

ACCOMPLISHMENT REPORT
1ST QUARTER 2016

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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I. USS BLUE RIFGE SHIP PASSENGER ARRIVAL IN MANILA

<p>Inclusive Dates: February to March 2016 Venue: Manila Nature of Activity: Collateral Material</p> <p>Short Description: Tourism Promotions Board supported Global Maritime by giving promotional item about It's More Fun in the Philippines tourism campaign promo materials distributed to USS Blue Rifge Ship passengers arrived in Manila on March 4, 2016. TPB support 200 pcs of IMFITP Omnibus Primer.</p>	<p>IMFITP and VPA 2016 campaign</p>	<p>Completed</p>
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II. REX DE GUZMAN SPONSORSHIP

<p>Inclusive Dates: March to May 2016 Venue: various destinations in the Philippines Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Rex De Guzman is a budding Filipino-British chef who will be conducting a culinary research expedition to the Philippines. He will be touring various regions in the Philippines to learn about the regional specialty dishes with</p>	<p>Site Inspection</p> <p>Culinary guidebook, social media posts and video promotions</p>	<p>Completed</p>
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<p>aims to primarily gain an insight into authentic Filipino flavours, the native ingredients and the cultural history that surrounds them.</p>		
<p>III. 2016 DESK AND WALL CALENDAR</p>		
<p>Inclusive Dates: 01 November 2015 to 01 February 2016 Venue: N/A Nature of Activity: Others - Giveaways</p> <p>Short Description: The Tourism Promotions Board produce desk and wall calendars as giveaways yearly to promote the Philippines tourism destinations. This year, the calendar highlighted major events per month with supporting message, giving the people a reason to Visit the Philippines Again this 2016.</p>		<p align="center">Completed</p>
<p>IV. ASEAN TOURISM FORUM (ATF) 2016 - CONFERENCE INTEGRATOR</p>		
<p>Inclusive Dates: 02 December 2015 to 12 January 2016 Venue: N/A Nature of Activity: Others - ATF Socials Kit Folder and Invites</p> <p>Short Description:</p>		<p align="center">Completed</p>

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<p>The Marcom Brand Management and Advertising Division assisted MICE in providing the layouts for the following: Welcome Cocktail Reception for January 18 (Old Hollywood Glam theme) and Dinner Reception for ASEAN Tourism Ministers and National Tourism Organizations (Night at the Opera theme) for January 19. The invites had a kit folder which holds all PH hosted socials with different height for easy visibility and accessibility. The design consists of the ATF 2016 Philippines template, with continuity of the colorful circles running through the different invites, while showcasing minimalist design elements which highlighted the theme and what to expect on each event.</p>		
V. ASEAN TOURISM FORUM (ATF) 2016 OPENING CEREMONY AND PHILIPPINE WELCOME RECEPTION		
<p>Inclusive Dates: 02 December 2015 to 12 January 2016 Venue: N/A Nature of Activity: Others - ATF Socials Kit Folder and Invites</p> <p>Short Description: The Marcom Brand Management and Advertising Division assisted MICE in providing the layouts for the following: ATF 2016 Opening Ceremony (January 20 - Theme: Warmth of the ASEAN Smile) and Philippine Welcome Reception (January 20 - Theme: I <3 the Filipino Smile). The invites had a kit folder which holds all PH hosted socials with different height for easy visibility and accessibility. The design consists of the ATF 2016 Philippines</p>		<p>Completed</p>

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<p>template, with continuity of the colorful circles running through the different invites, while showcasing minimalist design elements which highlighted the theme and what to expect on each event.</p>		
<p>VI. ASEAN TOURISM FORUM (ATF) 2016 CLOSING CEREMONY</p>		
<p>Inclusive Dates: 02 December 2015 to 12 January 2016 Venue: N/A Nature of Activity: Others - ATF Socials Kit Folder and Invites</p> <p>Short Description: The Marcom Brand Management and Advertising Division assisted MICE in providing the layouts for the following: ATF Philippines 2016 Closing Party (January 22 - Theme: Let Your Hair Down). The invites had a kit folder which holds all PH hosted socials with different height for easy visibility and accessibility. The design consists of the ATF 2016 Philippines template, with continuity of the colorful circles running through the different invites, while showcasing minimalist design elements which highlighted the theme and what to expect on each event.</p>		<p align="center">Completed</p>
<p>VII. RENEWAL OF PARTNERSHIP WITH GLOBE</p>		
<p>Inclusive Dates: 01 January 2016 to 31 December 2016</p>		<p align="center">Completed</p>

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<p>Venue: Elias Restaurant, Bonifacio Global City, Taguig Nature of Activity: Joint Promotion</p> <p>Short Description: Globe Telecom Inc. has renewed its partnership with the TPB to help make the Philippines a top tourist destination in Asia as it looks to grow its subscriber base and revenues. Under the partnership, Globe will once again offer its Traveler SIM card to tourist and returning OFWs for free to support the VPA 2016 campaign.</p>	Promotion of the Philippines as an ideal tourism destination	
VIII. RIPPLE EFFECT GROUP (WEB SERVICE PROVIDER)		
<p>Inclusive Dates: 01 January 2016 to 31 December 2016 Venue: N/A Nature of Activity: Others - Digital Marketing Strategy</p> <p>Short Description: The Ripple Effect Group is the web services provider contracted by DOT Sydney to maintain and manage our digital marketing activities for Australia and New Zealand.</p>		Completed
IX. HARVARD BUSINESS SCHOOL FIELD GLOBAL IMMERSION MANILA		
		Completed

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<p>Inclusive Dates: 02 January 2016 to 12 January 2016 Venue: Dusit Thani Manila, Makati City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: FIELD is a required course for first-year MBA students at Harvard Business School. This year, 65 Harvard MBA students and 4 faculty members will travel to Manila for the immersion program.</p> <p>The program enables students to work in small, diverse teams to help solve customer challenges for Global Partner organizations around the world. TPB's Confirmed Assistance: Provision of promotional materials (69pcs each) - VPA Cacha Bags, VPA Luggage Tags, Manila Destination Map, Omnibus Primer Map.</p>	<p align="center">69 foreign participants</p> <p align="center">Promotion of the Philippines as an ideal tourism destination</p>	
<p>X. COLOR MANILA RUN</p>		
<p>Inclusive Dates: 03 January 2016 to 19 March 2016 Venue: SM Mall of Asia Grounds/SM Lanang Davao Nature of Activity: Others – Financial Support</p> <p>Short Description:</p>	<p align="center">12,000 participants</p> <p align="center">Promotion of the Philippines as an ideal tourism destination</p>	<p align="center">Completed</p>

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<p>CMR is an annual running event staged in different venues in the Philippines. What sets CMR apart from the other runs is its unique concept of peppering participants with colored powder as they run along the race course.</p>		
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XI. MERCURIES LIFE INSURANCE COMPANY INCENTIVE GROUP

<p>Inclusive Dates: 05 January 2016 to 08 January 2016 Venue: Boracay Nature of Activity: Incentive Trip</p> <p>Short Description: Because of the successful incentive trip of Ogilvy and Mather International PR to the Philippines last 1-5 December 2015, DOT Taiwan has able to get another incentive group for 90 personnel of Mercuries Life Insurance Company from 5-8 January 2016. The group were billeted at Paradise Garden Resort Mercuries Life Insurance Company is one of the fastest growing life insurance providers in Taiwan. The company was founded in 1993 and is headquartered in Taipei., Taiwan.</p> <p>TPB's assistance : welcome lei reception and airport facilitation and hosted farewell dinner with cultural entertainment.</p>	<p>90 participants</p> <p>Promotion of the Philippines as an ideal tourism destination</p>	<p>Completed</p>
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XII. JAPAN AGRICULTURE ASSOCIATION (JA IBARAKI MUTSUMI & JA HANAZONO YAKUINKENSHU)

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<p>Inclusive Dates: 06 January 2016 and 13 January 2016 Venue: Cebu Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Attic Tours is organizing a familiarization trip on 6 & 13 January 2016 for the Japan Agriculture Association (JAA). JAA's purpose of visit is to learn how to grow rice in the Philippines through the International Rice Research Institute. Also, part of their itinerary includes an ocular inspection of local markets and mango factory in Cebu. TPB Assistance: Welcome Lei Reception.</p>	<p>50 expected foreign arrivals</p> <p>Promotion of the Philippines as an ideal tourism destination</p>	<p align="center">Completed</p>
<p>XIII. REQUEST FOR VPA LOGO FOR PRIMETRADE ASIA</p>		
<p>Inclusive Dates: 08 January 2016 Venue: Manila Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Assistance provided by TPB: use of VPA logo to be included in the collateral materials.</p>		<p align="center">Completed</p>
<p>XIV. FOOTBALL FREESTYLE FEDERATION – WORLD CHAMPIONSHIP (OCULAR INSPECTION)</p>		

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<p>Inclusive Dates: 12 January 2016 to 13 January 2016 Venue: Music Hall and Mall of Asia Arena Nature of Activity: M.I.C.E. Bid Assistance and Site Inspection</p> <p>Short Description: The F3 World Tour is a series of World Championship events visiting major cities around the world. The participants are the top 16 freestyle football athletes in world today, as determined by the World Rankings published by the Freestyle Football Federation at the end of each year. They are all competing throughout various challenges in each city to ultimately win the title of F3 World Tour Champion.</p> <p>Mr. Daniel Wood, President of the World Freestyle Football Federation (F3), conducted an ocular inspection in Manila last 12- 13 January 2016 for the possible Philippine hosting of the F3 World Championships in Manila in 2017.</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p>Completed</p>
XV. AMBASSADORS' TOUR		
<p>Inclusive Dates: 13 January 2016 Venue: Tagaytay Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description:</p>	<p>12 participants</p>	<p>Completed</p>

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<p>Ambassador of the Philippines to Japan, H.E. Manuel Lopez has organized an Ambassadors' tour to the Philippines to attend the annual Vin d'honneur in Malacanang on January 2016. The delegation is comprised of 10 Ambassadors based in Japan (Manila Club Ambassadors) who will likewise attend the launching of the Kudan Commemorative book in Manila, an event replicating the launch in Tokyo, Japan attended by Ms. Yoko Ono, among others.</p> <p>Relative to this, Ambassador Lopez has requested TPB to host a day tour within Luzon. The tour will include Madam Lopez and Philippine Embassy Cultural Section Head, Minister Counselor Angelica Escalona.</p>		
XVI. EAST-WEST CENTER (EWC)/EAST-WEST CENTER ASSOCIATION (EWCA) INTERNATIONAL CONFERENCE		
<p>Inclusive Dates: 15 January 2016 to 17 January 2016 Venue: The Manila Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Based in Honolulu, Hawaii, the East-West Center (EWC) is a non-profit education research and dialogue institution that promotes cooperation among Asia, the Pacific and USA to address critical issues affecting the region. The EWC, the East-West Center Association (EWCA), and the EWCA</p>	<p>300 foreign delegates and 200 local delegates</p>	<p>Completed</p>

