

## ACCOMPLISHMENT REPORT HIGHLIGHTS 2014

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism (DOT) under the Republic Act No. 9593 otherwise known as the Tourism Act of 2009. It is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a Major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

TPB is now on its fifth year of existence as the corporate body that replaced the Philippine Convention and Visitors Corporation (PCVC). Its identity as the marketing and promotions arm of the Department of Tourism was confirmed in late-2012, after its current Board of Directors took their oath and now more involved in the Corporation's endeavors.

Guided by its mission "to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country" and its vision for "the Philippines to be among the top destinations in the world by 2020", the Corporation is now more even committed to providing the highest quality of service and improve their value to their partners, stakeholders and clients by adhering to effective and efficient Quality Management System that are compliant with global standards and legal requirements through empowering their performance with a well-balanced work environment characterized by integrity, teamwork, professionalism and excellence.

### *Awards, Recognitions and Achievements*

In May, SmartTravelAsia.com, the only dedicated travel magazine for Asia read by over 1 million unique visitors worldwide conducted “Best in Travel Poll 2014”. This poll spots ‘aspirational’ brands and offers unique insights into brand perceptions and trends. Votes are based on a combination of actual experience, word-of-mouth, and an idea of the brand drawn from advertising and editorial in the media.

Results were released in September. Palawan ranked seventh as the ‘Best Holiday Destination in Asia’. On the other hand, Manila ranked tenth as the ‘Best City for Business in Asia’. These recognitions can boost TPB’s performance in marketing and promoting the Philippines as a world-class destination.

### *International Visitor Arrivals*

For 2014, the Department of Tourism (DOT) targeted 6.8 million visitor arrivals. However, due to unforeseen man-made and natural disasters, international visitor arrivals only reached 4,833,368 with a 3.25 percent growth rate from the 2013 figure 4,681,307 in 2013.

For the top 12 key markets, the TPB recorded 4,188,442 visitor arrivals for 2014 on a variance of 311,558 from the originally targeted 4.5 million with the GCG. The natural and man-made occurrences resulted in the cancellation of trips to the country and in deference to the natural catastrophes.

### *International and Domestic Promotions*

In 2014, the international and domestic teams implemented 226 international and domestic marketing and promotions projects including trade fairs, sales missions, roadshows, special projects, site inspections, invitationals, joint promotions, MICE trade fair participations, attendance in annual membership meetings, and research assistance. The Corporation reached its target for the year and is a great improvement from the 208 listed projects in 2013.

Among the travel fairs that continued to be included in the tourism work program were the ASEAN Tourism Forum (ATF), Internationale Tourismus Borse (ITB), World Travel Mart (WTM), and Korea Travel Fair (KOTFA) to name a few. These events serve as venues for face-to-face meetings with private sector counterparts that establish long-term business relationships and generate arrivals and sales. The TPB will continually participate in these

kinds of projects where opportunities for site inspection visits and joint tourism promotions campaigns are also linked.

Site inspection visits had not been limited to travel trade clients, although a good number of tour operators came over upon invitation of the DOT and the TPB.

In September, the TPB organized the 2014 Philippine Travel Exchange (PHITEX), which took place in Manila on 2 to 5 September 2014 at the SMX Convention Center in Pasay partnered with hotels such as The Manila Peninsula, The Manila Hotel, and Diamond Hotel, The Heritage Hotel, and Fairmont Hotel to house their foreign delegates. The country hosted 196 buyers from 30 countries to meet with 197 sellers of Philippine tourism products and services.

Significantly, media writers and bloggers from different key markets and celebrity photographers and videographers from Korea enjoyed the Filipino brand of hospitality as well as the country's sceneries.

For domestic tourism, the TPB focused on providing opportunities to a number of regions to promote themselves more actively. A substantial budget had been allocated for marketing and promotions activities of the regions and will be implemented in close coordination with the Department of Tourism – Tourism Regulation, Coordination and Resource Generation (TRCRG) Sector. The TPB supported travel trade events organized by private sector partners such as the Travel Tour Expo of the Philippine Travel Agencies Association (PTAA) and the Philippine Travel Mart of the Philippine Tour Operators Association (PHILTOA). The TPB also coordinated closely with non-tourism enterprises for the use of the *It's More Fun in the Philippines*(IMFITP) brand, ensuring greater publicity mileage for the line at minimal expense to government.

