL TOUR EXPO 2017</b></p>		
<p><b>Inclusive Dates:</b> 11 January 2017 to 20 January 2017  <b>Venue:</b> SMX</p>		<p align="center">Completed</p>

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<p><b>Nature of Activity:</b> Other - Print Ad materials</p> <p><b>Short Description:</b> Travel Tour Expo is one of the biggest in the history of Philippine travel and tourism fairs. The expo is a three day event that will showcase pavilions and exhibit booth of popular, new and emerging tourism destinations, attractions, travel-related products and services that would offer affordable airline tickets, tour packages and discounted hotel accommodations. Marcom create (3.5 x 8) Director Map with the ASEAN 2017 Ads and (8"x10") Record Locator with Sinulog images that will be used in Travel Tour Expo 2017.</p>		
<p align="center"><b>XXI. SINULOG GRAND FESTIVAL 2017</b></p>		
<p><b>Inclusive Dates:</b> 11 January 2017 to 20 January 2017 <b>Venue:</b> Cebu <b>Nature of Activity:</b> Other - Print Ad materials</p> <p><b>Short Description:</b> "Pit Senyor kang Mama kini, pit senyor kang Papa kini..: is the chant completing devotees offering dance of Sinulog in honor of the miraculous Santo nino. A pageantry of faith, a festival held in honor of the Santo Nino, celebrating the origin of the island of Cebu this is Sinulog. Sinulog is a dance ritual in honor of the miraculous image of the Santo Nino. The dance moves</p>		<p align="center">Completed</p>

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<p>two steps forward and one step backward to the sound of drums. Marcom create (8.5 x 11 inch) four full page Ad for the Sinulog 2017 souvenir magazine. The layout feature feast on the Philippines.</p>		
<p><b>XXII. WINTER ESCAPADE 4</b></p>		
<p><b>Inclusive Dates:</b> 19 January 2017 to 6&amp;10 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b> Photo and Video coverage of the opening and closing ceremony of the Winter Escapade 4</p>		<p align="center">Completed</p>
<p><b>XXIII. FUSION 2017 - BOOTH SETUP</b></p>		
<p><b>Inclusive Dates:</b> 20 January 2017 to 23 January 2017 <b>Venue:</b> MOA Concert Grounds <b>Nature of Activity:</b> Others - Ad Materials</p> <p><b>Short Description:</b> Fusion 2017: The Philippine Music Festival aims to bring the spotlight back into the Filipino talents given the rise of different foreign artists and festivals.</p>		<p align="center">Completed</p>

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The musical event will bring different artists together and use OPM as a catalyst for the nation to play as one in voicing the imagination of better Philippines. The event needed backdrops for the Philippine booths, namely: Davao, Bohol, Siargao, Banaue, Palawan, Boracay and Cebu.		
<b>XXIV. AIME 2017</b>		
<p><b>Inclusive Dates:</b> 20 January 2017 to 25 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Ad Material on event directory</p> <p><b>Short Description:</b>            The Asia-Pacific and Incentives and Meetings Expo (AIME) is one of the largest international business events in Australia. AIME is a must-attend MICE Trade Fair in the Asia Pacific for those involved in organizing business travel, meetings, incentives and events. It provides an exclusive opportunity for one-on-one meetings and access quality education and networking events. There will be an official exhibition directory which is an essential guide for all buyers and is distributed to all AIME attendees. It acts as a key reference tool not only at the show but throughout the year. The Tourism Promotions Board will have an advertorial in this directory showcasing Philippines as an ideal destination for MICE.</p>		Completed

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<p><b>XXV. AIME 2017</b></p>		
<p><b>Inclusive Dates:</b> 20 January 2017 to 27 January 2017  <b>Venue:</b> Australia  <b>Nature of Activity:</b> Others - Ad Material on event directory</p> <p><b>Short Description:</b>            The Asia-Pacific and Incentives and Meetings Expo (AIME) is one of the largest international business events exhibition in Australia. AIME is a must-attend MICE trade fair in the Asia Pacific region for those involved in organizing business travel, meetings, incentives and events. It provides an exclusive opportunity for one-on-one meetings and access quality education and networking events. The booth featured Bohol as its main graphic, supported by various dive images and the Philippine map.</p>		<p align="center">Completed</p>
<p><b>XXVI. SM ZIBO ADS</b></p>		
<p><b>Inclusive Dates:</b> 20 January 2017 to 16 February 2017  <b>Venue:</b> SM Zibo, China  <b>Nature of Activity:</b> Others - Ad Materials</p> <p><b>Short Description:</b></p>		<p align="center">Completed</p>

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Through the initiatives of DOT Beijing, top Philippine destinations will be promoted in SM Zibo. The ads will be placed in different locations such as entrances, carpark and UGF units. The ads featured Boracay, Cebu/Bohol, Palawan, Davao, Albay, Vigan and Camarines Sur.		
<b>XXVII. AD PLACEMENT AND ADVERTORIAL FOR EXPLORE PHILIPPINES MAGAZINE (FEB-APR 2017 ISSUE)</b>		
<b>Inclusive Dates:</b> 23 January 2017 to 30 January 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Others - Print Material  <b>Short Description:</b> Marketing Communication - Media & Relations Communication Division requires a full page, full color spread material for an ad placement on Explore Philippines Magazine's Feb-April 2017 Issue. The new It's More Fun in the Philippines Campaign Material - "Anak" - will be used in this medium.		Completed
<b>XXVIII. TRAVEL TOUR EXPO 2017</b>		
<b>Inclusive Dates:</b> 23 January 2017 to 10 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support		Completed

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<p><b>Short Description:</b> Photo and Video coverage of the 3 day event of Travel Tour Expo 2017</p>		
<p><b>XXIX. TRAVEL TOUR EXPO 2017</b></p>		
<p><b>Inclusive Dates:</b> 25 January 2017 to 30 January 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b> Request of Philippines destination TVC's and photos to be displayed in the booth of TTE.</p>		<p align="center">Completed</p>
<p><b>XXX. 21<sup>ST</sup> EMITT TURKEY AND IMTM ISRAEL EXHIBITIONS</b></p>		
<p><b>Inclusive Dates:</b> 25 January 2017 and 07 February 2017 to 29 January 2017 and 08 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> DOT- Tourism Development Planning participated in 21st East Mediterranean International Tourism &amp; Travel (EMITT) Exhibition in Istanbul,</p>	<p>TPB release of the following items: 200 pcs Illustrated map in the Philippines, and 1,000 pcs each Boracay &amp; Cebu/Bohol map brochures</p>	<p align="center">Completed</p>