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<p>Manila Chapter will be jointly hosting the EWC / EWCA International Conference to be held for the first time in the Philippines.</p> <p>300 foreign delegates (from Asia Pacific and Hawaii) and 200 local delegates were estimated to attend the 3-day conference themed “Bridging Diverse Cultures Towards an Inclusive Asia Pacific Community” which aims to provide an interactive venue that will broaden relations and understanding among EWC alumni on a range of key regional topics amidst the challenges of regional and global integration.</p>		
XVII. GLOBAL SOCIAL BUSINESS SUMMIT		
<p>Inclusive Dates: 15 January 2016 to 17 January 2017 Venue: GK Enchanted Farm Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 3rd Global Social Business Summit with the theme, “The Business of Kindness: Doing Good Makes Good Business Sense,” focuses on social innovation for greater inclusion in emerging economies. It likewise coincides with GK’s 13th Anniversary Global Expo. Activities included a thanksgiving for the volunteers, showcase of the continued rebuilding efforts post-Haiyan, Kusina ng Kalinga – a massive GK campaign aimed at addressing hunger and</p>	<p>480 local and 120 foreign participants</p>	<p>Completed</p>

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<p>a feeding program that will gather 3,000-4,000 people from all over the country to gather at the GK Farm.</p> <p>TPB's Confirmed Assistance: Welcome lei reception and provision of promotional materials (Omnibus Primer brochures, destination map of Manila, VPA Cacha Bag, luggage tag and lanyard).</p>		
XVIII. INCENTIVE TRAVEL GROUP OF AMBASSADOR HOLIDAYS (INDIAN MEDICAL DOCTORS)		
<p>Inclusive Dates: 17 January 2016 to 20 January 2016; 20 January 2016 to 23 January 2016; 23 January 2016 to 26 January 2016; 30 January 2016 to 01 February 2016</p> <p>Venue: Angeles, Pampanga, Pagsanjan and Manila</p> <p>Nature of Activity: Incentive Trip</p> <p>Short Description: The DOT Market Representative in India and the DOT Market Development Group endorsed to TPB the request of Ambassador Holidays for assistance for the incentive travel groups they will bring to the Philippines from 17 January to 01 February 2016.</p> <p>Ambassador Holidays is one of India's leading destination management companies (DMC) operating tours from all over the world. It was founded in</p>	360 participants	Completed

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<p>1956 and led by one of India's most respected and seasoned travel professionals. The Manila ground handler is Select Travel services.</p> <p>The four (4) incentive groups (total of 320 pax) are composed of top medical doctors from India. The groups visited Angeles, Pampanga and Pagsanjan, Laguna. They were billeted in the Makati Shangri-La Hotel.</p> <p>TPB Assistance: (1) Airport facilitation and welcome lei reception (2) Provision of Philippine brochures and souvenir items and (3) Provision of cultural shows for a total estimate cost of P200,000.00.</p>		

XIX. BUCKETLIST PLACEMENT		
<p>Inclusive Dates: 18 January 2016 to 22 January 2016 Venue: SMX Convention Center, Manila, Philippines Nature of Activity: Others - Placement / Sponsorship</p> <p>Short Description: The Bucketlist Publishing produced Travel Update Philippines and Hospitality News Philippines magazines for Asean Tourism Forum</p> <p>Hospitality News Philippines published a 24-page (minimum) issue with editorial content that boosted domestic and international participation. On the other hand, Travel Update Philippines also published a 24-page</p>	<p style="text-align: center;">Front and back covers advertisement placement for both issues and two-page supplement in the centerfolds as cover stories No. of copies: 1,600</p>	<p>Completed</p>

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<p>(minimum) issue with editorial content that bolstered the country's tourism and MICE destinations.</p>		
<p>XX. ASEAN TOURISM FORUM (ATF) 2016</p>		
<p>Inclusive Dates: 18 January 2016 to 25 January 2016 Venue: SMX Convention Center, Manila, Philippines Nature of Activity: Others - Site Enhancement (Billboards, banners, LED ads)</p> <p>Short Description: Site enhancement materials consist of various billboards, banners and LED advertisements that were put up at Airport Terminals 1-3, Official Hotels, MRT Magallanes (LED), MMDA MRT (LED), Ceremonial Routes, CCP, Fort Santiago, SMX Convention Center, coasters/buses, and were used on post-tours. These materials, that were used to promote the event, featured the ATF logo, the event details as wells as the ATF theme.</p>		<p align="center">Completed</p>
<p>XXI. ASEAN TOURISM FORUM (ATF) 2016</p>		
<p>Inclusive Dates: 18 January 2016 to 25 January 2016 Venue: SMX Convention Center, Manila, Philippines Nature of Activity: Collateral Support</p>		<p align="center">Completed</p>

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<p>Short Description: The programmes made were for the Asean Tourism Forum Opening Ceremony and the Welcome Reception held on January 20, 2016. Aside from the event details, the programmes include the lyrics to the "Warmth of the ASEAN smile" song and bried descriptions of the performances held during the reception. The designs applied on the programmes were patterned after the invites so that there's uniformity present among the materials.</p>		
XXII. ASEAN TOURISM FORUM (ATF) 2016 – TRAVEX		
<p>Inclusive Dates: 18 January 2016 to 25 January 2016 Venue: SMX Convention Center, Manila, Philippines Nature of Activity: Institutional/Special Project</p> <p>Short Description: The ASEAN Tourism Forum is an annual event put together by the collaborative regional efforts of the 10 member nations of the ASEAN. ATF 2016 marks the 35th anniversary of this event since its inauguration in 1981 in Malaysia. This year, the event was held in Manila, Philippines, with a total of 458 international exhibitors, 25% of which are part of the Philippine delegation.</p>	1,000 delegates	Completed
XXIII. EL NIDO POST TOUR (ATF)		

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<p>Inclusive Dates: 22 January 2016 to 25 January 2016 Venue: El Nido, Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: A total of 12 participants expressed their interest to join the El Nido, Palawan leg Post Tour. El Nido Philippines is a top destination for island hopping and marine and wildlife reserve. El Nido Philippines has over 50 beaches to discover, also find enchanting lagoons with tranquil turquoise-green water, caves that can take you to hidden beaches, and a very diverse variety of wildlife. The limestone cliffs of El Nido were naturally carved out of extensive and thick layers of coralline deposits.</p>		Completed
XXIV. BOOT DUSSELDORF		
<p>Inclusive Dates: 23 January 2016 to 31 January 2016 Venue: Dusseldorf, Germany Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The biggest annual trade and consumer fair organized by Messe Dusseldorf GmbH which attracts dive and water enthusiasts. The Philippines has an 81 square meter stand space with prime location at the exhibition area. The</p>	Increase awareness/generate direct booking	Completed

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Philippines generates approximately 16% of the total arrivals from Germany and equal proportions from other European source countries. The activities include table top discussions and networking with dive travel trade. Messe Boot Düsseldorf 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.		
XXV. 51ST INTERNATIONAL EUCHARISTIC CONGRESS		
<p>Inclusive Dates: 24 January 2016 to 31 January 2016 Venue: Archdiocese of Cebu, Cebu City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 51st International Eucharistic Congress is a gathering of people that aims to promote awareness of the central place of the Eucharist in the list and mission of the Catholic Church, to help and improve the understanding and celebration of the liturgy among the Catholics and to draw attention to the social dimension of the Eucharist.</p> <p>TPB's Confirmed Assistance: Welcome lei reception for 50 foreign VIPs, 50 sets of Leatherette Kit Folder and Card Holder for Speakers, 4,000 pcs Omnibus Primer Brochure.</p>	6000 local and 4000 foreign participants	Completed

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XXVI. 41ST ASIA-PACIFIC ADVANCED NETWORK (APAN) MEETING		
<p>Inclusive Dates: 25 January 2016 to 29 January 2016 Venue: Marriott Grand Ballroom, Marriott Hotel Manila, Pasay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Asia-Pacific Advanced Network (APAN) meeting is a gathering, held twice a year, of more than 300 researchers from 30 member countries of APAN. APAN is a non-profit international research and education network that aims to promote global collaborations, as well as developments and advances in network-based applications and services among the Asia Pacific region.</p> <p>TPB's Confirmed Assistance: Welcome lei reception, entertainment for the opening ceremony, tour guides for the whole day Manila city tours, promotional materials (250 pcs IMFITP notebooks and ballpens).</p>	<p>250 foreign delegates and 100 local delegates</p>	<p style="text-align: center;">Completed</p>
XXVII. FLIGHT CENTRE TRAVEL EXPO 2016		
<p>Inclusive Dates: 30 January 2016 to 14 February 2016 Venue: Sydney, Melbourne and Brisbane Nature of Activity: International Trade and Consumer Fair</p>		<p style="text-align: center;">Completed</p>

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<p>Short Description: 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>XXVIII. 11TH CONGRESS OF THE MOST BEAUTIFUL BAYS IN THE WORLD</p>		
<p>Inclusive Dates: 01 February 2016 to 06 February 2016 Venue: Holiday Inn Makati, Makati City & Coco Beach Island Resort, Puerto Galera Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 11th World Congress of the Most Beautiful Bays Club will be organized by the Puerto Galera Most Beautiful Bay Inc. (PGMBBI), in coordination with the Provincial Government of Oriental Mindoro. “Adapting to Climate Change” is</p>	<p align="center">90-110 foreign delegates</p> <p align="center">Promotion of the Philippines as an ideal MICE destination</p>	<p align="center">Completed</p>

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1ST QUARTER 2016**

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<p>the official theme of this year’s congress. It will gather member bays of the club to discuss about mitigation and adaptation measures that they can implement to cope with climate change. The congress also aims to features assets of Puerto Galera through showcasing of the resorts, indigenous villages, as well as other attractions of the bay.</p> <p>TPB’s Confirmed Assistance: Financial Assistance amounting to Php1,000,000.00.</p>		
<p>XXIX. INTERNATIONAL SYMPOSIUM ON INDIGENOUS BEES 2016</p>		
<p>Inclusive Dates: 01 February 2016 to 04 February 2016 Venue: Taal Vista Hotel, Tagaytay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The International Symposium and Workshop on Indigenous Bees 2016 will be hosted by the Apimondia Philippines in partnership with the Beekeepers’ Network Philippines Foundation, Inc. (BEENET Philippines) and the University of the Philippines, in collaboration with the Department of Agriculture, Bureau of Agricultural Research. It will provide a venue for bee researchers, policy makers, farmers and beekeepers around the world to discuss topics related to bees and pollination, and to share their beekeeping practices and</p>	<p>400 foreign delegates and 300 local delegates</p> <p>Promotion of the Philippines as an ideal MICE destination</p>	<p align="center">Completed</p>