### *M.I.C.E. Promotions*

Geared by TPB's mission to promote the country as a MICE destination, the corporation continues to provide support to proponents needing assistance with domestic and international events and conventions. TPB aggressively pushed in making the Philippines the venue for major international conventions and congresses. In 2014, the TPB assisted 4 wonbids and assisted 141 booked events held in the Philippines.

In June, TPB held the Philippine MICE Conference(MICECON) in Clark, Pampanga. MICECON is an institutional program of TPB, which provides the ideal platform for a comprehensive

educational and trade program for the Philippine MICE and tourism practitioners. A total of 538 participants joined the event, which consists of 395 delegates from different MICE and tourism sectors, 51 buyers from different countries, 12 speakers, 67 media, and 13 accompanying persons. The event received very positive feedback not only from the delegates but also from foreign speakers as well. Further, the one-day B2B component of MICECON (the MICE Mart) event generated several businesses in terms of group arrivals and booked events for the country.

### *Marketing Communications*

TPB's Marketing Communications Department's thrust has always been to support the market teams in promoting the Philippines as a preferred destination worldwide through collateral materials, tri-media placements and press releases fed in all media networks of the Corporation, media and corporate partners. It is likewise committed to increase public awareness on what the Corporation is and its functions in the tourism industry and promote the Corporation as DOT's marketing and promotions implementing arm.

In 2014, collateral materials such as brochures, giveaways, posters, decorative panels, corporate materials, etc. were conceptualized and produced by the Marketing Communications Department. Likewise, the department also coordinates with DOT overseas offices for reprinting brochures in multi-languages. Creative conceptualization and support to regional offices, overseas offices and DOT main office are also provided to maintain integrity of the IMFITP brand campaign. The department also work with the different market teams in designing booths for trade and consumer fair participations domestically and internationally.

For advertising and promotion, TPB coordinates closely with the DOT – Office of the Secretary and the creative agency, BBDO Guerrero to conceptualize and produce TV commercials, audio-visual presentations, and print advertisements.

Tactical advertising support was also allocated to market teams to finance joint advertisement promotions with travel agents and airlines on-ground, out-of-home (OOH) ads (i.e., billboards, bus, taxis, trains, etc.) and digital marketing promotions (i.e., websites, mobile applications, maintenance of social networking sites such as Facebook and Twitter, etc.)

The major accomplishment of the department is the implementation of the 2014 Media Plan in close coordination with the official media placement agency, Dentsu Philippines, of the DOT and TPB. Philippine advertisements worldwide were placed in carefully selected

tri-media channels to further increase awareness on the Philippines as a major tourism and MICE destination in the Asia Pacific Region and at the same time be able to convince the target markets to turn intentions to actual visits, experience authentic Filipino brand and share the fun.

### *Management Information Systems*

A responsive Management Information System (MIS) that will implement an advanced technology with the use of information system backed-up with the additional hardware and software, and supported with a strong and reliable Internet connectivity. For the period, MIS continues to maintain the Corporation's Time Management System, Personnel Data System, Payroll System, and the TPB Corporate website.

MIS Department is also the responsible unit for TPB's ISO 9001:2008 Quality Management System (QMS) certification. They closely coordinate with the ISO consultant, Ms. Cynthia R. Ramirez regarding all ISO matters. TPB has undergone seminars and series of consultations to come up with the TPB Quality Manual, TPB Quality Operations Manual, Department's Quality Operations Manual, which consists of fifty-five operational procedures. The TPB is expected to secure its ISO Certification at the end of 2015.

### *Finance*

In 2013, funds that had been identified in the Tourism Act of 2009 (R.A. No. 9593) began to flow into the TPB. In coordination with the Department of Tourism, the Department of Budget and Management, and the Bureau of Treasury, the TPB received its income from national government support and through its share of dividends from the Duty Free Philippines Corporation, the Philippine Amusement and Gaming Corporation (PAGCOR), and international airports and seaports.

The Board of Directors, in its BOD meeting in Tagaytay City on 5 April 2013, approved the TPB's Corporate Operating Budget for CY 2014 with a total of Php 1,992,000,000.00.