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Turkey on 26 - 29 January 2017 and International Mediterranean Tourism Market (IMTM) in Tel Aviv Israel on February 07-08, 2017.		
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**XXXI. ASEAN 2017**

<p><b>Inclusive Dates:</b> 26 January 2017 to March 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Material</p> <p><b>Short Description:</b>  The Philippines is hosting the Association of Southeast Asian nations (ASEAN) in 2017 and the Department of Tourism (DOT) has been assigned to Chair the Committee on Tourism Hospitality, Tours, Social Events, and Site Enhancement. The Tourism Promotions Board (TPB), was designated to Chair the DOT ASEAN 2017 Working Group on Social Events tasked to plan, execute, and supervise all cultural presentations for the ASEAN 2017 welcome dinner receptions for the ASEAN Summits, Ministerial Meetings and Senior Officials Meetings which will take place in various parts of the country. Marcom design (5x7 inch.) size invitation the design should be based on where will be the event happen, all the icon on that place is the one will be seen in the invites.</p>		<p align="center">Completed</p>
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**XXXII. FUSION 2017**

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<p><b>Inclusive Dates:</b> 27 January 2017 <b>Venue:</b> SM Mall of Asia Concert Grounds <b>Nature of Activity:</b> Others - Promotional Event</p> <p><b>Short Description:</b> Fusion is a gathering of the Philippines' best OPM artists in one big event, performing live, with genres ranging from pop to rock to rap and hip-hop. Previous editions have featured standouts like Bamboo, Sarah Geronimo, Gloc 9, KZ Tandingan, among others. Fusion 2017: The Philippine Music Festival aims to bring the spotlight back into the Filipino talents given the rise of different foreign artists and festivals. The musical event will bring different artists together and use OPM as a catalyst for the nation to play as one in voicing the imagination of better Philippines.</p>		Completed
<b>XXXIII. MARKETING SUPPORT WITH WTS TRAVEL FOR NATAS FAIR (FEBRUARY 2017)</b>		
<p><b>Inclusive Dates:</b> 30 January 2017 to 13 February 2017 <b>Venue:</b> Singapore <b>Nature of Activity:</b> Others - Ad Material</p> <p><b>Short Description:</b> Incorporated in 1989, WTS Travel &amp; Tours Pte. Ltd. Offers premier travel services in cruises, overseas package tours, worldwide hotel reservations, air</p>		Completed

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<p>ticketing and coaches. It is also established as an inbound travel operator that offers tourists a wide range of tours, accommodations and ground transportation around major attractions in Singapore. Marcom create (3m x 2.5m) backdrop featuring the places in Davao and Palawan.</p>		
<p><b>XXXIV. WINTER ESCAPADE 4</b></p>		
<p><b>Inclusive Dates:</b> 31 January 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Ad Material</p> <p><b>Short Description:</b>  The Winter Escapade is an offshoot to the Ambassadors, Consuls General and Tourism Directors Tour of the Philippines (ACGTDT) which targets the mainstream Canadians and Filipino-Canadians to travel to the Philippines and discover the new attractions and destinations in the country and explore avenues where they can invest. There will be a souvenir program for this event, wherein a spread space is allocated for the Tourism Promotions board. The new It's More Fun in the Philippines - Anak campaign material was featured in this material, answering the question why it's more fun in the philippines.</p>		<p align="center">Completed</p>
<p><b>XXXV. EXPLORE PHILIPPINES MAGAZINE</b></p>		

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<p><b>Inclusive Dates:</b> 01 February 2017 to 30 April 2017  <b>Venue:</b> Nationwide Circulation  <b>Nature of Activity:</b> Others - Ad Placement</p> <p><b>Short Description:</b>            Launched in October 2014, Explore Philippines Magazine is the first and only celebrity travel and lifestyle magazine in the country. It curates and promotes the finest and most stimulating sights and stories that stem from exploring the fun in the Philippines. It is also the inflight magazine of Skyjet Airlines, which flies from Manila to destinations Basco, Batanes, Coron, Busuanga and Boracay via Caticlan with an assortment of nationalities as its passengers.</p>		Completed
<b>XXXVI. BLOGGER ASHA CUTHBERT SPONSORSHIP (MEDIA FAMILIARIZATION)</b>		
<p><b>Inclusive Dates:</b> 01 February 2017 to 10 February  <b>Venue:</b> Hong Kong - Manila - Hong Kong  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            Ms. Asha Cuthbert, a celebrity in her own right with 7 million viewership on YouTube, intends to travel to the Philippines in February 2017, and seeking for sponsorship of 2 return tickets from Hong Kong to Manila for her next</p>		Completed

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<p>trip and/or to sponsor fun activities for her to experience and document for a YouTube vlog. In return, Ms. Cuthbert will be posting on social media (Facebook and Instagram) 1 feature and create a YouTube video highlighting the Tourism Promotions Board (TPB) and its hospitality. She also agreed to share with the TPB co-ownership rights to all b-rolls and footage she will take for the duration of the trip, provided that she be given a week's notice on which image will be released on what medium.</p>		
<p><b>XXXVII. TRAVEL TOUR EXPO 2017</b></p>		
<p><b>Inclusive Dates:</b> 02 February 2017 to 07 February 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Booth Graphics</p> <p><b>Short Description:</b>  Travel Tour Expo is one of the biggest in the history of Philippine travel and tourism fairs. The expo is a three-day event that will showcase pavilions and exhibit booths of popular, new and emerging tourism destinations, attractions, travel-related products and services that would offer affordable airline tickets, tour packages and discounted hotel accommodations. The Philippine is a participant in this event and will have a 300 sq. meters pavilion. Different destinations are featured such as Batanes of Luzon, Calle Real of Iloilo and Lake Sebu of Mindanao. Other images are the newest "Anak" campaign ad and Davao destination.</p>		<p align="center">Completed</p>