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<p>experiences. The event aims to gather, exchange and disseminate new information on bee sciences and technology around the world.</p> <p>TPB's Confirmed Assistance: Welcome lei reception, cultural entertainment, hosting of one (1) snack during the event, promotional materials (1000 pcs Omnibus Primer Brochure).</p>		
<p>XXX. TRAVEL TOUR EXPO (TTE) 2016</p>		
<p>Inclusive Dates: 02 February 2016 to 04 February 2016 Venue: SMX Convention Center Manila, Pasay City Nature of Activity: Others - Booth Graphics + Ingress</p> <p>Short Description: As the Travel Tour Expo 2016 was patterned after the Asean Tourism Forum pavilion, the booth graphics included tourist destinations such as Marc Go's Banaue Rice Terraces and Eric Beltran's Palawan Underground River. Featured on the counter is the running text containing the following: ASEAN: Feel the Warmth logo, Visit the Philippines Again, It's More Fun in the Philippines website and the TPB website.</p>		<p align="center">Completed</p>
<p>XXXI. WINTER ESCAPADE 3 – IT'S MORE FUN IN THE PHILIPPINES</p>		

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<p>Inclusive Dates: 03 February 2016 to 12 February 2016 Venue: Manila-Albay-Sorsogon-CamSur-Puerto Princesa Nature of Activity: Joint Promotion</p> <p>Short Description: The Philippine Embassy and Consulates in Canada together with the TPB and DOT Oos in New York and San Francisco has organized the WE3 IMFIT PH tour program.</p> <p>The event aims to increase the country's share of the lucrative Canadian market; to encourage investments in the country particularly in tourism projects, real estate and other related tourism industries; to deepen the appreciation of the country's diverse cultures and attractions as well as instill a sense of history and a culture of tourism to our kababayans; and to promote the country as a safe place to travel.</p>	300 participants	Completed
XXXII. PHILIPPINE WOMENS UNIVERSITY		
<p>Inclusive Dates: 05 February 2016 Venue: Manila Nature of Activity: Collateral Support</p> <p>Short Description:</p>	IMFITP and VPA 2016 campaign	Completed

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The Student Council of the Philippine Women's University requested destination promotional brochures and giveaways. Said students are ATF volunteered on January 18-22, 2016, TPB supported their exhibit last February 5, by giving of the following promo materials & giveaways; 100 pcs each of Omnibus Primer, VPA stickers, 15 destination poster, and 50 each of VPA lanyard & Commemorative VPY stamps.		
XXXIII. XTERRA ALBAY OFF-ROAD TRIATHLON SERIES		
Inclusive Dates: 05 February 2016 to 07 February 2016 Venue: Legaspi City, Albay Nature of Activity: Others – Financial Support Short Description: Xterra is a series of off-road triathlon and is considered by most to be the de facto world championship in sports. The event is on its 5 th year. For the last 4 years, Liloan, Cebu, has been its home and for 2015-2017, XTERRA found a new home in Albay.	277 participants	Completed
XXXIV. 23RD TRAVEL TOUR EXPO 2016		
Inclusive Dates: 05 February 2016 to 07 February 2016 Venue: SMX Convention Center, SM Mall of Asia, Pasay City		Completed

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<p>Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: Organized by the Philippine Travel Agencies Association (PTAA), TTE 2016 is a 3-day business to consumer travel event, showcased over 306 exhibitors from various sectors such as airlines, resorts, hotels, domestic tour operators, national tourism organizations, travel agencies and other stakeholders.</p> <p>PTAA conceptualized the TTE in 1994 to showcase the products and services of its members. Over the years, the travel fair has become the grandest annual event in the industry including all segments of travel business.</p>		
<p>XXXV. INTERNATIONAL CHINESE NEW YEAR NIGHT PARADE 2016</p>		
<p>Inclusive Dates: 08 February 2016 Venue: Tsim Sha Tsui, Hong Kong Nature of Activity: Others</p> <p>Short Description: The Tourism Promotions Board (TPB) in coordination with DOT Hong Kong and DOT Region 6 brought Tribu Panayon, an Iloilo-based dance group to represent the Philippines during the Cathay Pacific International Chinese New Year (CNY) Night Parade on 08 February 2016 in Hong Kong. The group</p>		<p align="center">Completed</p>

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performed the Dinagyang Festival Street Dance, among other foreign groups from Korea, Japan, China, Germany, Ireland, etc. They danced around the main roads of Hong Kong, with an audience of approximately 150,000. The group also performed the same number in another location in Hong Kong – Lam Tsuen.		
XXXVI. TRAVEL BLOGGERS EXCHANGE SITE INSPECTION		
<p>Inclusive Dates: 08 February 2016 to 12 February 2016 Venue: Metro Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: TBEX is the largest gathering of travel bloggers, writers, new media content creators, social media and other industry professionals attracting more than a thousand participants mainly from North America and Europe. TBEX was first introduced to Asia in Bangkok, Thailand on 15-17 October 2015. The Philippines bided for the second edition of TBEX Asia and was selected as this year's host destination during the event in Thailand.</p> <p>The site inspection conducted in the Philippines last 8-12 February 2016 included ocular visits to 2 Convention Centers - Marriott Grand Ballroom and PICC, 6 hotels, 3 specialty restaurants, 1 unique venue and 1 spa resort in Tagaytay City. The first coordination meeting with NMX Events and TPB was</p>	4 foreign organizers	Completed

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also conducted last 10 February 2016 and the NMX representatives were able to meet 32 bloggers from the Philippines.		
XXXVII. 1ST ENVIRONMENTAL SUMMIT		
<p>Inclusive Dates: 09 February 2016 to 11 February 2016 Venue: SMX Convention Center, Pasay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 1st Environmental Summit, with the tagline “Greening Together, Growing Better” is a showcase of programs and projects that contribute to social and economic advancement while protecting the environment. It is a call to government and the Filipino people to unite in accelerating the drive towards sustainable development. It was attended by leading members of environmental civil society organizations, government and business institutions, and other environmentalists.</p> <p>TPB's confirmed assistance: Financial Assistance amounting to Php500,000.00 to cover for the Press Conference expenses of the event.</p>	1000 local participants	Completed
XXXVIII. NIGEL MARVEN’S FILMING ON PHILIPPINE ADVENTURE		

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<p>Inclusive Dates: 10 February 2016 to 04 March 2016 Venue: Batangas, Palawan, Davao Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: The Freemantle Media and National Geographic Wild are working hand in hand to produce The Nigel Marven’s Philippine Adventure Project. Wildlife adventurer Nigel Marven, a renowned presenter in the UK visited the Philippines for the first time to do a full documentary about the wildlife and adventure attractions of the Philippines both on land and underwater. He did an ocular inspection of the places last 22 February and actual filming from 23 February to 04 March 2016 covering Batangas, Palawan and Davao.</p>	<p align="center">Television and social media exposure in the UK, Europe and Africa</p>	<p align="center">Completed</p>
<p>XXXIX. LONDON INTERNATIONAL DIVE SHOW</p>		
<p>Inclusive Dates: 11 February 2016 to 14 February 2016 Venue: Excel, London Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Organized for more than 22 years by DIVER, Britain’s best-selling diving magazine, the event is a dedicated show which gives the exhibitors a sure and captured audience from the UK, Europe and beyond. Last year, the show</p>	<p align="center">12,000 divers</p>	<p align="center">Completed</p>

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<p>was visited by 12,000 divers. LIDS has now been extended to a four-day event and was held from February 11 to 14, 2016 alongside</p> <p>The Telegraph Outdoor Adventure & Travel Show, the Triathlon Show: London, and The London Bike Show. The show was expected to have a higher footfall as visitors would only need one ticket to enter all four events.</p>		
<p>XL. EURASIA HIGHER EDUCATION SUMMIT 2016</p>		
<p>Inclusive Dates: 12 February 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Its more fun in the Philippines AVP to be played in the Philippine booth for the Eurasia Higher Education Summit 2016 (Eurie 2016).</p>		<p align="center">Completed</p>
<p>XLI. ROUTES ASIA MANILA 2016</p>		
<p>Inclusive Dates: 15 February 2016 to 04 March 2016 Venue: SMX Convention Center Manila, Pasay City Nature of Activity: Others - Site Enhancement</p>		<p align="center">Completed</p>

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<p>Short Description: Routes Asia Development Forum's site enhancement materials, based on the logo, has a red background for better visibility, and contains only the logo, event details such as the venue and dates, and a little graphics so as to maintain the focus on the most important details. These site enhancement banners and billboard posted near the event venue and official hotels were put as to promote the said event.</p>		
<p align="center">XLII. CHINA AIRLINES – OKINAWA AGENTS AND MEDIA FAMILIARIZATION TRIP</p>		
<p>Inclusive Dates: 16 February 2016 to 19 February 2016 Venue: Manila and Tagaytay Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: DOT Tokyo in collaboration with China Airlines has organized a familiarization tour for travel agents and media from Okinawa scheduled 16-19 February 2016 in Manila and Tagaytay. DOT Tokyo invited 8 travel agents and 2 media and accompanied by 1 China Airlines representative and 1 DOT Tokyo officer.</p> <p>This fam tour aims to generate Philippine tour packages in order to update the travel trade given that it has been 8 years since the last agent</p>	<p align="center">12 participants</p>	<p align="center">Completed</p>

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<p>familiarization tour from Okinawa. In line with this, China Airlines introduced monitor tour packages for front liners to complement this fam program.</p>		
<p>XLIII. INCENTIVE TRAVEL GROUP OF COX & KINGS – BIRLA WHITE CEMENT DEALERS</p>		
<p>Inclusive Dates: 17 February 2016 to 21 February 2016 Venue: Manila and Pagsanjan, Laguna Nature of Activity: Incentive Trip</p> <p>Short Description: The DOT Market Representative in India and the DOT Market Development Group endorsed to TPB the request of Cox & Kings for assistance for the incentive travel group of Birla White Cement retailers to the Philippines from 17-21 February 2016.</p> <p>Cox and Kings Ltd is one of the oldest and recognized holiday brands in the Travel and Tourism industry in India. Its name and brand have evolved in over a period of 250 years. Recognized as one of India’s largest tour and travel operators. It caters to the overall travel needs of the International and Indian travelers. Serves as a ‘One Stop Shop’ for all travel and travel related products. Global headquarters is in Mumbai, India with branches and subsidiaries in other parts of the country and selected international cities.</p>	<p align="center">123 participants</p>	<p align="center">Completed</p>