## *Personnel and Human Resources Development*

### Reorganization

In April, the Governance Commission for Government Owned or Controlled Corporations (GCG) approved the revised reorganization plan of TPB with 28 organizational units and 150 positions plus 15 positions co-terminous with the incumbent, to be abolished once vacated.

The reorganization of TPB was necessary to enable it to perform its expanded functions under R.A. No. 9593, broaden the composition of the Board of Directors, expand its powers and functions, mobilize resources, widen the membership base, and promote convergence with the DOT, Tourism Private Sector and the Local Government Units.

### Trainings and Seminars

Throughout the year, the Personnel and Human Resources Division held 18 trainings, seminars and workshops with regards to learning and development, financials and records management. One of which is the Professional Image Development Workshop that aimed on training employees on how to best represent the organization through proper appearance and behavior within and beyond the workplace.

The employees also engaged in physical activities such the aerobics exercises that provide employees the opportunity for physical exercise in order to help regulate weight and provide wellness within the organization. In September, 43 TPB employees participated in the CSC Race to Serve Fun Run IV to celebrate the 114<sup>th</sup> Philippine Civil Service Anniversary.

### Gender and Development

TPB also supports and conduct seminars and activities geared towards gender and development (GAD). It ensures that explicit, implicit, actual and potential gender biases are removed from within and beyond the government workplace. Hence, the government embarked on gender and development as one of its priority programs. GAD focuses on the principle that development is for all. Everyone in the society, female or male, has the right to equal opportunities to achieve a full and satisfying life. Women and men enjoy the same conditions for realizing their full human rights and potentials to contribute to development as well as benefit from the results.

## Employee Engagement

In May, the TPB held its annual team building with the theme, “Game Ka Na Ba?”, which focused on one’s readiness to adapt to changes considering the reorganization of the Corporation.

Meanwhile, in December, the TPB held its year-end activity. It was also the time when the organization sent off their retirees. Also, the TPB held the 2014 Turismo Pasko sa mga Bata at Museo Pambata and Jollibee Harbour Square in coordination with the DSWD – Reception Study Center for Children. TPB employees adopted less fortunate for a day to let them experience the joy of Christmas.

## *Procurement and General Services*

### Repair and Rehabilitation

In November, the TPB contracted R.B. Soriano Construction for the first phase of repair and rehabilitation of the offices, which include the Executive Offices, Marketing Communications Department, MIS Department, and the hallway. The first phase is expected to be finished in March 2015. The last rehabilitation of the Corporation’s facilities was in 1998, which included the Executive Offices only. The rehabilitation was pushed through for an upgrade of the Corporation’s facilities to be at par with the private sector and for the employees to have a more conducive working environment.

## *Visit the Philippines Year 2015*

Visit the Philippines Year is the country’s Tourism Tactical Campaign based primarily on the development, organization, implementation and promotion of a year-round calendar of events in 2015 that compels local and foreign tourists to visit the Philippines and proactively participate in activities lined up.

The calendar consists of traditional events (e.g., fiestas, established cultural and/or sporting events, etc.) and newly-initiated activities that aim to highlight strategic tourism products and services (e.g., diving, shopping, dining, etc.)

VPY 2015 aims (1) to strengthen/maximize the use of upgraded digital technology solutions for tourism marketing; (2) to revitalize the “It’s More Fun in the Philippines” strategic media campaign with messaging values focused on content, depth and variety; (3) to focus on

marketing and promotions power brands/activities; (4) to establish/strengthen business relationships with private sector stakeholders and involvement of Local Government Units in marketing and promotions activities including MICE and investments; and (5) to invest / organize / support / promote MICE events / special events that create buzz and excitement about specific destinations, activities and attractions.

In September, DOT and TPB launched the tactical campaign in time with the Philippine Travel Exchange in Manila. Afterwhich, series of launches and roadshows were conducted in Singapore, Hong Kong, London, Vietnam, Indonesia, South Korea, Malaysia, Japan, Thailand, Baguio, Tuguegarao, Clark, Lucena, Legazpi, Bacolod, Cebu, Zamboanga, Cagayan de Oro, Davao, General Santos, and Butuan.