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<p><b>XXXVIII. TBS VISION THE SECRET OF PARADISE RAKUEN</b></p>		
<p><b>Inclusive Dates:</b> 05 February 2017 to 12 February 2017  <b>Venue:</b> Manila - Tagaytay - Taal - El Nido - Puerto Princesa  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>  TBS Vision is producing a documentary exclusively for Amazon’s Prime Video, a new video streaming service launched in Japan in September 2015 by Amazon.com, Inc. for Prime members. The documentary will focus on Miyoshi’s search for paradise all over the world be it at a beach, a forest or a world heritage site. The Philippine coverage will concentrate on luxury resort hotels, beach, and adventures. Audience’s age range is from 30 to 50 mostly from the luxury market.</p> <p>The show will be produced in 3 languages: Japanese, English and German. Video will span for 40 minutes (12-installment series) and the Philippine feature to air on April/May 2017. Amazon is planning to expand its viewer base by enabling regular Amazon site visitors to view this content. TBS Vision is also planning to use the footage on regular channels, broadcast satellite (BS) and communications satellite (CS) TV, and in-flight videos and travel agencies.</p>		<p align="center">Completed</p>

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**XXXIX. TABI SALAD FILMING**

<p><b>Inclusive Dates:</b> 07 February 2017 to 21 February 2017  <b>Venue:</b> Manila - Tagaytay - Boracay - Cebu - Bohol  <b>Nature of Activity:</b> Joint Promotion</p> <p><b>Short Description:</b>  The TPB in close coordination with PFOT-Osaka, collaborated with Asahi Broadcasting Corporation (ABC) Television to feature the Philippines in “Tabi Salad (Travel Salad)”, a weekend travel and lifestyle show being aired nationally in Japan.</p> <p>The Tabi Salad is a 90-minute weekend travel and lifestyle show featured the Philippines specifically, Manila, Tagaytay, Boracay, Cebu and Bohol to introduce compelling experiences of natural wonders, foods, historical towns, and modern cities.</p>	<p align="center">5 participants</p>	<p align="center">Completed</p>
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**XL. INTERNATIONALE TOURISMUS BORSE (FVW MAGAZINE)**

<p><b>Inclusive Dates:</b> 08 February 2017 to 13 February 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Ad Material</p>		<p align="center">Completed</p>
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<p><b>Short Description:</b> The ITB-Berlin is the world's leading travel trade show where companies and organizations' top decision makers, experts, buyers and young professionals in the travel trade industry meet under one roof to network, negotiate and do business. There will be a full page advertisement to be placed in the FVW Magazine, the number one source of information for German travel trade news, and has for more than 45 years been the leading tourism and business travel industry publication in time for the upcoming ITB Berlin. We featured the newest It's More Fun in the Philippines "Anak" campaign material to communicate to the Germans and ITB Berlin visitors why it's more fun in the Philippines.</p>		
<p><b>XLI. INTERNATIONALE TOURISMUS BORSE (TTG SHOW DAILY - ITB BERLIN)</b></p>		
<p><b>Inclusive Dates:</b> 08 February 2017 to 13 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Others - Print Ad Material</p> <p><b>Short Description:</b> The ITB-Berlin is the world's leading travel trade show where companies and organizations' top decision makers, experts, buyers and young professionals in the travel trade industry meet under one roof to network, negotiate and do business. There will be a one (1) cover wrap and three (3) full page</p>		<p align="center">Completed</p>



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<p>advertisement to be placed in TTG Show Daily - ITB Berlin, a travel trade business resource which has been delivering incisive editorials and intelligence analysis on pertinent travel trade developments. Materials featured are: Philippines as the proud host of ASEAN 2017 and advertorial about Philippines' Chairmanship, Anak campaign material, the Department of Tourism's plan for the future of Philippine Tourism, and 3 different ads with the main message "when you're with Filipinos, you're with family".</p>		
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**XLII. AIME 2017**

<p><b>Inclusive Dates:</b> 09 February 2017 to 10 February 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b>  Anak TVC requested for AIME 2017</p>		<p align="center">Completed</p>
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**XLIII. ASIAN GEOGRAPHIC PRINT ADVERTISEMENT**

<p><b>Inclusive Dates:</b> 09 February 2017 to 20 February 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Material</p>		<p align="center">Completed</p>
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<p><b>Short Description:</b> The Marketing Communications Department assisted the TPB ASEAN and the Pacific Division by providing full page ad layout for the Asian Geographic Magazine, a medium which showcases the best that Asia has to offer. The project officer would like to feature Cebu underwater material to motivate and encourage the high-income Singaporean office ladies to visit the Philippines.</p>		
<p align="center"><b>XLIV. GLOBAL PEACE CONVENTION</b></p>		
<p><b>Inclusive Dates:</b> 13 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Others - Ad Material on event directory</p> <p><b>Short Description:</b> The Global Peace Convention is the institutional event of the Global Peace Foundation which will bring together leading global experts and practitioners from all over the world to share best practices and develop multi-sector partnerships on building peace and development. On its souvenir program, the Tourism Promotions Board placed a full page material featuring Manila as a MICE destination targeting the delegates of the Global Peace Convention.</p>		<p align="center">Completed</p>

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**XLV. SET TAIWAN I-WALKER**

<p><b>Inclusive Dates:</b> 13 February 2017 to 27 February 2017  <b>Venue:</b> Taal - Bicol - Bacolod - Iloilo - Guimaras - Manila  <b>Nature of Activity:</b> Invitational / Familiarization Trip</p> <p><b>Short Description:</b>            Manila (Bonifacio Global City) to its audience via a 15-day trip around the Philippines, commencing on 13 February 2017. Each episode will be shown on SET TV Taiwan's partner networks. Multiple mentions of the TPB and the PDOT by a local staff will be incorporated in all episodes, to include official logos, websites and other information inserted at each end of the episodes.</p>		<p align="center">Completed</p>
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**XLVI. INCENTIVE TRAVEL, CONVENTIONS AND MEETINGS CHINA 2017 (ITCM)**