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<p>Participants of the incentive tour are 123 top retailers of Birla White Cement, India's largest white cement producer. Established in 1988, Birla's manufacturing plant today is regarded as one of the most technologically-advanced white cement plants in the world. The group will stay at The Manila Hotel and will visit Intramuros, Rizal Park, Manila Ocean Park and Pagsanjan, Laguna.</p> <p>TPB Assistance: (1) Airport facilitation and welcome lei reception (2) Provision of Philippine brochures and souvenir items and (3) Provision of cultural show during the group's gala night.</p>		
<p align="center">XLIV. 2016 PHILIPPINE TRADE AND LEARN TOUR</p>		
<p>Inclusive Dates: 17 February 2016 to 21 February 2016 Venue: Manila and Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The 2016 Philippine Trade and Learn Tour is a tour cum business meetings to be attended by heads and members of the Chinese Chamber of Commerce and Filipino Chamber of Commerce from Honolulu, Hawaii. TPB provided airport courtesies and hosted lunch for guests at Barbaras Restaurant in Intramuros.</p>	<p align="center">50 participants</p>	<p align="center">Completed</p>

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XLV. SEA-EX 2016 – 8TH PHILIPPINE BOATSHOW & PREMIER NAUTICAL LIFESTYLE EXPO AND CONFERENCE		
<p>Inclusive Dates: 19 February 2016 to 21 February 2016 Venue: Halls 1 & 2, SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 8th Philippine Boatshow & Nautical Lifestyle Expo was organized by Headsail Inc. and the European Chamber of Commerce of the Philippines (ECCP) last 19-21 February 2016 at Halls 1 & 2 of the SMX Convention Center which provides a venue for the local and international marine industry to come together and showcase their products and services to the Philippine market.</p> <p>Sea-Ex 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. The event aims to be at the forefront, mirroring the slow but steady growth of the leisure boating industry in the country. It has gone above the traditional trade exposition as it strives to create awareness, growth and change within its field while offering the best deals for everyone’s summer needs. TPB's assistance: Financial assistance.</p>	<p>100 foreign visitors</p>	<p>Completed</p>

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<p align="center">XLVI. WORLD STREET FOOD CONGRESS (WSFC) 2016 PRESS CONFERENCE AND 15 HOUR FOOD FRENZY SAFARI</p>		
<p>Inclusive Dates: 20 February 2016 Venue: Metro Manila and Pampanga Nature of Activity: Special Project</p> <p>Short Description: The World Street Food Congress (WSFC) was conceptualized and organized by Makansutra (S) Pte Ltd and founded by entrepreneur-photojournalist, KF Seetoh. Based in Singapore, Makansutra aims to share and celebrate all aspects of culinary kingdom through food guides, online content, eateries, specialized events, projects and TV shows.</p> <p>WSFC has 3 components: (1) the World Street Food Dialogue, (2) the World Street Food Jamboree, and (3) the World Street Food Awards.</p> <p>DOT/TPB, as partners for the WSF Dialogue, and in order to drum up interest and publicity for the WSFC 2016, organized a 15 Hour Food Frenzy Safari which featured gastronomy tour and press conference to include a cooking demonstration from our hosted hawker for the local and international media.</p>	<p>2 international hawkers/12 international media/12 local media</p> <p>Promotion of the Philippines as an ideal tourism destination</p>	<p align="center">Completed</p>

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XLVII. WORLD STREET FOOD CONGRESS (WSFC) 15 HOUR FOOD FRENZY SAFARI AND PRESS CONFERENCE (c/o MARCOMM)

<p>Inclusive Dates: 20 February 2016 Venue: Bonifacio Global City, Taguig, San Fernando and Angeles City, Pampanga and Binondo, Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The World Street Food Congress (WSFC) will come for the first time in the Philippines and will be held from 20-24 April 2016 at Bonifacio Global City (BGC). It is organized by the Tourism Promotions Board (TPB), Department of Tourism (DOT), Ayala Malls and Makansutra, the Singapore-based company that first organized WSFC in the said country. WSFC has 3 components, namely, the WSF Dialogue (a conference with international speakers who will share their expertise on the street food industry), the WSF Jamboree (25 global hawker stalls will set up a food market) and the WSF Awards. To build awareness for this big event, a food tour was organized for media. MARCOM was asked to invite media for the said familiarization trip and provide photography coverage.</p>	<p>10 media confirmed and joined the tour</p>	<p>Completed</p>
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XLVIII. FILGRIMAGE 2016

<p>Inclusive Dates: 21 February 2016 to 25 February 2016</p>	<p>30 participants</p>	
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<p>Venue: Manila Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: The Pilgrimage is fun, inspirational and educational immersion trip to the Philippines that reconnects Filipino-Americans with their rich and proud heritage. The 5-day journey aimed to bridge the gap between the Philippines and Filipino communities in the United States, and provided Filipinos an opportunity to reconnect with their roots and strengthen their sense of identity. TPB hosted a sumptuous dinner.</p>		Completed
XLIX. INFINITY HOLIDAYS FAMILIARIZATION TRIP		
<p>Inclusive Dates: 22 February 2016 to 28 February 2016 Venue: Manila, Cebu, Bohol and Pagsanjan Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Infinity Holidays is one of the Australia's biggest wholesale travel providers for international and domestic product within the Australian market. It is Flight Centre Travel Group's (FCTG) flagship wholesale brand and the company's largest supplier of holiday packages. It has been recognized many times as Australia's best travel wholesaler. Joining this familiarization trip are</p>	11 participants	Completed

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<p>wholesale travel consultants from Sydney, Melbourne, Perth, Adelaide and Brisbane.</p>		
<p align="center">L. INCENTIVE TRAVEL GROUP OF KESARI MICE – DEALERS OF TATA MOTORS LTD., INDIA</p>		
<p>Inclusive Dates: 22 February 2016 to 26 February 2016 Venue: Park Inn by Radisson (Pampanga) / The Heritage Hotel (Manila) Nature of Activity: Incentive Trip</p> <p>Short Description: The DOT Market Representative in India endorsed to TPB the request of Kesari MICE India for assistance for the 78 pax incentive travel group of Tata Motors Ltd. (India's largest automobile manufacturer) to the Philippines from 22-26 February 2016.</p> <p>Kesari MICE is a division of Kesari Tours Pvt Ltd, a leading tour operator in India for domestic and international holidays.</p> <p>The Tata Moto incentive group stayed for two nights in Park Inn By Radisson in Angeles, Pampanga and two nights in Heritage Hotel in Manila.</p> <p>Select Travel Services was the ground handler in Manila</p>	<p align="center">80 participants</p>	<p align="center">Completed</p>

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<p>Approved TPB assistance: (1) Airport facilitation and welcome lei reception (2) Provision of Philippine brochures.</p>		
<p>LI. ASIA-PACIFIC INCENTIVES & MEETINGS EXPO (AIME) 2016</p>		
<p>Inclusive Dates: 23 February 2016 to 24 February 2016 Venue: Melbourne Convention & Exhibition Centre (MCEC), Melbourne, Australia Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: The Asia-Pacific Incentives & Meetings Expo (AIME) is the largest international business events exhibition in Australia. AIME is one of the must-attend events for 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.</p> <p>On it's 24th year, AIME 2016 was participated in by 340 buyers from 27 countries, 523 exhibiting companies representing suppliers and meetings and events planners from 31 countries, and 4,588 trade visitors.</p> <p>TPB secured a 72 sq. m. booth space, co-shared with seven (7) select industry stakeholders: Dusit Thani Manila, Intas Destination Management</p>	<p>Promotion of the Philippines as an ideal MICE destination</p> <p>To generate business leads</p>	<p align="center">Completed</p>

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Inc., Marriott Hotel Manila, Shangri-La's Mactan Resort and Spa, Sofitel Philippine Plaza, Makati Shangri-La Manila, and Philippine Airlines.		
LII. TPB'S SPONSORSHIP TO U.P. UNIVERSITY JOB FAIR 2016		
<p>Inclusive Dates: 23 February 2016 to 26 February 2016 Venue: University of the Philippines, Manila Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: The PHRDD department requested for the TPB logo in .png format for the inclusion in publicity and promotional materials of the UP University Job Fair 2016 relative to TPB's sponsorship. TPB will be one of the major sponsors to the said event.</p>		Completed
LIII. CENTRAL VISAYAS VIDEO PRODUCTION WITH EVA AIRLINES		
<p>Inclusive Dates: 24 February 2016 (Ocular); 01 March 2016 (Actual Filming) and 26 February 2016 (Ocular); 04 March 2016 (Actual Filming) Venue: Cebu and Bohol Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description:</p>	To further create a favorable image of Cebu in the market as well as get consumer interest to visit the said destinations	Completed

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<p>With the forthcoming direct flight from Taipei – Cebu by Eva Airlines on a four times a week schedule, said company will engage in a media campaign particularly via internet, television, and MRT stations. For this purpose, they need to come up with a promotional video that can be used for this purpose. A video production team together with a Taiwanese celebrity will be going to Central Visayas to shoot video footages to produce the appropriate materials that can be used in Taiwan. Eva Airlines will be shouldering the cost of video production, payment for the celebrity and advertising, international airfare of the group, while Philippine tourism share will be to handle the Philippine requirement of the filming group including domestic airfare.</p>		
<p>LIV. THE HERALD BUSINESS FAMILY TOUR</p>		
<p>Inclusive Dates: 25 February 2016 to 28 February 2016 Venue: Cebu Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: The Herald business is one of the most prestigious economic newspapers in Korea which is found in 1973. As a daily economic newspaper, it covers economy business, culture, entertainment and other issues to deliver various media reports. It also operates sisterhood with Korea Herald, Junior Herald, American Herald Business, etc. engaging various projects of news content and publishing business.</p>	<p align="center">Leisure Market (Family)</p>	<p align="center">Completed</p>

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LV. PH SAILING GRAND PRIX (SUBIC BAY TO BORACAY RACE & BORACAY CUP REGATTA)

<p>Inclusive Dates: 26 February 2016 to 05 March 2016 Venue: Subic & Boracay Nature of Activity: Others – Financial Support</p> <p>Short Description: The Saturday Afternoon Gentlemen Sailors, locally known as “SAGS”, opened its doors for more opportunities in spreading the spark for sailing. The PH Sailing Grand Prix is composed of 2 races, Subic Bay to Boracay Race and Boracay Cup Regatta.</p> <p>The Subic Bay to Boracay Race is an annual sailing event held in close sequence with the Boracay Cup Regatta, with SBBR’s 200+ nm boasting of coastal sailing that feels more like off-shore racing due to the unpredictable conditions that have, time and time again, provided an intense and very enjoyable experience for competitors.</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p>Completed</p>
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LVI. 5TH ARANGKADA PHILIPPINES FORUM

<p>Inclusive Dates: 01 March 2016 Venue: Marriott Grand Ballroom</p>	<p>800 participants</p>	<p>Completed</p>
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ACCOMPLISHMENT REPORT
1ST QUARTER 2016

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Joint Foreign Chambers of the Philippines (JFC) published in 2010 the “Arangkada Philippines”, a comprehensive advocacy paper reflecting inputs from focus group discussions on sectors with high growth such as the Seven Big Winner Sectors: Agri-business, IT-BPM, Creative Industries, Infrastructure, Manufacturing and Logistics, Mining and Tourism, Medical Travel and Retirement</p> <p>The 2016 Forum focused on the future of the Philippine economy and identified bold reforms. The Forum is expecting 800 participants from the business and government sectors composed of investors, industry experts, diplomats, media and college/university students. Teamasia is the chosen professional congress organizer.</p> <p>TPB Assistance: Visit the Philippines Again (VPA) Lanyards and Cacha Bags (800 pcs each)</p> <p>'Arangkada Commitments: 1. Access to the list of participants with their email addresses; 2. Include TPB in the company listing of Arangkada website for one year; 3. Include TPB profile in the souvenir program; 4. Acknowledge TPB as sponsor during the program with logo showing on screen; 5. Include TPB or VPA logo in the event collateral materials; 6.</p>		

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Display of VPA roll-up banner during the actual event; and, 7 Provision of two (2) complimentary delegate seats.		
LVII. 15TH CONGRESS OF THE ASIAN SOCIETY OF TRANSPLANTATION (CAST)		
<p>Inclusive Dates: 01 March 2016 to 03 March 2016 Venue: Bangkok, Thailand Nature of Activity: Collateral Support</p> <p>Short Description: The Congress of the Asian Society of Transplantation (CAST) is the region’s largest and longest running gathering of transplant physicians, surgeons and other health professionals involved in transplantation. It is held every two years in Asia.</p> <p>The 5th CAST last 1997 was held in the Philippines, and after two decades, the Philippines was chosen again to host the Congress of the Asian Society of Transplantation (CAST) 2017 in Radisson Blu Hotel Cebu on 22 - 25 February 2017. It is expected to be attended by 600 foreign delegates from 20 countries in Asia and 400 local delegates.</p> <p>The Transplantation Society of the Philippines, organizing committee of CAST 2017, has been invited to the Transplantation Society – New Key Opinion Leaders Meeting 2016 in Bangkok, Thailand in 1-3 March 2016 with an</p>	600 participants	Completed

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expected 200 delegates and the 26th International Congress of the Plantation Society in Hongkong in 18 – 23 August 2016 to be attended by 1,500 delegates, to further promote the upcoming CAST 2017 in the Philippines. TPB's assistance: provision of promo mats.		
LVIII. SAN FRANCISCO-MANILA SISTER CITY COMMUNITY TOUR		
<p>Inclusive Dates: 01 March 2016 to 08 March 2016 Venue: Manila, Cebu and Bohol Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: SAN FRANCISCO—Directed by Mayor Ed Lee to bolster economic and trade relations, the San Francisco-Manila Sister City Committee has begun setting up a business mission to the Philippines since 2013.</p> <p>The San Francisco/Manila Sister City committees mandate is to serve as a cultural and economic link between the two cities, presenting the best of San Francisco to the Philippines, and in turn showcasing the best of the Philippines to the San Francisco Bay Area.</p> <p>This is the Second Official visit to the Philippines of the group led by Mrs. Anita Lee wife of San Francisco Mayor Edwin Lee. This is a trip under the new</p>	80-100 guests covering the Manila, Cebu and Bohol destination	Completed

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battle cry of Philippine Department of Tourism – “Visit the Philippines Again 2016”.		
LIX. NIGEL HICKS EDITORIAL TRIP		
<p>Inclusive Dates: 03 March 2016 to 24 March 2016 Venue: Angeles, Pampanga: San Juan: Tagaytay: Puerto Galera: Manila: Legaspi, Bicol: Calauit, Coron: Iloilo: Guimaras: Davao: Zamboanga Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: An editorial trip of Nigel Hicks to capture spectacular views of the popular and unknown destinations in the Philippines for his new book entitled “A Journey through the Philippines” highlighting the places listed above.</p> <p>This glossy coffee-table book, rich in high quality photography, but nevertheless informative, will bring the readers to a journey through some of the Philippines’ most beautiful places, both famous and relatively unknown, moving generally from the north to south of the country. A total of 30 locations will be included in the book, ranging from the golden sands of Pagudpud in the far north to the rugged mountainous forests of Mt. Apo in the far south.</p>	Promotion of the Philippines as an ideal tourism destination	Completed

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LX. PHILIPPINE CHAMBER OF COMMERCE AND INDUSTRY (PCCI) GENERAL MEMBERSHIP MEETING (GMM)

<p>Inclusive Dates: 03 March 2016 Venue: Dusit Thani Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippines Chamber of Commerce and Industry (PCCI) is a policy- and advocacy-oriented group that represents approximately 35,000 businesses in the Philippines.</p> <p>The Philippines Chamber of Commerce and Industry (PCCI) was formed in 1978 by the merger of the Chamber of Commerce of the Philippines and the Philippines Chamber of Industries. PCCI advocates for business growth and development and, among other services, provides support to entrepreneurs, international trade relations and business innovation. As of 2014, PCCI membership is comprised of 136 industry associations, 37 business councils and 104 local chambers that together represent approximately 35,000 enterprises in the country.</p> <p>TPB's assistance: 200 pcs. IMFITP Leatherette Kit Folder.</p>	<p align="center">200 participants</p>	<p align="center">Completed</p>
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LXI. SHELL ECO-MARATHON ASIA (SEMA) 2016

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<p>Inclusive Dates: 03 March 2016 to 06 March 2016 Venue: Rizal Park, Manila Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: Shell Eco-marathon is a unique competition that challenges students around the world to design, build and drive the most energy-efficient car. With three annual events in Asia, Americas and Europe, student teams take to the track to see who goes further on the least amount of fuel.</p> <p>TPB assisted the event by way of providing airport assistance/ welcome lei reception of delegates and provision of Visit the Philippines Again (VPA) Philippine Tourism giveaways.</p>	1,200 foreign participants	Completed
LXII. NATORI MEDIA PARTNERS FAMILIARIZATION TRIP		
<p>Inclusive Dates: 03 March 2016 to 07 March 2016 Venue: Manila and Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The TPB, in close coordination with Department of Tourism – Tokyo, conducted a familiarization tour for the Natori Company and its leading</p>		Completed

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<p>lifestyle (travel and trends) and fashion media partners (Elle, Fatale, Retoys) in Manila and Cebu last March 3 to 7, 2016.</p> <p>The Natori Company, a leading women’s fashion brand and manufacturer based in New York, sells high-end women’s fashion (lingerie, nightwear, accessories) to upscale department stores in United States, and to at least 15 other countries across the globe. It is a global brand icon of style and sophistication.</p>		
<p>LXIII. CENTURY TUNA IRONMAN 70.3 SUBIC BAY</p>		
<p>Inclusive Dates: 04 March 2016 to 06 March 2016 Venue: SBMA, Zambales Nature of Activity: Others – Financial Support</p> <p>Short Description: After 4 years of supporting the 5150 triathlon, Century Tuna has staged for the second time the Ironman 70.3 triathlon event. The half-ironman distance is among the world’s most exciting races, attracting thousand of athletes and supporters year-round. It has been staged number of times in the country, bringing professional athletes from all over the world and slowly building a reputation as a hot triathlon destination in the Asia-Pacific region.</p>	<p align="center">593 participants</p>	<p align="center">Completed</p>

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<p>LXIV. MALASIMBO FESTIVAL 2016 – MEDIA FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 04 March 2016 to 06 March 2016; 24 March 2016 to 26 March 2016 Venue: Puerto Galera, Oriental Mindoro Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: In line with the Malasimbo Festival 2016, there will be a Media familiarization tour organized for travel bloggers. This involves hosting travel media in an organized trip for the purpose of educating them with new tourism destinations and/or products and services. It also aims to generate positive editorial publicity about a destination and/or organization through media relations efforts.</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p align="center">Completed</p>
<p>LXV. MALASIMBO MUSIC & ARTS FESTIVAL AND MALASIMBO LIGHTS & DANCE FESTIVAL 2016</p>		
<p>Inclusive Dates: 04 March 2016 to 06 March 2016; 24 March 2016 to 26 March 2016 Venue: Puerto Galera, Oriental Mindoro Nature of Activity: Others – Financial Support</p> <p>Short Description:</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p align="center">Completed</p>

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<p>Malasimbo Music and Arts Festival showcases soul, jazz, and world music, with the recent addition of electronic and hip-hop music for its second weekend, featuring artists from all around the globe. Malasimbo blends traditional and contemporary arts and culture while working towards the protection and sustainability of the environment. Malasimbo Lights and Dance Festival features the best funk, hip-hop, house and electronic music acts coupled with energetic dance crews, and an amazing lights show meld together in a three-night spectacle guaranteed to get you grooving under the moon and the stars.</p>		
<p>LXVI. TERRY DALE FAMILIARIZATION TRIP TO THE PHILIPPINES</p>		
<p>Inclusive Dates: 05 March 2016 to 12 March 2016 Venue: Manila, Bohol, El Nido, Corregidor Island Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The United States Tour Operators Association is a registered non profit professional association representing the tour operator industry in the United States, with headquarters in New York.</p> <p>Mr. Terry Dale, president of the united Operators Association, was invited by Sec. Jimenez last year during the USTOA Annual Conference and</p>	<p align="center">2 participants</p>	<p align="center">Completed</p>