<p><b>Inclusive Dates:</b> 13 February 2017 to 14 March 2017  <b>Venue:</b> China  <b>Nature of Activity:</b> Others - Ad Material</p> <p><b>Short Description:</b>            IT&amp;CM is one of the biggest and most established MICE trade shows in China today, being the only MICE trade fair in the Shanghai/Eastern China area. Delegates to the three-day event receive the best return on their investment</p>		<p align="center">Completed</p>
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in business, education and networking through structural business appointments, exhibition showcase, seminar sessions and official networking functions. The event required an eDM which featured the Manila MICE ad, and booth graphics which featured: Vigan, Cebu MICE ad, Bohol and Banaue. The new It's More Fun logo was put in the overhead part of the booth.		
<b>XLVII. PAL UK MEGA FAM TRIP</b>		
<b>Inclusive Dates:</b> 14 February 2017 to 14 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b> Photo request (Boracay, Cebu, El Nido, Puerto Princesa, Dumaguete and Puerto Galera) to be use as a visual aid for the itinerary of the delegates		Completed
<b>XLVIII. PRODUCTION OF PROMOTIONAL MATERIALS AND GIVEAWAYS FOR THE CONSUMERS &amp; TRADE</b>		
<b>Inclusive Dates:</b> 14 February 2017 to 02 March 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Collateral Support  <b>Short Description:</b>		Completed

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<p>The Philippines to be promoted as a key player in the international leisure boating and diving scene. Marcom created a (3.5 x 2.3 in.) graphics of ten destination full color, same of them are Cagayan de Oro, Albay, Banaue, Palawan and Iloilo for the front and one design for the back.</p>		
<p><b>XLIX. PAL UK MEGA FAM TRIP</b></p>		
<p><b>Inclusive Dates:</b> 16 February 2017 to 24 February 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b> The Global Peace Convention is the institutional event of the Global Peace Foundation which will bring together leading global experts and practitioners from all over the world to share best practices and develop multi-sector partnerships on building peace and development. On its souvenir program, the Tourism Promotions Board placed a full page material featuring Manila as a MICE destination targeting the delegates of the Global Peace Convention.</p>		<p align="center">Completed</p>
<p><b>L. PAL UK MEGA FAMILIARIZATION TRIP 2017</b></p>		
<p><b>Inclusive Dates:</b> 17 February 2017 to 27 March 2017</p>		<p align="center">Completed</p>

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<p><b>Venue:</b> Palawan, Cebu, Bohol, Boracay <b>Nature of Activity:</b> Other - Ad Materials</p> <p><b>Short Description:</b> The PAL UK MEGA Familiarization Trip 2017 was held last March 26 to April 2, 2017. The familiarization trip served to bolster drive among key partners increasing their confidence to sell it more effectively to their clientele. Requested for the event were ID tag, Souvenir booklet, Powerpoint template, B2B dinner invite and B2B dinner programme.</p>		
<p><b>LI. MALAYSIAN ASSOCIATION OF TOUR AND TRAVEL AGENTS (MATTA) TRAVEL FAIR KUALA LUMPUR 2017</b></p>		
<p><b>Inclusive Dates:</b> 20 February 2017 to 08 March 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Other - Ad Materials</p> <p><b>Short Description:</b> MATTA boasts a membership of over 3,100 members and increasing, comprising of local tour and travel organizations as well as numerous overseas affiliations. It is also the national umbrella representative body for the entire travel industry in the country. The aim of this project is to partner with MATTA in promoting the Philippines as one of the FESTIVAL CELEBRATION destinations. Featured in the booth graphics are: Vigan, Boracay, Iloilo, Davao, Batanes, Bohol, Albay, Cebu, Clark, Palawan, Banaue</p>		<p align="center">Completed</p>

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<p>and Masskara Festival. The event also required daily ads for the magazine in which the following were featured: Sinulog festival, ASEAN hosting ad, Palawan, Boracay, Anak campaign ad and Vigan.</p>		
<p align="center"><b>LII. 9<sup>TH</sup> SEA - THE PHILIPPINE BOAT SHOW AND NAUTICAL LIFESTYLE EXPO AND CONFERENCE</b></p>		
<p><b>Inclusive Dates:</b> 21 February 2017 to 21 February 2017  <b>Venue:</b> SMX Convention Center  <b>Nature of Activity:</b> Collateral Support (Brochures, Giveaways, etc.)</p> <p><b>Short Description:</b>  Running on its 9th year, Sea-Expo is a 3-day boat show and premier nautical lifestyle expo event that provides venue for the local and international marine industry to come together and showcase their products and services to the Philippine market. The show has evolved to encompass the nautical industry from boats, water sports equipment, dive shops, resorts, luxury automobiles and summer apparel creating a complete lifestyle experience. TPB created a one full page ad that promotes the Philippines' leisure boating and diving scene.</p>		<p align="center">Completed</p>
<p align="center"><b>LIII. ITB BERLIN 2017</b></p>		
<p><b>Inclusive Dates:</b> 24 February 2017 to 05 March 2017</p>		<p align="center">Completed</p>

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<p><b>Venue:</b> N/A <b>Nature of Activity:</b> Others - Booth Graphics  <b>Short Description:</b> Documentation of the PAL UK MEGA familiarization Trip on March 28, 2017</p>		
<p align="center"><b>LIV. WORKSHOP ON PLANNING, POLICY EVALUATION AND TOURISM STATISTICS SYSTEM</b></p>		
<p><b>Inclusive Dates:</b> 27 February 2017 <b>Venue:</b> Clark Pampanga <b>Nature of Activity:</b> Others - IMFITP 2017 campaign  <b>Short Description:</b> Requested by Asec. Maria Lourdes Japson tokens as prizes for the Planning, Policy Evaluation and Tourism Statistics Systems workshop activities held in Clark Pampanga on February 27, 2017.</p>	<p>TPB supported by giving giveaways 60 pcs each items of IMFITP Leatherette Kit Folder (assorted colors) and Corporate Garterized pen holder</p>	<p align="center">Completed</p>
<p align="center"><b>LV. SM ZIBO WINDOW BANNER AD</b></p>		
<p><b>Inclusive Dates:</b> 27 February 2017 to 02 March 2017 <b>Venue:</b> DOT Beijing <b>Nature of Activity:</b> Other - Ad for the WIndow Banner Display</p>		<p align="center">Completed</p>



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<p><b>Short Description:</b> DOT Beijing office has secured an d space in SM Zibo. They requested a lay-out for window banner display. Marcom create (40cm x 70cm) with the anak Ad for the window banner display. Marcom create (40cm x 70cm) Anak Ad for the WInow Banner Display.</p>		
<p align="center"><b>LVI. WRANGLER - TRUE WANDERER LAUNCHING</b></p>		
<p><b>Inclusive Dates:</b> 27 February 2017 to 03 March 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b> Photo and video coverage of Wrangler - True Wanderer Launching in partnership with TPB.</p>		<p align="center">Completed</p>
<p align="center"><b>LVII. ASEAN CULTURAL TOURISM PROMOTION FILM</b></p>		
<p><b>Inclusive Dates:</b> 27 February 2017 to 10 March 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b></p>		<p align="center">Completed</p>