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<p>Marketplace to visit the Philippines, for him to be able to get a first-hand experience and see the Philippines' premier tourist destinations.</p> <p>TPB hosted a dinner attended by TPB Board of Directors, World Trade Center, PAL, DFA, Paces. PTAA, Fuentes Manila, PHILTOA, HSMA and HRAP members.</p>		
<p>LXVII. IL DIVO LIVE IN MANILA</p>		
<p>Inclusive Dates: 06 March 2016 Venue: Meralco Theater, Ortigas, Pasig City Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: Il Divo Live in Manila highlights the talents of Spanish baritone Carlos Marín, Swiss tenor Urs Bühler, French pop singer Sébastien Izambard and American tenor David Miller who will perform in their Amor & Passion concert in front of the Filipino crowd. Il Divo Live in Manila features the group's famous hits: Hallelujah, Unbreak My Heart (Regresa A Mi), Amazing Grace, A Mi Manera (My Way) and The Power of Love. Il Divo Live in Manila is held at Meralco Theater in Ortigas, Pasig City.</p>	<p align="center">2 participants</p>	<p align="center">Completed</p>
<p>LXVIII. 5TH ASIAN OCEANIAN PARKINSON'S DISEASE AND MOVEMENT DISORDERS CONGRESS</p>		

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<p>Inclusive Dates: 07 March 2016 to 11 March 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: IMFITP AVP showing during the 5th Asia Oceania Parkinson's Disease & Movement Disorder Congress and 11th Asian Pacific Parkinson's Association Meeting.</p>		<p>Completed</p>
<p>LXIX. ASTRO CHANNEL 737, GOASEAN CHANNEL – GOTRAVEL TV FILMING TRIP</p>		
<p>Inclusive Dates: 07 March 2016 to 11 March 2016 Venue: Manila and Banaue Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: TSAR ASIA SDN. BHD., a Malaysian based production company is in the midst of pre-production for a travel documentary program to be aired in November 2015 for GOASEAN (ASTRO CHANNEL 737) which is a travel channel for the ASEAN region. GoAsean, the first ASEAN travel channel was launched in July 2015 at the official opening of the ASEAN Summit by His Right Honourable Dato Seri Najib Tun Abdul Razak, the Prime Minister of Malaysia.</p>	<p style="text-align: center;">To showcase their real travel experience with the Philippines to promote to the Malaysian market and it will be broadcast via Malaysia Astro Channel</p>	<p>Completed</p>

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<p>The DOT Malaysia has endorsed to the Tourism Promotions Board the TV Filming of Go Travel in Manila and Banaue scheduled on 07 – 10 March 2016. GOASEAN is an ASEAN-focused travel initiative to promote ASEAN as a single tourism destination. We are bringing ASEAN to the world with the best travel, food, culture, entertainment and business stories that the region has to offer, distributed through multiple broadcast and digital platforms.</p>		
<p align="center">LXX. ASIA RESILIENCE LEARNING JOURNEY</p>		
<p>Inclusive Dates: 07 March 2016 to 12 March 2016 Venue: Manila, Tacloban, Cebu Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Oxfam Philippines is organizing the Asia Resilience Learning Journey on 7 - 12 March 2016. The event will highlight the technical expertise in recovery efforts as well as the Filipino resilience.</p> <p>The event expects 50 participants from different countries that will conduct field visits to Post Typhoon Yolanda areas, specifically Bantayan Island in Cebu, Tacloban and Guian. Likewise, study tours will be conducted covering Metro Manila and the province of Tanay. TPB's assistance: welcome lei</p>	<p align="center">50 participants</p>	<p align="center">Completed</p>

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<p>reception and airport facilitation; provision of promo materials and giveaways.</p>		
<p>LXXI. PATA PHILIPPINE CHAPTER</p>		
<p>Inclusive Dates: 09 March 2016 Venue: Manila Nature of Activity: Collateral Support</p> <p>Short Description: PATA Philippine Chapter hosted the premier night of the movie Kung Fu Panda on March 09, 2016 in Manila they requested promotional VPA giveaways and support by DOT/TPB. We released 20 pcs each of the following items; VPA Drifit Multi-color shirts, cacha bag, luggage tag, button pins, and stickers.</p>	<p>VPA 2016 campaign</p>	<p align="center">Completed</p>
<p>LXXII. MEDIA PLAN – MATTA TRAVEL FAIR KUALA LUMPUR</p>		
<p>Inclusive Dates: 09 March 2016 to 13 March 2016 Venue: Putra World Trade Center (PWTC) Nature of Activity: Logo/Photo/Video Support</p> <p>Short Description:</p>	<p>6 participants</p>	<p align="center">Completed</p>

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<p>Malaysian Association of Tour and Travel Agents (MATTA) was started 40 years ago in 1975 by a group of travel & 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 growing, comprised of local tour and travel organizations as well as a number of overseas affiliations. MATTA's objective is to promote the interests of the travel and tour industry in Malaysia, working closely with the Ministry of Tourism and Culture as well as Malaysia Tourism Promotion Board, in organizing fairs, seminars, conventions, and workshops to create public awareness of the tourism industry as well as to benefit its members.</p> <p>The aim of this project is to partner with MATTA in promoting the Philippines as the OFFICIAL FAVOURITE BEACH DESTINATION. This promotion is backed up by a total of 1,241 booths exhibiting and an expected 100,000 visitors during the 3 days in which the fair was held. The participating exhibitors are travel agents, cruise lines, airlines, bankers, time share/vacation clubs, wellness clubs, membership, and travel-related products. The Philippine pavilion was 72 sqm. and the showcase were Filipino food and culture.</p>		
<p>LXXIII. INTERNATIONALE TOURISMUS BORSE (ITB) 2016</p>		
<p>Inclusive Dates: 09 March 2016 to 13 March 2016 Venue: Messe Berlin, Germany Nature of Activity: International Trade and Consumer Fair</p>	<p align="center">Increase awareness/generate direct booking</p>	<p align="center">Completed</p>

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<p>Short Description: 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>LXXIV. CEBU PACIFIC FUKUOKA TRAVEL TRADE FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 10 March 2016 to 13 March 2016 Venue: Manila and Environs Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: DOT Osaka has finalized negotiations with Cebu Pacific West Japan officials on the implementation of a familiarization tour for travel agents scheduled on 10-13 March 2016 in Manila and its Environs.</p> <p>According to the JTB Report 2015: All about Japanese Overseas Travelers (Red Book) #3 top reason in choosing a travel destination of Japanese</p>	<p align="center">8 participants</p>	<p align="center">Completed</p>

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travelers is the recommendation of a travel firm. Based on this study, top executives of Japan travel agents always recommend that familiarization tours should be conducted specifically for the new staff selling the Philippines.		
LXXV. CAPAS FREEDOM MARCH		
<p>Inclusive Dates: 11 March 2016 Venue: Capas, Tarlac Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: Capas Freedom March is an annually held event in Capas, Tarlac to commemorate the Death March participated by both American and Filipino soldiers during Japanese colonization in the Philippines. Capas Freedom March intends to revive the memories of the veterans who were part of the said march. This walkathon involves Philippine Army, Philippine Navy, Philippine Airforce, U.S. Marines, students and civilians.</p>		Completed
LXXVI. MATTA TRAVEL FAIR KUALA LUMPUR		
<p>Inclusive Dates: 11 March 2016 to 13 March 2016 Venue: Putra World Trade Center (PWTC)</p>	6 participants	Completed

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<p>Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Malaysian Association of Tour and Travel Agents (MATTA) was started 40 years ago in 1975 by a group of travel & 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 growing, comprised of local tour and travel organizations as well as a number of overseas affiliations. MATTA's objective is to promote the interests of the travel and tour industry in Malaysia, working closely with the Ministry of Tourism and Culture as well as Malaysia Tourism Promotion Board, in organizing fairs, seminars, conventions, and workshops to create public awareness of the tourism industry as well as to benefit its members.</p> <p>The aim of this project is to partner with MATTA in promoting the Philippines as the OFFICIAL FAVOURITE BEACH DESTINATION. This promotion is backed up by a total of 1,241 booths exhibiting and an expected 100,000 visitors during the 3 days in which the fair was held. The participating exhibitors are travel agents, cruise lines, airlines, bankers, time share/vacation clubs, wellness clubs, membership, and travel-related products. The Philippine pavilion was 72 sqm. and the showcase were Filipino food and culture.</p>		

LXXVII. 5TH ASIAN OCEANIAN PARKINSON'S DISEASE AND MOVEMENT DISORDERS CONGRESS (AOPMC) AND 11TH ASIA AND PACIFIC PARKINSON'S ASSOCIATION MEETING (APPA)

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<p>Inclusive Dates: 11 March 2016 to 13 March 2016 Venue: Marriott Grand Ballroom (Manila, Philippines) Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The host organizer is the Movement Disorder Society of the Philippines (MDSP) was established in 1999 by past Presidents of the Philippine Neurological Association (PNA). To further develop the field of Movement Disorders in the region, MDS-AOS organizes the Asian and Oceanian Parkinson's Disease and Movement Disorders Congress (AOPMC) every two years. The first AOPMC was held in Singapore in October 2007, the second AOPMC was held in India in February 2009, and the third AOPMC was held in Taiwan in March 2011.</p> <p>TPB assisted the event by way of co-hosting the AOMPC dinner reception and APPA lunch, providing airport assistance/ welcome lei reception of foreign delegates and provision of Visit the Philippines Again (VPA) Philippine Tourism giveaways.</p>	<p align="center">1,200 foreign participants</p>	<p align="center">Completed</p>
<p>LXXVIII. JAPAN AGRICULTURE ASSOCIATION (JA TRAVEL ASSOCIATION NIGATA & N-TOUR INA)</p>		
<p>Inclusive Dates: 13 March 2016 and 20 March 2016 Venue: Manila & Cebu</p>	<p align="center">41 expected foreign arrivals</p>	<p align="center">Completed</p>

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Attic Tours is organizing a familiarization trip on 13 & 20 February 2016 for the Japan Agriculture Association (JAA). JAA's purpose of visit is to learn how to grow rice in the Philippines through the International Rice Research Institute. Also, part of their itinerary includes an ocular inspection of local markets and mango factory in Cebu.</p> <p>TPB Assistance: Welcome Lei Reception.</p>		
LXXIX. 1ST ASIAN INTER-DISTRICT MEETING		
<p>Inclusive Dates: 13 March 2016 to 16 March 2016 Venue: The Manila Hotel, Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Zonta's 1st Zonta Inter-District Meeting, with the theme, "Bridging Friendship, Building Skills, and Knowledge for a Dynamic Zonta, brought to Manila 300 Zontians from three districts composed of Hong Kong, Kuala Lumpur, Macau, Singapore, Bangladesh, India, Nepal, Sri Lanka, Taiwan, South Korea and Mongolia. Activities of the meeting involved seminars and workshops conducted by past presidents of Zonta International. TPB's</p>	<p>150 foreign participants and 150 local delegates</p>	<p>Completed</p>

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<p>confirmed assistance: Financial assistance amounting to Php 500,000.00 to cover for the lunch and cultural entertainment.</p>		
<p>LXXX. PATA EXCHANGE</p>		
<p>Inclusive Dates: 14 March 2016 Venue: Australia House Nature of Activity: Sales Presentation/Roadshow/Launch</p> <p>Short Description: The annual PATA Exchange is the organization’s flagship event. It is a one-day pre-scheduled business appointment trade show. It carries over 60 exhibitors from the Asia Pacific Region to meet with over 90 decision-makers from tour operators and travel agencies for 12-minute appointment slots. It gave PDOT London the opportunity to develop new partnerships with local operators beginning to feature the country.</p> <p>PDOT London was also able to receive vital feedback from the travel trade as well as opportunities for joint promotional projects such as familiarization trips, advertising, advertorials, etc.</p>	<p align="center">28 companies</p>	<p align="center">Completed</p>
<p>LXXXI. DIVING RESORT TRAVEL EXPO 2016</p>		

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<p>Inclusive Dates: 14 March 2016 to 15 March 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: 20 pcs. Philippine dive photos for print collaterals to be utilized in duration of the Diving Resort Travel Expo 2016.</p>		<p align="center">Completed</p>
<p>LXXXII. RIZAL AND QUEZON FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 15 March 2016 to 17 March 2016 Venue: Rizal and Quezon Provinces Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The familiarization tour is an activity organized by PHILTOA which aims to widen the product knowledge of tourism industry stakeholders such as the tour operators and agencies. This tour provides opportunity to the said stakeholders to see and evaluate areas appropriate for their market and promotion.</p>	<p>The activity was participated by 2 TPB staff and was able to validate areas in Rizal and Quezon which may be applicable to certain markets domestically</p>	<p align="center">Completed</p>
<p>LXXXIII. MARCHE INTERNATIONAL DES PROFESSIONELS DE L'IMMOBILIER (MIPIM) 2016</p>		

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<p>Inclusive Dates: 15 March 2016 to 18 March 2016 Venue: Palais des Festivals, Cannes, France Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Philippines' participation to MIPIM 2016 is a good avenue for the country to attract foreign investors to invest in the Philippines. This activity is in line with the Department's effort to expand the country's investments promotion campaign and build access to the European market.</p> <p>The Philippines' presence in MIPIM 2016 is a bullish effort for the country to promote the 800-hectare master planned San Vicente Tourism Economic Zone in San Vicente, Palawan as a development icon of tourism enterprise zones and a potential investment hub for foreign investors.</p> <p>The Megaworld highlighted their township projects in Cebu, Boracay and Tagaytay. On the other hand, the PRA featured their retirement and healthcare packages for retirees.</p>	<p style="text-align: center;">7 participants</p>	<p style="text-align: center;">Completed</p>
<p>LXXXIV. UNDERWATER PHOTOGRAPHY MEDIA INVITATIONAL PROGRAM</p>		
<p>Inclusive Dates: 15 March 2016 to 18 March 2016 Venue: Batangas and Manila Nature of Activity: Invitational/Familiarization Trip</p>	<p style="text-align: center;">7 participants</p>	<p style="text-align: center;">Completed</p>

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<p>Short Description: DOT Tokyo is partnering with Marine Diving Magazine in inviting dive shop owners with good underwater photo skills to experience diving in the Philippines and check the country's dive facilities.</p> <p>DOT Tokyo will invite 5 dive shop owners and a photographer/writer for Marine Diving Magazine for a 4 days/3 nights fam tour to experience diving in Anilao, Batangas. One staff from DOT Tokyo will join the fam trip.</p> <p>This program aims to:</p> <ul style="list-style-type: none"> • activate and engage the Japan Underwater Photography Association as one of our partners in developing this market. • develop materials for a feature article on the Philippines as part of dive collateral for Japan (both in print and in web Marine Diving magazine) • develop assets for future underwater photo exhibits in regional cities in Japan • engage the dive shops to develop packages in time for Marine Diving Fair 2016 (this is a market/ product development function). 		
<p>LXXXV. 21ST PHILIPPINE WORLD BUILDING & CONSTRUCTION EXPOSITION (WORLDBEX)</p>		
<p>Inclusive Dates: 16 March 2016 to 20 March 2016 Venue: World Trade Center</p>	<p align="center">150,000 pax (300 Foreign)</p>	<p align="center">Completed</p>

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Worldbex Services International (WSI) is a premiere exhibition and events management company in the Philippines. Its comprehensive trade and consumer shows provide unlimited business deals and extensive product exposure.</p> <p>WSI also organizes the annual WORLDBEX, Manila International Auto Show, Manila Food and Beverages Expo (MAFBEX), World Bazaar Festival, Cebu Foods and Beverages Expo (CEBFEX), Philippine Building and Construction Exposition (PHILBEX) and Cebu Auto Show.</p> <p>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 21st 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>TPB Assistance: (1) Basic airport facilitation and reception (2) Endorsement and coordination with concerned agencies in NAIA</p>		

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<p>Worldbex commitment: (1) Include the TPB and/or Visit Philippines Again (VPA) logo in Worlbex promotional materials (2) Acknowledge TPB as sponsor in Worldbex social network sites during the event proper (3) Submit a brief report of the event, together, with the list of participants and their email addresses and other supporting documents such as but not limited to photos.</p>		
<p>LXXXVI. FEDERATION OF SCHOOL SPORTS ASSOCIATION OF THE PHILIPPINES (FESSAP)</p>		
<p>Inclusive Dates: 16 March 2016 to 20 March 2016 Venue: Tagaytay City Nature of Activity: Collateral Support</p> <p>Short Description: DOT/TPB supported FESSAP for 2016 World University Cycling Championship on March 16-20, 2016 held in Tagaytay City. We released the following giveaways;</p> <ul style="list-style-type: none"> ● 50 pcs IMFITP White shirts; ● 100 pcs of the following items: <ul style="list-style-type: none"> ○ VPA cacha bag ○ Button pins ○ Luggage tag ○ Lanyards 	<p>IMFITP and VPA 2016 campaign</p>	<p align="center">Completed</p>

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<ul style="list-style-type: none"> ○ Stickers. 		
<p>LXXXVII. GRAND VISION BEIJING AGENTS FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 17 March 2016 to 22 March 2016 Venue: Manila-Cebu-Bohol Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Grand Vision, one of the top wholesalers in Beijing, started selling the Philippines last year 2015. Cebu and Bohol was included in their portfolio of tour products in July and Boracay in November.</p> <p>A familiarization trip, in line with our marketing plan to encourage wholesalers and travel agents to develop and sell Philippine programs, will enable the travel agents to have a first-hand experience of the destinations and better equip them in selling Philippine tour products</p>	<p align="center">150 seats blocking per month for Beijing-Manila flight via Philippine Airlines</p>	<p align="center">Completed</p>
<p>LXXXVIII. EMIRATES AND NETFLIGHTS JOINT PROMOTIONAL ACTIVITY</p>		
<p>Inclusive Dates: 17 March 2016 to 16 April 2016 Venue: N/A Nature of Activity: Others - Online Marketing Campaign</p>	<p align="center">Increase bookings by 20% to 312 passengers over 260 passengers over the same period in 2015</p>	<p align="center">Completed</p>

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<p>Short Description: The proposed campaign with Netflights and Emirates is an online and offline campaign over the span of a few weeks in March and April. The campaign will incorporate an offline national press offer box with a reach of 2,700,000 ABC1 readers with online components of banners, takeovers, e-shots and social media posts. For the campaign, PDOT London will be investing £ 2,000.00 or PHP140,000.00 while Emirates will be putting in £2,000.00. Netflights will be investing £8,000.00 for the project.</p>		
<p>LXXXIX. PATA QUIZ NIGHT – CARDIFF</p>		
<p>Inclusive Dates: 17 March 2016 Venue: Cardiff, Wales, UK Nature of Activity: Sales Presentation/Roadshow/Launch</p> <p>Short Description: The PATA Quiz nights are one of the key activities of the organization held annually. Quiz nights are a fun and educational evening for the travel agents around regional cities in the UK.</p> <p>Participating countries and organizations from the Pacific Asia region are given a platform of 12 minutes to present their destination and ask 5</p>	<p>20 agents + 9 presenters + 4 PATA</p>	<p align="center">Completed</p>

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<p>questions. Agents are able to win small prizes answering these and are able to meet and learn more about each destination throughout the evening.</p>		
<p>XC. ALERE – PRESIDENT CLUB : INCENTIVE TRIP TO TOP QUALIFIERS (CANCELLED)</p>		
<p>Inclusive Dates: 17 March 2016 to 20 March 2016 Venue: Shangri-la’s Mactan Resort and Spa, Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: FCm Travel Solutions, in coordination with our DOT Singapore office, is handling the Alere – President Club: Incentive Trip To Top Qualifiers to Cebu from 17 to 20 March 2016. Fifty-four (54) attendees (including spouses) from Singapore, Kuala Lumpur, Shanghai, Tokyo, Brisbane, Seoul, Delhi, Taipei and Jakarta will be touring Cebu.</p> <p>Unfortunately, less than a week before the event, the DOT Singapore office sent an email that the TPB assistance to the Alere-President’s Club will no longer be required.</p>	<p align="center">54 foreign participants</p>	<p align="center">Cancelled</p>
<p>XCI. DIVING AND RESORT TRAVEL (DRT) EXPO SHANGHAI</p>		
<p>Inclusive Dates: 18 March 2016 to 20 March 2016</p>		

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<p>Venue: Shanghai, China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Based on the recent statistics of China Underwater Association (CUA), China has a diver population of more than 3 million. Around 500,000 Chinese divers are being certified annually. These beginner divers travel outbound every year to do their check-out dives in nearby countries such as Philippines, Thailand and Malaysia. Henceforth, Philippine participation to Dive, Resort, Travel (DRT) Expo Shanghai would be deemed as beneficial.</p> <p>The DRT Show is considered the largest gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. The DRT Shows have been met with overwhelming response as an important regional event. Over 10,000 dive enthusiasts and more than 120 sellers are projected to attend the said Travel Expo.</p> <p>DOT Shanghai reserved a 72sqm booth space for our participation to accommodate 10-12 dive-related resorts and operators to support Philippines' participation.</p>	<p align="center">12 private companies to participate 5 leads and 20 new contacts to be established</p>	<p align="center">Completed</p>
<p>XCII. RENEWAL OF PARTNERSHIP WITH FOOTACTION INTERNATIONAL MANUFACTURING CORP.</p>		
<p>Inclusive Dates: 18 March 2016</p>		