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In celebration of the 505th anniversary of the establishment of ASEAN and the ASEAN-China Year of Tourism Cooperation 2017, the ASEAN-China Center is proposing to co-produce an ASEAN Cultural Tourism Promotion Film. ACC seeks the support of relevant ASEAN offices and film companies to produce the film through 15 minute promotional film showcasing Philippine tourism..		
<b>LVIII. INT'L FRIENDSHIP DAY</b>		
<b>Inclusive Dates:</b> 27 February 2017 to 10 March 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b> It's more fun in the Philippines promotional videos to be played on the event to increase public awareness of and demand for the Philippines as a leisure destination.		Completed
<b>LIX. CHINA OUTBOUND TRAVEL AND TOURISM MARKET</b>		
<b>Inclusive Dates:</b> 28 February 2017 to 01 March 2017 <b>Venue:</b> National Agricultural Exhibition Center (NAEC) in Beijing, China <b>Nature of Activity:</b> Collateral Support (Brochures, Giveaways, etc.)		Completed

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<p><b>Short Description:</b> China Outbound Travel and Tourism (COTTM) is regarded as the industry's most important platform and remains the only business to business event focusing purely on the Chinese outbound tourist market. COTTM is the perfect platform to display tourism products to a prime audience - the Chinese buyers. TPB provided a full page ad "Anak", translated to Mandarin, to promote the Philippines as a family friendly destination.</p>		
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**LX. BARON'S TRAVEL POSTER DISPLAY**

<p><b>Inclusive Dates:</b> 01 March 2017 to 31 March 2017 <b>Venue:</b> Manila <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> Baron's Travel requested tourism destinations posters first &amp; second edition total of 15 destinations for framing to display at their office to promote tourist destination to travelers.</p>	<p align="center">TPB release 15 pcs different destinations poster.</p>	<p align="center">Completed</p>
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**LXI. FOREIGN POST PROMOTIONS**

<p><b>Inclusive Dates:</b> 01 March 2017 to 31 March 2017</p>		<p align="center">Completed</p>
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<p><b>Venue:</b> Foreign country <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> Department of Foreign Affairs Undersecretary Manuel Antonio Teehankee, request promotional materials to be distributed to all foreign posts to promote Philippines tourism destinations.</p>	<p>TPB supported by giving the following promo materials: 5,000 cps Omnibus Primer brochures and Destinations posters first and second editions.</p>	
<b>LXII. ADVERTISEMENT ON PLACEMENT ON EUROPH CONNECT MAGAZINE</b>		
<p><b>Inclusive Dates:</b> 03 March 2017 to 03 March 2017 <b>Venue:</b> Magazine Ad Placement <b>Nature of Activity:</b> Collateral Support (Brochures, Giveaways, etc.)</p> <p><b>Short Description:</b> The EuroPH Connect Magazine caters to top-level executives and key decision-makers both locally and internationally. It is circulated to over 750 ECCP members, C-level executives, government agencies, diplomatic missions, international organizations and foreign-based companies in and outside the Philippines. TPB provided a full page magazine ad to entice Europeans especially the ones on the top-level management to do business in the Philippines and to promote the Philippines as a MICE destination.</p>		<p>Completed</p>

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<b>LXIII. PHILIPPINE GOLF CAMPAIGN IN METRO MANILA</b>		
<p><b>Inclusive Dates:</b> 06 March 2017 to 07 March 2017  <b>Venue:</b> Manila  <b>Nature of Activity:</b> Others - Ad Material</p> <p><b>Short Description:</b>            DOT Beijing office has secured an d space in SM Zibo. They requested a lay-out for window banner display. Marcom create 6 trophy design in different sizes 12, 10, 8, &amp; 6 inches with Golf images at the background.</p>		Completed
<b>LXIV. TBEX INTERNATIONAL 2017 &amp; TBEX EUROPE 2017 PROMOTIONAL MATERIALS AND GIVEAWAYS</b>		
<p><b>Inclusive Dates:</b> 06 March 2017 to 14 March 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Material</p> <p><b>Short Description:</b>            TBEX is the largest conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals. The Tourism Promotions Board has contracted gold sponsorships for two (2) TBEX events: TBEX Internation 2017 and TBEX Europe 2017. As a participant in TBEX Israel, the Philippines exhibitors will be</p>		Completed

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giving away flyers featuring quotes from different travel bloggers / writers on why It's More Fun in the Philippines while showcasing the upcoming major events at the same time.		
<b>LXV. CHINA OUTBOUND TRAVEL AND TOURISM MARKET (COTTM)</b>		
<p><b>Inclusive Dates:</b> 07 March 2017 to 07 March 2017  <b>Venue:</b> Manila  <b>Nature of Activity:</b> Others -Roll-up banner</p> <p><b>Short Description:</b>  China Outbound Travel and Tourism Market (COTTM) is regarded as the industry's most important platform and remains the only business event focusing purely on the Chinese outbound tourist market. COTTM is the perfect platform to display tourism products to a prime audience - the Chinese buyers. TPB provided a roll-up banner ad "Anak", translated to Mandarin, to promote the Philippines as a family friendly destination.</p>		Completed
<b>LXVI. OZTEK DIVE CONFERENCE AND EXHIBITION 2017</b>		
<p><b>Inclusive Dates:</b> 08 March 2017 to 10 March 2017  <b>Venue:</b> International Convention Center, Sydney, Australia  <b>Nature of Activity:</b> Others - Booth Graphics</p>		Completed

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<p><b>Short Description:</b> OZTek is the premier dive equipment show in the Asia Pacific Region covering all aspects of photography, travel and technical diving. The event featured a speaker based event bringing together over 500 key influencers as prepaid pass holders and another 1,400 enthusiastic participants that made this event a unique opportunity to have the Philippine dive destinations at the forefront of the people who matter in diving. Featured in the booth graphics were Anilao, Dumaguete and Cebu dive images.</p>		
<p><b>LXVII. CHINA-ASIAN MAGAZINE</b></p>		
<p><b>Inclusive Dates:</b> 09 March 2017 to 16 March 2017 <b>Venue:</b> N/A <b>Nature of Activity:</b> Others - Print Material</p> <p><b>Short Description:</b> The Marketing Communications Department assisted the TPB ASEAN and the Pacific Division by providing an A4 ad layout for the China-Asian Magazine, wherein they will be featuring the Philippines on their April issue. The project officer would like to promote the Philippines as a family friendly destination. The It's More Fun in the Philippines - "Anak" campaign material was chosen to be featured in this material.</p>		<p align="center">Completed</p>