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<p>Venue: Basil's, White Plains, Katipunan Ave., Quezon City Nature of Activity: Joint Promotions</p> <p>Short Description: In 2004, FIMC partnered with TPB that resulted positive feedback both from Merrell's loyal customers and its new through its Getaway to Adventure campaign. The campaign promotes adventure tourism in the Philippines that would highlight beautiful and exciting trail and adventure travel sites in the country.</p> <p>For 2016, the campaign will be tied-up with the VPA2016 not only promoting Merrell's worldwide renowned products and advocacy for sports safety but also in the development of tour packages to highlight the Philippines' many great outdoors and ecotourism destinations.</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p style="text-align: center;">Completed</p>
<p>XCIII. ITV ROBSON CRUSOE BY ROBSON GREEN FILMING TRIP</p>		
<p>Inclusive Dates: 19 March 2016 to 08 April 2016 Venue: EL Nido, Guntao Island, Manila Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description:</p>	<p>One-off show to be released on ITV which has an average of over 3-5 million viewers per show</p> <p>Promotion of the Philippines as an ideal tourism destination</p>	<p style="text-align: center;">Completed</p>

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<p>Robson Green, a famed television personality, who is best known for the enormously successful “Extreme Fishing”, will be travelling to the Philippines for the shoot of a one-off television show for ITV.</p> <p>Set in Guntao Island, El Nido and in Manila, the intention is to document the efforts of the celebrity as he embarks on a unique and highly personal travel adventure. His mission is to re-create, in a modern day context, the scenario where a man is left to fend for himself on an uninhabited island.</p>		
XCIV. WANDERLUST – NICK BOLOUS		
<p>Inclusive Dates: 19 March 2016 to 08 April 2016 Venue: Manila, Tagaytay, San Pablo City, Laoag, Vigan, Sagada, Banaue Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: The Explore, one of the largest adventure tour operators in the UK, has commissioned Nick Bolous to write about their Northern Philippines 13-day tour program. The company is organising all the ground arrangements for the trip on Wanderlust Magazine.</p> <p>Wanderlust Magazine is one of the UK’s leading travel magazines with a readership of more than 86,000 ABC1 individuals.</p>	<p>2000 word 10 page article on Wanderlust Magazine</p>	<p style="text-align: center;">Completed</p>

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XCV. BID TO HOST – 15TH ASIA PACIFIC REGIONAL ROTARACT CONFERENCE

<p>Inclusive Dates: 19 March 2016 Venue: Kyoto, Japan Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: Asia Pacific Regional Rotaract Conference is a large scale Rotaract Conference intended for Rotaractors from Asia Pacific region. Since its beginning in 2014, the Conference has been held in different Asia Pacific countries/ territories including Hong Kong, Taiwan, Philippines, Malaysia, Indonesia, Singapore, Australia, Thailand and Japan respectively.</p> <p>In line with the centennial celebration of the First Rotary Movement in Asia and the 50th year of Rotaract in the Philippines, District 3810 joined the bid to host the Asia Pacific Regional Rotaract Conference 2018 in Manila which will target around 500 – 1000 delegates.</p> <p>TPB's assistance: provision of brochures.</p>	<p align="center">500 - 1,000 delegates</p>	<p align="center">Completed</p>
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XCVI. FRENCH FAMILY BLOGGERS' BICYCLE TOUR

<p>Inclusive Dates: 09 February 2016 to 01 March 2016</p>		
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<p>Venue: Mindoro, Marinduque, and Romblon Nature of Activity: Others - Airport reception, city tour and coordination assistance</p> <p>Short Description: Mr. Fabrice and wife Feline together with children Feline and three children: Titouan (9 years old), Amielle (7 years old) and Fantine (4 years old) will visit the Philippines to have a bicycle tour in the province of Mindoro, Marinduque and Romblon. Mr. Fabrice Garlenq works for the French Consulate as Territorial Attache in Pyrenees Atlantique. The family has a blogspot where they feature photos and stories of less travelled destinations and the activities during their bicycle tour. They have travelled extensively by just riding their bicycle through Europe, Thailand and other places in Asia. They started their bicycle tour in 2007 in some countries in Europe, and in Asia in 2013.</p>	<p>Promote the Philippines as a safe destination for family and also as a cycling destination</p>	<p style="text-align: center;">Completed</p>
<p>XCVII. FAMILIARIZATION TOUR FOR AVANTI DESTINATIONS</p>		
<p>Inclusive Dates: 21 March 2016 to 25 March 2016 Venue: Manila, El Nido, Palawan, Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description:</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p style="text-align: center;">Completed</p>

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<p>Avanti Destinations is the premier free independent traveler (FIT) tour operator based in Oregon, USA. It is a USTOA member offering Europe, Central and South America in their wide range of modular FIT packages. Mr. Mark Grundy, Avanti Destinations' Managing Director for Asia, visited the country and experienced Phil. destinations and products in light of the company's 2017 Essence of Asia Program which features privately guided independent vacations in China, Japan, Thailand, Vietnam, Cambodia and Laos. For 2017 the company is considering the Philippines as their top choice to add in the program.</p>		
<p>XCVIII. INCENTIVE CONFERENCE AND EVENT SOCIETY ASIA PACIFIC (ICESAP) MANILA LAUNCH</p>		
<p>Inclusive Dates: 21 March 2016 Venue: Shangri-La at The Fort, Bonifacio Global City, Taguig, Metro Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: ICESAP is an exciting new peak body for the Incentive, Conference & Event industry across all the markets of Asia-Pacific. It brings Corporate Customers, Industry Professionals and Suppliers together as ICESAP members. ICESAP Members benefit from Professional Development, Networking, New Products, Ideas Sharing, annual ICESAP Conference (November), and Excellence Awards. Throughout the year, ICESAP hosts member events in locations across the Asia-Pacific to bring members</p>	<p align="center">50 participants</p>	<p align="center">Completed</p>

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<p>together, whether for networking or Professional Development opportunities.</p> <p>ICESAP has requested the TPB's assistance in drumming up awareness about the body to increase its membership in the Philippines through a Manila launch with cocktails and networking. TPB assisted in booking the venue for the launch and provided a mailing list of selected invitees from the local tourism industry.</p>		
<p>XCIX. VISIT DAVAO FUN SALE</p>		
<p>Inclusive Dates: 25 March 2016 to 31 May 2016 Venue: SBMA, Zambales Nature of Activity: Others - Financial Assistance</p> <p>Short Description: Visit Davao Fun Sale (VDFS) is Davao region's pitch to make Davao among the top ranking Summer Destination in the Philippines. The 10-week engagement from March 25 to May 31, 2016 featured discounted cultural and adventure tour packages, sports, party, fun and leisure.</p>	<p>356,466 target participants with 9 countries and 1 ASEAN country</p>	<p align="center">Completed</p>
<p>C. EMIRATES: TRAVEL HACK – LAURA CROFT AND THE INDEPENDENT – KATE WILLS</p>		

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<p>Inclusive Dates: 27 March 2016 to 05 April 2016 Venue: Cebu and Bohol Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Emirates Airlines launched their new London — Dubai — Cebu route on 29 to 30 March 2016 and has engaged the firm, Red Consultancy to promote this inaugural route. Red is sending Laura Croft of Travel Hack (thetravelhack.com), one of the UK's top 10 travel blog sites for this press trip.</p> <p>The Travel Hack has over 25,000 Twitter followers and 325,000 on Pinterest with 130,000 page views, each month. On the other hand, The Independent Newspaper has a daily readership of 280,000 and 3,331,403 online users.</p>	Articles on Travel Hack and the Independent	Completed
CI. V AIR INAUGURAL FLIGHT MEDIA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 27 March 2016 to 29 March 2016 Venue: Metro Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In this regard, V Air, one of the two Taiwan low cost carriers (LCC), will start to operate their Taipei – Manila route on 27 March 2016 on a</p>	9 participants	Completed

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<p>four-times-a-week basis. This will be a good opportunity to increase the tourist traffic from Taiwan to the Philippines. This will enable us to add about 2,880 seats per month from the existing air traffic. For the period of 3 months as targeted this will be translated to 8,640 seats.</p> <p>In order to get more attention and be able to inform Taiwan consumers on the new product offering of Manila and its nearby cities, a media fam trip will be undertaken for this purpose during the inaugural flight.</p>		
<p>CII. XIAMEN AIRLINES HOSTED DINNER</p>		
<p>Inclusive Dates: 28 March 2016 Venue: Cebu City Hall Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Xiamen Airlines has invited media and travel agents from Xiamen for their inaugural flight held last 28 March 2016 enroute Xiamen-Cebu on a three (3) times a week schedule.</p> <p>For this purpose, TPB has been requested to host a dinner at Cebu City on the same day for the group, composed of seventy (70) persons, who arrived Cebu and had their familiarization tour of the area.</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p style="text-align: center;">Completed</p>

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CIII. MEDIA1 TRAVEL LEISURE NEWS FAMILIARIZATION TOUR

<p>Inclusive Dates: 29 March to 06 April 2016 Venue: Bohol, Puerto Princesa and El Nido Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Media1 Travel Leisure News is an online travel and culture newspaper that utilizes various online platforms. Media1 has been strengthening its readership by applying new technologies such as SNS, blog, mobile application, etc. which now cover approximately 70,000 industry players and 300,000 travel consumers. It also has partnership with Magazine N, a monthly magazine published by Asia Journalists Association, which circulates 35,000 copies per issue.</p> <p>Website: http://media1.or.kr/newshome Facebook: https://www.facebook.com/profile.php?id-100010505894774 Twitter: https://twitter.com/koreatravelnews Blog: http://blog.naver.com/travelnews</p>	<p>Promotion of the Philippines as an ideal tourism destination</p>	<p align="center">Completed</p>
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CIV. AIGTP 3RD GOLF CUP

<p>Inclusive Dates: 30 March 2016</p>	<p align="center">100 participants</p>	
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<p>Venue: Club Intramuros Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Association for Inbound Golf Tourism Philippines (AIGTP) organizes an annual local golf tournament for the local golfing community, the AIGTP Golf Cup, to raise funds for the association's international marketing activities and to support the TPB's bid to host the 2016/2017 Asia Golf Tourism Convention (AGTC). It is participated in by the AIGTP members and other golf enthusiasts from the local tourism sector, government or private entities, i.e. private golf courses, hotels/resorts and golf tour operators promoting Inbound Golf Tourism to the Philippines. Lunch and awards rites are held after the tournament, where participants can win prizes like airtickets and golf holidays.</p> <p>TPB provided giveaways (brochure bags) for the expected 100 participants of this golf tournament.</p>		<p style="text-align: center;">Completed</p>