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**LXVIII. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT**

<p><b>Inclusive Dates:</b> 09 March 2017 to 20 March 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b>  Asian Geographic magazine requested for 30 sec TVC's and destination images for Philippine promotions thru advertisement</p>		<p>Completed</p>
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**LXIX. CHINA OUTBOUND TRAVEL AND TOURISM MARKET (COTTM)**

<p><b>Inclusive Dates:</b> 10 March 2017 to 16 March 2017  <b>Venue:</b> China  <b>Nature of Activity:</b> Others - Booth Graphics</p> <p><b>Short Description:</b>  China Outbound Travel and Tourism Market (COTTM) is regarded as the industry's most important platform and remains the only business event focusing purely on the Chinese outbound tourist market. COTTM is the perfect platform to display tourism products to a prime audience - the Chinese buyers. TPB provided booth graphics to position the Philippines as the next travel destination in SEA to the Chinese market particularly Beijing</p>		<p>Completed</p>
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<p>and for the visitors of the Philippine booth to become aware of the different destinations and products offered.</p>		
<p><b>LXX. OZTEK DIVE CONFERENCE AND EXHIBITION 2017</b></p>		
<p><b>Inclusive Dates:</b> 13 March 2017 <b>Venue:</b> Sydney, Australia <b>Nature of Activity:</b> Logo / Photo / Video Support</p> <p><b>Short Description:</b> The Philippines has much to offer as a dive destination to the global dive tourism. It has long been renowned as a dive haven, offering high quality, year round dive experience. Much of this rich diving experience is reinforced by the Philippines' location at the epicenter of the coral triangle-the richest concentration of marine life in the entire planet. TPB provided a brochure "Dive Fiesta Philippines" to position the Philippines as the primer diving and business hub in Asia.</p>		<p align="center">Completed</p>
<p><b>LXXI. HONG KONG FILMART 2017</b></p>		
<p><b>Inclusive Dates:</b> 13 March 2017 to 16 March 2017 <b>Venue:</b> Hong Kong <b>Nature of Activity:</b> Joint Promotion</p>	<ul style="list-style-type: none"> <li>● To network with various film commissions and film related</li> </ul>	<p align="center">Completed</p>

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<p><b>Short Description:</b> Hong Kong Filmart 2017 is Asia’s largest film and entertainment market.</p> <p>In partnership with Film Development Council of the Philippines (FDCP), the TPB will jointly undertake promotional activities to push for filming in the Philippines and at the same time offer our various destinations for location shoots.</p> <p>The first joint promo in this regard, was the Philippine participation in Hong Kong Filmart 2017 held last March 13-16, 2017 in Hong Kong.</p> <p>TPB delegation included: COO Cesar Montano Mr. Rommel Manhilot - Chief of Staff Ms. Priza Cinco - Head Executive Assistant Ms. Maricon Ebron - Manager, International Promotions Dept. Mr. Arnold Gonzales - OIC, Marketing Communications Dept.</p> <p>TPB was tasked to decorate and spruce up the Philippines booth of 54 sq.m. and to host the Philippine Night.</p>	<p>companies from around the world.</p> <ul style="list-style-type: none"> <li>● To promote the Philippines not only as a film destination but also as an ideal vacation destination.</li> </ul>	
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<b>LXXII. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT</b>		
		Completed

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<p><b>Inclusive Dates:</b> 13 March 2017 to 20 March 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Web Banner Material</p> <p><b>Short Description:</b>            The Marketing Communications Department assisted the TPB ASEAN and the Pacific Division in providing a web banner layout for the Asian Geographic Magazine's website, a medium which showcases the best that Asia has to offer. The creative artist decided to maximize this opportunity by showcasing the new It's More Fun in the Philippines - "Anak" campaign material with the message "when you're with Filipinos, you're with family".</p>		
<b>LXXIII. ICCA ASSOCIATION RELATIONS PARTNER</b>		
<p><b>Inclusive Dates:</b> 14 March 2017 to 15 March 2017  <b>Venue:</b> Knowledge Module of ICAA Website  <b>Nature of Activity:</b> Logo / Photo / Video Support  <b>Short Description:</b>            As a member of the International Congress and Convention Association, the Tourism Promotions Board has been invited to register to the ICAA's Association Relations Partnership. The ARP is a collaborative programme designed to help ICCA deliver an ambitious programme of new activities and online services that will strengthen its relationship with international associations. A web banner with DOT and TPB logo will be placed</p>		Completed

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<p>prominently on the ICCA Portal and will be featured to all communications to association executives around the world.</p>		
<p><b>LXXIV. ADEX 2017</b></p>		
<p><b>Inclusive Dates:</b> 17 March 2017 to 20 March 2017  <b>Venue:</b> Suntec Singapore Convention &amp; Exhibition Centre  <b>Nature of Activity:</b> Others -Booth Graphics</p> <p><b>Short Description:</b>  ADEX is the longest running and largest dive expo in Asia celebrating its 22nd year in 2017. TPB provided booth graphics which features different dive spots (ex. Tubbataha Reef, Oslob, Boracay, etc.) in the Philippines to promote it as the top destination for diving spots and to have leisure.</p>		<p align="center">Completed</p>
<p><b>LXXV. HOSTED BUYER LOUNGE ZONE BRANDING, IMEX FRANKFURT 2017</b></p>		
<p><b>Inclusive Dates:</b> 17 March 2017 to 22 March 2017  <b>Venue:</b> Manila  <b>Nature of Activity:</b> Others - Ad Material</p> <p><b>Short Description:</b></p>		<p align="center">Completed</p>

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<p>IMEX is a worldwide exhibition for incentive travel, meeting and business, and it features the presence of business, incentive travel, event and conference management services and solutions. Due to the partnership of IMEX with all the major trade associations across the industry, these associations now co-locate their events to run alongside IMEX, which means that IMEX is seen as an annual must-attend event for many high-level decision makers. Marcom created column wrap with the size of (1618x3000mm) with Cebu, Davao and Manila (MICE destination) and Boracay for the 4 sides. For the Wall Banner with the size of (3000 x 1000mm) Marcom used Palawan. And for the Cube Banner Marcom used the Itsmorefun new logo.</p>		
<b>LXXVI. TBEX INTERNATIONAL 2017 (JERUSALEM, ISRAEL)</b>		
<p><b>Inclusive Dates:</b> 17 March 2017 to 25 March 2017  <b>Venue:</b> International Convention Center, Jerusalem, Israel  <b>Nature of Activity:</b> Others - International Conference</p> <p><b>Short Description:</b>            TBEX is the largest gathering of travel bloggers, writers, new media content creators, social media experts, travel influencers and other industry professionals. Held three times a year per geographic area in North America, Europe and Asia, TBEX itself has build a community of travel bloggers,</p>		Completed

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<p>attracting some 800-1,000 participants per event mainly from North America and Europe.</p> <p>In October 2016, the Philippines, through the Department of Tourism (DOT) and TPB, hosted the TBEX Asia Pacific held at the Philippine International Convention Center (PICC) in Manila. TBEXPH was a resounding success with 399 participants from 30 countries, creating over 3.4 million impressions on social media and has widen TPB's network in digital media with international and local influencers touching base with the agency for collaborative promotions.</p> <p>Travel Blog Exchange (TBEX) International commenced on 20 March 2017, with 350 attendees from all over the world converged in Jerusalem, Israel, for a 3-day conference on travel blogging, industry trends and updates, as well as networking. The said conference took place in International Convention Center (ICC) Jerusalem, and was hosted by the Israel Ministry of Tourism , The Jerusalem Development Authority and iTravel Jerusalem.</p> <p>The Philippine contingent, comprised of COO Cesar D. Montano, Private Secretary Jose Rommel D. Montano, MARCOM Officer-in-Charge Arnold T. Gonzales and the undersigned arrived in Israel on 18 March 2017, and following a courtesy call on the Philippine Ambassador Nathaniel Imperial and Vice Consul Atty. Judy Razon at the Philippine Embassy in Tel Aviv, headed straight to Jerusalem for an appreciation tour covering the points of</p>		

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<p>interest offered by TBEX International 2017 in its Pre-BEX tours. The said tours continued the following day, 19 March 2017.</p> <p>As part of our commitment as a TBEX Gold Sponsor, the TPB had 1,000 pieces of half-page, full color flyers made specifically for distribution in the welcome kits. We have also sourced 700 pieces of 20 grams dried Philippine mangoes, which was a hit among the conference attendees. The TPB is pleased to report that we have successfully networked to 32 bloggers, photographers, social media specialists and industry persons during the speed networking program, and have gathered a number of significant content creators from all over the world, covering niche markets and possessing notable clouts in various interest to its database. We are looking forward to tapping this veritable treasure trove of influencers for our upcoming familiarization trips and digital media efforts.</p>		
<p><b>LXXVII. LUXURY PROPERTY SHOWCASE BEIJING</b></p>		
<p><b>Inclusive Dates:</b> 17 March 2017 to 27 March 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Event Magazine Ad</p> <p><b>Short Description:</b>  The Marketing Communications Department assisted the TPB ASEAN and the Pacific Division by providing a full page print advertisement for the event</p>		<p align="center">Completed</p>

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<p>magazine of Luxury Property Showcase which will be held in Beijing, China - uniting Beijing's elite VIPs with the world's most prestigious luxury real estate and lifestyle brands in a glamorous event. The Davao MICE ad featuring the Pearl Farm was used in this material as it exhibits luxurious travel.</p>		
<p><b>LXXVIII. TACTICAL ADS (BUS WRAP)</b></p>		
<p><b>Inclusive Dates:</b> 17 March 2017 to 07 April 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Assistance in providing tactical ad layout</p> <p><b>Short Description:</b>  The DOT Taiwan proposed a tactical ad through bus wraps to enhance the Philippine brand and signage. There will be 2 layouts for the buses - one featuring artworks from DOT Taiwan's "Let's draw Philippines" competition which was held last November 2016; and another layout featuring the #WhenwithFilipinos Anak campaign ad, provided by the TPB Marketing Communications - Brand Management and Advertising division.</p>		<p align="center">Completed</p>
<p><b>LXXIX. ADEX 2017</b></p>		
<p><b>Inclusive Dates:</b> 20 March 2017 to 21 March 2017</p>		<p align="center">Completed</p>



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<p><b>Venue:</b> N/A <b>Nature of Activity:</b> Others -Booth Graphics</p> <p><b>Short Description:</b> ADEX is the longest running and the largest dive expo in Asia celebrating its 22nd year in 2017. A must-attend event for anyone interested or involved in the world of diving, the event has seen a continuous increase in visitors over the past few years. To promote the Philippines' diving attractions and facilities and gather insight on consumers' trends and preferences, a dive ad was needed for the event.</p>		
<b>LXXX. EXECUTIVE BOARD MEETING AND GENERAL ASSEMBLY</b>		
<p><b>Inclusive Dates:</b> 20 March 2017 to 21 March 2017 <b>Venue:</b> Philippines <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> COMELEC as Vice Chair of the Association of Asian Election Authorities (AAEA), hosting its Executive Board Meeting and General Assembly on March 20 - 21, 2017 they composed of the Heads of the Election Management Bodies (EMBs).</p>	<p>TPB supported their request by giving of the following items: 50 pcs each kinds of Omnibus Primer brochures, Wooden Leis and Leather Cover with Notebook insert &amp; giftbox.</p>	<p>Completed</p>

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<p><b>LXXXI. DIVING, RESORT AND TRAVEL (DRT) EXPO SHANGHAI</b></p>		
<p><b>Inclusive Dates:</b> 23 March 2017 to 27 March 2017  <b>Venue:</b> China  <b>Nature of Activity:</b> Collateral Support (Brochures, Giveaways, etc.)</p> <p><b>Short Description:</b>            Diving, Resort and Travel (DRT) Expo Shanghai is one of the largest gatherings for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. It is the only DRT Expo in China approved by the Chinese government and listed as an International Diving Show on the Annual Show Directory of Shanghai City. The DRT Shanghai is a three-day show with over 148 top level exhibitors showcasing the latest diving equipment, water sports equipment, dive resorts and travel information. TPB provided a brochure "Dive Fiesta Philippines" translated to Mandarin to position the Philippines as the primer diving and business hub in Asia.</p>		<p align="center">Completed</p>
<p><b>LXXXII. MARINE DIVING FAIR 2017</b></p>		
<p><b>Inclusive Dates:</b> 24 March 2017 to 28 March 2017  <b>Venue:</b> Japan  <b>Nature of Activity:</b> Logo / Photo / Video Support</p>		<p align="center">Completed</p>

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<p><b>Short Description:</b> Considered among the largest dive resort and consumer fairs, MDF is an annual 3-day dive show organized by Marine Diving Fair Organization. In cooperation with the Marine Arts Center Co. Ltd. publisher of four major dive magazines in Japan. The objectives of this event is to promote the Philippines as a top diving destination to the Japanese dive clubs and maintain the Philippines presence and visibility in the Japanese dive travel market. The TPB provided a TPB logo translated to Japanese to be used in the booth.</p>		
<b>LXXXIII. LANKAWI INTERNATIONAL MARITIME AND AEROSPACE (LIMA 2017) EXHIBITION</b>		
<p><b>Inclusive Dates:</b> 27 March 2017 to 30 March 2017 <b>Venue:</b> Lankawi Malaysia <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> Philippine Navy Headquarters participating in Lankawi International Maritime and Aerospace (LIMA 2017) Exhibitions on March 21 - 25, 2017 in Lankawi Malaysia. They also having post calls to Lumut, Port Klang both in the country of Malaysia. And goodwill visit to maintain the close relationship of both Royal Malaysian Navy soldiers. Upon request of Philippine Navy Headquarters</p>	<p>TPB supported the following items: 1 backdrop layout for the booth, IMFITP AVP, 300 cps each items of Omnibus Primer brochures, Cebu/Bohol &amp; Boracay brochures, 200 pcs Illustrated map of the Philippines, and 1 set of destinations Posters 1st &amp; 2nd Editions.</p>	<p>Completed</p>

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**LXXXIV. SEOUL SURVIVOR 31<sup>ST</sup> EDITION**

<p><b>Inclusive Dates:</b> 27 March 2017 to 30 March 2017  <b>Venue:</b> N/A  <b>Nature of Activity:</b> Others - Print Material</p> <p><b>Short Description:</b>          Seoul Survivor, published by the AFSC, the American Forces' Spouses' Club -a prominent organization that performs important community and charitable services for the American military community in Korea, has for two decades been the preeminent "Welcome &amp; Orientation" guide book for all US personnel in Korea. It is a book-type guidebook that publishes 15,000 copies annually. Copies are distributed to all newcomers entering Korea from the US Military of US Government. The Marketing Communications Department assisted the North Asia Division by providing an inside cover ad featuring the It's More Fun in the Philippines - Anak campaign material with the message "when you're with Filipinos, you're with family" to communicate the reason why it's more fun in the Philippines.</p>		<p align="center">Completed</p>
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**LXXXV. WORLD STREET FOOD CONGRESS 2017 PRESS CON**

<p><b>Inclusive Dates:</b> 30 March 2017 to 04 April 2017  <b>Venue:</b> N/A</p>		<p align="center">Completed</p>
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<p><b>Nature of Activity:</b> Others - Print Material</p> <p><b>Short Description:</b> Photo and Video coverage of the World Street Food Congress 2017 pre-event and press conference</p>		
<p><b>LXXXVI. NAIA TERMINAL 1- 4 TOURISM BROCHURES FOR ASEAN 2017</b></p>		
<p><b>Inclusive Dates:</b> March 30, 2017 <b>Venue:</b> NAIA Terminal 1 - 4, Pasay City <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> Office of Public Affairs, Communications &amp; Special projects (OSEC), request video materials and tourism promotional brochures to be displayed in information counters in all terminal of NAIA (Terminal 1 - 4) for ASEAN 2017 delegates it would be a great opportunity to use these promotional destinations brochures to promote tourism in the Philippines together displaying video that showcase the different islands of the Philippines.</p>	<p>TPB released for distributions, 5,000 pcs each kinds of IMFITP Omnibus Primer brochures and destinations map brochures (Manila, Cebu/Bohol and Boracay.</p>	<p align="center">Completed</p>
<p><b>LXXXVII. ASEAN CHINA CONSULTATIONS</b></p>		
<p><b>Inclusive Dates:</b> March 2017 to May 2017</p>		<p align="center">Completed</p>

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<p><b>Venue:</b> Philippines <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> Mr. Alex Makatuno of DOT Tourism Planning requested 400 pcs IMFITP Non-woven black pouch with glitters to used for ASEAN China Consultation meeting.</p>		
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**LXXXVIII. 1<sup>ST</sup> SOUTHEAST ASIAN PRIX JEUNESSE**

<p><b>Inclusive Dates:</b> 2017 ASEAN Summit to November 2017 <b>Venue:</b> Philippines <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b> Anak TV requested Tourism TVC and promotional brochures to spearhead the 1st Southeast Asian Prix Juenesse (SEA Prix Jeunesse) were the Philippines will be the first country to host the first edition of SEA Prix Jeunesse in November 2017 in time of ASEAN Summit 2017 in november.</p>	<p>TPB supported tourism AVP and 50 cps each items IMFITP Omnibus Primer brochures and Interim brochures.</p>	<p align="center">Completed</p>
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**LXXXIX. DOF ANNUAL MEETING FOR THE HOSTING OF 50TH ADB ANNUAL EVENT**

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<p><b>Inclusive Dates:</b> 04 May 2017 to 07 May 2017  <b>Venue:</b> Yokohama, Japan  <b>Nature of Activity:</b> Others - IMFITP 2017 campaign</p> <p><b>Short Description:</b>            Department of Finance Philippines will be hosting 50th ADB Annual Event by next year 2018, they have an annual meeting for the next year event in Yokohama Japan on May 04 - 07, 2017 where DOF will have a Philippine booth to promote for the next year hosting of said event they requested tourism AVP</p>	<p>200 pcs IMFITP Omnibus Primer brochures and 15 pcs 1st &amp; 2nd of destinations posters.</p>	<p align="center">Completed</p>